Generation Z As a New Focus in Tourism Industry: a Literature Study

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Abstract. Understanding the behavior of each generation is very important in marketing because each generation has different decision-making patterns, including in the context of tourism. After the millennial generation (Generation Y), Generation Z has become a new focus for marketers because of its strong orientation towards the digital world and its influence on consumption trends. This study aims to explore the main factors that influence Generation Z's behavior in tourism activities and how these factors are changing the tourism industry. Using a systematic literature review approach, this study analyzes previous research to identify important aspects that shape Generation Z's travel decisions. The results show that Generation Z tends to value travel experiences that involve digital interaction and apply sustainable practices. They are attracted to tourist destinations that can provide immersive digital experiences and promote green tourism through environmentally friendly marketing strategies. These findings emphasize the importance for tourism industry players to implement digital transformation and green marketing to meet Generation Z's expectations and support the development of sustainable tourism.

Keywords: Generation Z, Tourism, Systematic Literature Review, Digital Tourism

1. Introduction

Tourism is an important part of a country because it can provide sustainability. The tourism sector contributes one-tenth of the global workforce and contributes 10% to global GDP. Sustainability is an issue that is being widely discussed and presented by governments, communities and companies with the aim of ensuring that the lives of future generations will not be affected by the current economic situation. [1] Sustainable tourism is based on the principles of "sustainable" development which refers to the three pillars of sustainability, namely economic, social and environmental. Tourism has an important role for a country, because tourism is a part that influences sustainable development [2]. In welcoming the industrial change from 4.O to the era of society 5.O, it is important for marketers to pay attention to the behavior of generation Z, considering that they have the ability to influence perceptions and fast interpretation capabilities [3].

Various factors influence consumers or tourists in visiting tourist destinations, the most influencing factor for consumers in visiting tourist destinations today is the combination of tourist destination offerings and the use of technology by tourism providers. Generation Z is the future generation that is the mainstay of the sustainability of the tourism industry, considering that this industry is the golden generation of the digital generation [4]. Digital era brings a shift in consumer behavior patterns, including tourism consumers. Consumers in this digital era have characteristics that want to get everything in a short time and in an easy way.

Demographics are the main driver of demand for the tourism industry in the future [5]. Having a deep understanding of demographic trends in the tourism industry is important, as this can bring about significant changes, both in terms of supply and demand. [6]. Generation Z is the generation that is currently the focus of various industries including tourism. Generation Z is the generation born after Generation Y (millennials) who were born in 1997-2012. Generation Z is quite an important part to observe, because their habits, including in choosing tourism, will also affect the generations after them. Generation Z is a generation that is very close to technology and the virtual world, because their growth period is very close to technology. In addition, Generation Z is more easily influenced by global issues such as climate change and resource scarcity, making them more likely to be sensitive to these issues in order to move towards sustainability and responsible consumerism [7]. Generation Z is a potential market segment to be targeted by nature tourism managers. The characteristics of generation Z that are attached to this technology are an important part that needs to be considered, considering that in addition to their unique character, this large population of generation Z will certainly have an important role in society, especially in the process of economic growth [8]. Generation Z is also a generation that is quite different, having different uniqueness, which brings new changes in the world of tourism that require attention and change so that players in the tourism industry must be able to adapt quickly [9].

2. Literature Review

Every tourism industry player is expected to not only be able to recognize changes, but also be able to respond to the changes that occur effectively [10]. One of the changes faced in the tourism industry is generational change, bringing both opportunities and challenges for the tourism industry. Generation Z is a generation that is entering adulthood along with world changes, such as climate change, terrorism and technological advances.

Changes in demographic conditions can have direct and indirect impacts on tourism [11]. Direct impacts include demand (number and structure) and employees (number of employees and their qualifications), and indirect impacts relate to job descriptions in the tourism industry and tourism service. The future growth of tourism depends on how well the industry is able to understand the social environment, such as demographic trends that influence tourist behavior [12].

Various things are triggering factors in the purchasing decisions of this generation Z, including in their decisions in choosing tourist destinations. In addition, the characteristics of Generation Z who tend to be active in their social media content, need to get attention from tourism industry players. Because, various content produced (positive or negative) can influence other people's behavior, including their travel decisions. Generation Z tends to make purchases for themselves, unlike previous generations whose purchasing decisions were influenced by parents or certain parties. This situation will certainly affect the speed of purchasing decisions, because they do not need to think about other people's opinions. Even though they are not influenced by their parents, in making decisions, Generation Z is influenced by other things, namely virtual friends, new media and everything that comes from technology [13].

The role of generation Z in the context of the tourism industry is quite important, because this generation is in their productive age and they tend to have characters that are prone to stress and often experience anxiety. One of the things that is done to overcome this condition is to carry out travel activities. Generation Z's travel activities can encompass two things, namely real travel and virtual travel [14]. This has brought about changes in the tourism industry, which previously only focused on providing real tourism services, but is now also required to be able to present tourism activities that are connected to technology (virtual). Generation Z has different travel activities from previous generations, so it is important for tourism industry players to pay attention, considering that the number of this generation is quite large throughout the world. It is important for tourism industry players to discuss more deeply about social, economic and environmental changes based on generations, especially in the current digital age which has an impact on various sectors that will have long-term impacts [15].

Generation Z, apart from growing up with technological developments, also grew up in a world where the world was focused on a better and greener world environment. Thus, this generation will also consider travel destinations that contain "green" elements. Generation Z is more significantly affected by global issues such as climate change and resource scarcity, making them tend towards sustainability and want to be responsible consumers, for example choosing environmentally friendly hotels (green hotels) [16]. Generation Z will likely show differences compared to Generation Y in terms of consumption orientation because they grew up during an economic recession [17].

Publications in each year. (Criteria: see below)
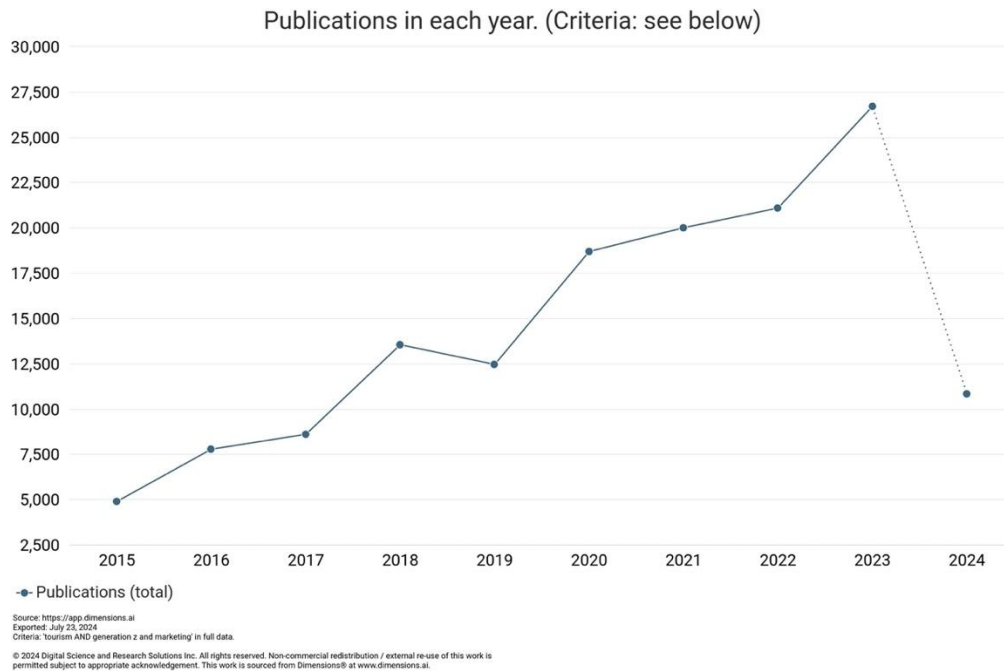
Figure 1. Tourism Industry Marketing Publication Graph for Generation Z

Based on the results of data filtering through the Dimension site, Figure 1 shows an increase in research (articles and proceedings) in the field of tourism marketing which focuses on Generation Z. This shows that this topic is quite relevant to be considered and researched, and that Generation Z is an equally important part to be considered by marketing researchers and tourism industry practitioner. Therefore, it is necessary to conduct continuous and further studies related to these matters in order to create a sustainable tourism industry, for a stable economic situation.

3. Research Method

Respondent

This research is a literature study using a literature review conducted independently by the researcher himself without involving respondents as a data source, because the nature of the research is a literature study so that it does not require the involvement of other people to obtain research data. In addition, the main focus of this research is on the analysis of previously existing scientific works, so the most important role in completing this research lies with the researcher. With a methodological approach, this study aims to contribute new knowledge in the marketing field that focuses on the current and future tourism industry, where generation Z is the focus of the subject. Identification related to this matter is carried out systematically through a thorough

examination by utilizing the identification capabilities of AI, namely Dimension and Harzing's Publish or Perish.

Instrument

This research is a literature study whose process is based on an in-depth literature review of the tourism industry in the context of marketing and its relation to generation Z and the challenges and opportunities related to it, so this research has instruments that include academic journals, scientific articles, conference papers, and relevant books. Literature studies are expected to be able to contribute by presenting a theoretical framework, enriching empirical findings and other theories. The purpose of this literature study is expected to be able to provide an information-rich interpretation, thus ensuring that the research is based on existing theories and research findings. Researchers have a fairly central role in this research, this is because the data used is in the form of library documents, so that researchers act as key instruments in the process of data collection, analysis and interpretation of data obtained from literature source. Thus, it can be said that researchers have a responsibility to ensure that this research obtains a comprehensive and in-depth understanding of the topic being studied.

Data Analysis

Data analysis in this study was carried out using systematic literature analysis and review. The process is by collecting data from various sources that have been filtered by researchers (adjusted to the criteria of this study), such as various documentary sources and literature that are related to the tourism industry, marketing and generation Z, because the purpose of this study is to see how important generation Z is to the tourism industry considering their different characters from previous generations. The data that was successfully collected was then mapped and analyzed further, which was then combined to provide an understanding related to the phenomenon being studied. By using source triangulation, researchers can identify the consistency of the data obtained, reduce bias, and deepen understanding of the research topic. This strategy is expected to not only strengthen the validity of the research by showing that the same results emerge from various sources, but also increase the depth and complexity of understanding the research subject.

4. Result and Discussion

Result

The data get from Harzing's Publish or Perish was organized using the PRISMA 2020 flow diagram, as illustrated in Figure 2 and details of figure 2 showed in Table 1 included articles are presented.
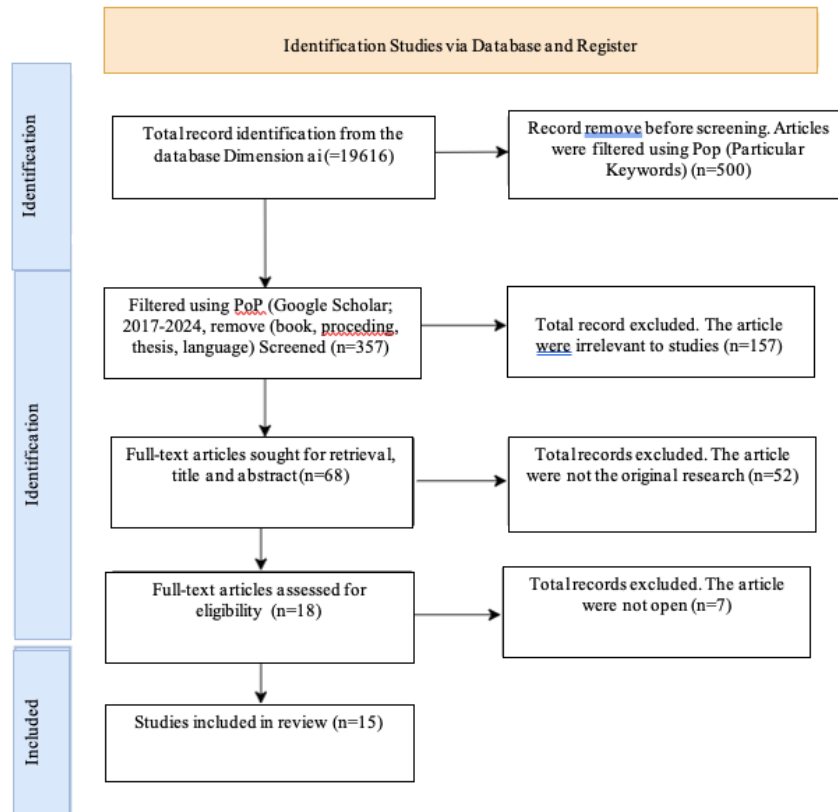
Figure 2. Prisma Flow diagram on data selection

Table 1. Descriptive data of 15 article of filtering process

No	Author (S)	Year	Title	Themes/ Issues
1.	Wu et al.	2024	Understand the Chinese Z Generation consumers Green hotel visit intention: An Extended Theory of Planned Behaviour Model	Value and green tourism marketing
2.	Zhou et al.	2023	Using TikTok in Tourism Destination Choice: A Young Chinese Tourists Perspective	Influence on TikTok on the travel decision making of young (Gen Z) Chinese tourist
3.	Aryasih et al.	2023	How to Make Decision of Gen Z Travelers? Exploring the Influence of Perceived Risk, Online Review, And Price on Travel in Bali	Decision making Gen Z on travel

No	Author (S)	Year	Title	Themes/ Issues
4.	Zhang et al.	2023	Metaverse Tourism and Gen-Z and Gen-Y's motivation: "Will You, or Won't You Travel Virtually?"	Metaverse tourism for Gen Z and Gen Y
5.	Puiu et al.	2022	A Behavioral Approach to the Tourism Consumer Decision of Generation Z	Sustainable tourism
6.	Agustina and Astari	2022	Generation Z Travel Behavior and Changes in Travel Micro Trends	Travel Microtrends in Generation Z
7.	Ribeiro et al.	2022	Determinants of Generation Z pro-environmental Travel Behavior: The Moderating Role of Green Consumption Values	Investigate the value that Gen Z want when travelling
8.	Rancati and Agata	2022	Metaverse in Tourism and Hospitality: Empirical Evidence on Generation Z from Italy	The metaverse become potential new tourism feature for generation Z
9.	Caliskan.C.	2021	Sustainable Tourism: Gen Z?	Gen Z as a potential for a sustainable future in tourism context
10.	Entina et al.	2021	Tourism Industry Management in The Global Transformation: Meeting the Needs of Generation Z	The needs of generation Z in tourism
11.	Hysa et al.	2020	Social Media Usage by Different Generation as a Tool for Sustainable Tourism Marketing in Society 5.0 Idea	How the generation using social media
12.	Baltescu	2019	Elements of Tourism Consumer Behavior of Generation Z	Generation Z behavior in tourism
13.	Robinson and Schanzel	2019	A Tourism Inflex: Generation Z Travel Experiences	What motived generation Z to doing travel
14.	Dimitriou and AbouElgheit	2019	Understanding Generation Z's Social Decision Making In Travel	Social decision making process model for Generation Z
15.	Skinner et al	2017	Meeting the Needs of the Millennials and Generation Z: Gamification in Tourism Through Geocaching	The needs of generation Y and generation Z on tourism

Table 1 is a data table from the author's filtering results which can show how Generation Z behaves in carrying out their tourism activity. Various studies have been conducted to examine how Generation Z behaves in their travels. Various studies that researchers have filtered and analyzed in Table 1 show several things that can be triggering factors for Generation Z to travel. Research that focuses on how Generation Z's needs are when traveling. The results of his research show that the location and form of tourism offered are not a problem, as long as tourism providers are able to offer "smart tourism" or "digital tourism" considering that this new generation is sensitive to this [18]. In addition, [9] also found a model of Generation Z travel decision-making, that is; 1) Inspiration, 2) Need for Social Recognition, 3) Planning, Search and Evaluation, 4) Booking, and 5) Post-Booking Evaluation. [19] found several things that

influence the travel experience of generation Z, namely the relationship to global issues (climate change, global scale events, terrorism, technological advances), direct influences (family, friends) and the influence of the destination area (socio-political conditions, physical features).

Tourism consumption is an important thing for generation Z, where the results of the research indicate that generation Z needs one tourist trip every 6 months, some also indicate once every 3 months. There are even those who need to travel once a month and there is a gap between Generation Z and previous generations in terms of travel behavior, so this is quite an important challenge for tourism providers to face in order to win the hearts of Generation Z [20]. [29] found that generation Z relies heavily on social media in their travel decisions, such as positive reviews, good comments on content on social media. Research conducted by [21], which took data from several countries (USA, China, India, Australia and UK) as representative samples of Generation Z to represent tourism globally, shows that Generation Z are consumers who tend to use modern digital communication tools, and are also individuals who participate directly in technological and economic changes that occur in the world. The study also found that Generation Z is fundamentally changing the climate of the global market, especially in the tourism (travel) industry. A fundamental change, compared to the previous generation, generation Z makes greater use of technology to influence their travel decisions, namely by using websites that accommodate them in making their travel plans. Generation Z is a generation that needs real and useful information in a short time to produce satisfaction within itself, so this is important for tourism industry players to be aware of.

Communication via social media is vital for Generation Z, so it is important for marketers of goods and services to change their social networks by developing new digital business platforms. Generation Z is a digital generation that has an impact on various sectors including tourism [3]. Generation Z is a generation with a "practical" and individual mindset, and this is a social reality that must be faced in order to produce sustainable tourism [3]. So it is important for marketers to continue to study the behavior of Generation Z consumers, for example the new lifestyles they produce (agricultural associations, industrial associations and digital information associations), this is a social change that will have consequences for the economy. The innovations that have occurred in recent times have also changed the tourism industry, including the way consumers (tourists) make purchases, so that marketers in this industry need to rethink their strategies in marketing and promoting their tourism products, considering that this is a digital year [3]. This brings about a change in behavior followed by a change in marketing strategy, from conventional to digital marketing tools as a strategy [22]. Generation Z also relies on online reviews when making travel decisions [23]. TikTok, as a video-based social media that offers entertainment and fun, has become a platform that influences Generation Z in traveling. In addition to social media, digitalization also brings changes to a more advanced direction, namely the "metaverse", which is a concept of the universe in 3D form with the concept of combining several different virtual spaces, this also has an impact on the tourism climate. Research results from [24] shows that generation Z has high knowledge and enthusiasm for the latest technology, namely the metaverse, and hopes that it can be used for traveling,

because in their imagination the metaverse is able to provide a travel experience that is no less than the real world but can minimize costs [24], and also the metaverse is able to provide the experience of exploring past tourism. Studies from [25] indicates a high desire from generation Z to travel virtually and metaverse tourism is something that is desired.

Study [26] shows that generation Z brings about changes in travel patterns, where this generation prioritizes health, both mentally and environmentally, and generation Z prefers sustainable accommodation when traveling. "Green" consumption is also quite an important issue when linking tourism to Generation Z, because this generation is a generation that has environmentally conscious holiday behavior [27]. [1] in his study also found that generation Z has recycling and waste reduction behavior, which influences their decisions in choosing tourist destinations. Generation Z also has the view that sustainable tourism is tourism that pays attention to the environment and is not polluted by much human intervention [1]. Emotional values and subjective norms influence generation Z in their intention to travel, and accommodations that offer "green" values such as green hotels increase the generation's desire to visit [28].

Discussion

Individual behavior depends on many factors, one of which is their generation of origin, where each generation has different behavior including in their purchasing behavior. In the context of tourism, the thing that concerns purchasing behavior is consumer behavior in traveling. However, before traveling, of course, many things influence consumers to choose a trip or a tour, where over time this behavior has shifted and changed due to major changes, especially during the industrial revolution 4.O. In welcoming the state of society 5.O, generation Z is the generation that is most easily affected and most influential. For example, in the tourism industry, there have been developments related to factors that influence generation Z in traveling or that can trigger this generation in choosing tourism. These developments include:

Generation Z, Digitalization and Metaverse

Various empirical studies, both qualitative and quantitative, have been conducted to find out what factors influence Generation Z to travel and choose tourist destinations. These studies indicate that the closer a trip is packaged digitally, the more interested Generation Z will be in traveling. This generation was born and grew up in the digital era, so their behavior is very attached to things in digital form, so they hope that everything can be done digitally, even when traveling. Digital development does not stop with the presence of social media which changes the scope of human life, but also the presence of the metaverse which offers digital life in 3D form. This metaverse is something new that Generation Z hopes will be present to fulfill their travel and traveling needs, considering that this generation is the generation that most often wants to do tourism activities. This condition can be adapted by tourism industry players in forming their tourism marketing strategies, and the government that has authority in this sector

is also expected to adjust to this condition, considering that tourism is one of the sectors contributing to the economic growth of a region and country.

Generation Z and Green Marketing

Generation Z is a generation that grew up in a world that experienced various changes, one of which is climate change. So this affects their behavior in choosing travel. Various studies have shown that Generation Z tends to choose travel that is environmentally conscious and has green marketing elements. This generation is quite sensitive to sustainability issues, so it is hoped that they will be able to contribute to creating a sustainable world through any aspect. The behavior of generation Z needs to be a concern for marketers, considering that not many tourism industries present green marketing elements in the tourism elements they offer.

5. Conclusion

Generation Z is a generation that is quite potential in the tourism industry, considering their emotional condition which is prone to stress, and tends to need things that can reduce stress. Traveling is one of the things that can be done to reduce their stress. Therefore, tourism industry players are expected to be sensitive to their presence, especially at this time, many of them are entering the working age, so they have their own resources to make all their purchasing decisions. In addition, generation Z has different purchasing behavior than previous generation.

This literature study offers two main focuses that can be of concern to tourism industry players and the government, namely the context of tourism with digitalization and metaverse, and the context of tourism with green marketing. Because, based on the results of the search conducted in this literature study, there is a shift in the trend of travel behavior from generation Z, from only expecting convenience from information obtained digitally, then shifting towards things related to world sustainability, then expecting tourism activities that pay attention to the environment and sustainability.

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