

Exploring Generation Z's Influence on Tourism Industry: A Bibliometric Analysis

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Ecoplan Submitted: Sept 10, 2024 Accepted: Oct 15, 2024 Published: Oct 26, 2024 Keywords: <i>Generation Z Travelers; Bibliometric Analysis; Tourism; Preferences.</i>	Abstract - <i>Generation Z plays a crucial role in shaping the tourism industry, distinguished by its unique characteristics and strong digital expertise. Using bibliometric analysis, this study examined 192 publications indexed in the Scopus database between 2018 and 2024. The findings indicate an increasing interest among academics after 2020, with a focus on collaborative efforts and global contributions. Key themes include social media, sustainability, and virtual reality, reflecting evolving research directions in Generation Z's travel preferences. Based on these findings, future studies should explore longitudinal analyses and cross-cultural comparisons to refine tourism strategies, leveraging innovative technologies and marketing approaches to increase the engagement with Generation Z travellers.</i>
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Abstrak - Generasi Z telah muncul sebagai demografi krusial yang membentuk industri pariwisata dengan karakteristik unik dan kecakapan digitalnya. Studi ini menggunakan analisis bibliometrik untuk meninjau 192 publikasi terkait topik ini dari database Scopus, yang mencakup periode antara tahun 2018 hingga 2024. Hasil penelitian menunjukkan peningkatan signifikan dalam minat akademis setelah tahun 2020, dengan penekanan pada upaya kolaboratif dan kontribusi global. Tema-tema dominan seperti media sosial, keberlanjutan, dan realitas virtual mencerminkan arah penelitian yang berkembang sesuai dengan preferensi wisatawan Generasi Z. Penelitian di masa mendatang perlu memprioritaskan analisis longitudinal dan perbandingan lintas budaya guna menyempurnakan strategi pariwisata. Dengan memanfaatkan teknologi inovatif serta pendekatan pemasaran yang tepat sasaran, industri pariwisata dapat meningkatkan keterlibatan dengan wisatawan Generasi Z dan lebih efektif memenuhi harapan mereka yang terus berkembang.

Kata Kunci: Wisatawan Generasi Z; Analisis Bibliometrik; Pariwisata; Preferensi

INTRODUCTION

Generation Z, defined as individuals born after 1995 and often referred to as digital natives, demonstrates a high level of proficiency in technology and social media, significantly influencing modern trends in the tourism sector (Corbisiero & Ruspini, 2018; Jayatissa, 2023). Their travel decision-making process is notably complex, incorporating social recognition and the use of mobile platforms and social media at every stage (Dimitriou & AbouElgheit, 2019; Robinson & Schänzel, 2019) The evolving tourism landscape is being shaped by advancements in technology, socio-cultural shifts, and changing consumer behavior. In recent years, Generation Z has emerged as a key force in this transformation, gaining attention for its distinct characteristics and wide-ranging impact across various industries.

Corbisiero, Monaco & Ruspini (2022) anticipate Generation Z to become the primary target market for the tourism industry. Their impact spans various dimensions, including a pronounced reliance on social media for travel information, a preference for multi-channel booking, and a readiness to embrace advanced technologies. Moreover, Generation Z's susceptibility to social media marketing activities (SMMA) that emphasize entertainment, trendiness, and interaction is underscored by Liu et al. (2023). This cohort is also drawn to adventure tourism destinations promising unique experiences (Rahjasa, Aspariyanthi & Rahadiarta, 2023) and exhibits preferences for sustainable accommodation with a focus on environmental and mental health considerations (ÇALIŞKAN, 2021; Agustina & Astari, 2022).

Băltescu (2019) emphasizes Generation Z's proclivity for acquiring and consuming information about tourist products, a behaviour that significantly shapes their spending preferences and engagement as customers (Stavrianea & Kamenidou, 2022). Furthermore, the influence of digital influencers, particularly on platforms like Instagram and YouTube, profoundly impacts marketing strategies within tourism and hospitality sectors (Setiawan et al., 2018; Barbe & Neuburger, 2021). Vieira et al. (2020) highlight key drivers underpinning Generation Z's online tourism purchases, including trust considerations, price competitiveness, aggregator website usage, word-of-mouth recommendations, and overall user experience. In light of Generation Z's distinct preferences and consumption behaviours, exploring the nuances of their engagement with tourism is essential for devising effective strategies that resonate with this demographic. With an increasing emphasis on personalized and immersive experiences, Generation Z travellers prioritize authenticity, uniqueness, and meaningful interactions in their journeys (Tata, Sharrock & Westerlaken, 2023). They are attracted to interacting with locals, traditional architecture, and natural environmental characteristics in tourism destinations (Akgiş İlhan et al., 2022; İlhan et al., 2023). Industry stakeholders must adapt offerings to meet evolving demands, whether through curated travel itineraries, experiential accommodations, or interactive digital platforms fostering peer-to-peer recommendations and social sharing (Stavrianea & Kamenidou, 2022). Recognizing and responding to Generation Z's influence on tourism is critical for fostering sustainable growth and competitiveness within the industry (Çalışkan, 2021).

The purpose of this study is to systematically examine the existing research landscape related to Generation Z and tourism using bibliometric analysis. We analyzed 192 published articles from 2018 to 2024 on Generation Z and tourism, as shown in Figure 1. This study aims to identify publication trends by analyzing scholarly publications' volume and growth over time, assess citation impact and influence, map research themes and uncover emerging topics, and identify research gaps for further exploration. By conducting a rigorous bibliometric analysis, this study seeks to provide valuable insights into the current state of Generation Z tourism research, contributing to knowledge synthesis and informing future research directions.

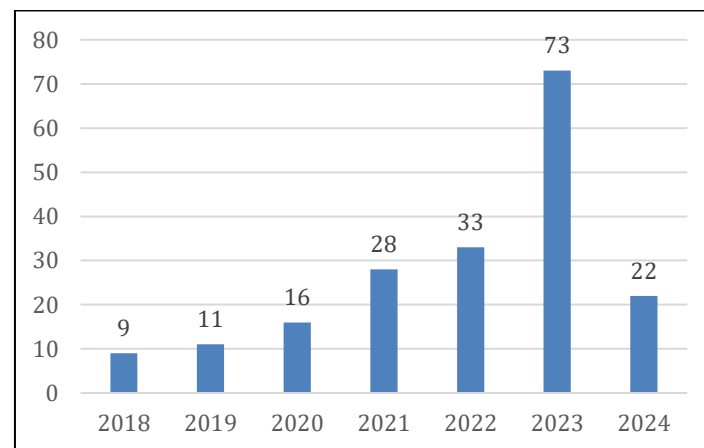


Figure 1. Total Publications on Generation Z Tourism

METHOD

This study employs a bibliometric analysis to examine the scholarly landscape surrounding the intersection of Generation Z and tourism. Bibliometric analysis is a popular and rigorous method for exploring and analyzing large volumes of scientific data (Donthu, Kumar, Mukherjee, Pandey, & Lim, 2021). It involves the quantitative analysis of research outputs, such as publications and citations, to identify trends, patterns, and relationships within a specific field or discipline. This method is particularly useful for understanding the evolution of research topics. The methodology encompasses data collection, pre-processing, analysis, and visualization techniques. For conducting descriptive data analysis, we utilized the Publish or Perish software and VOSviewer software.

The initial stage of conducting a bibliometric analysis involves selecting suitable databases that provide reliable and comprehensive scholarly literature relevant to the research objectives. For this study, the primary data source selected is the Scopus database, which offers access to an extensive repository of scientific publications spanning diverse academic disciplines. Scopus was chosen for its robust collection of scholarly works known for their significant impact and relevance in academic circles.

The search for documents in the Scopus database was conducted using the terms "GENERATION Z" OR "GEN Z" AND "TOURISM" OR "TOURIST". Documents containing these terms in the title, abstract, and/or keywords were selected, and filtering was applied to include only documents written in English. As of 2024, a total of 192 published articles on Generation Z tourism were identified, comprising 170 articles and 22 conference papers. Figure 1 depicts the flow diagram of the search strategy.

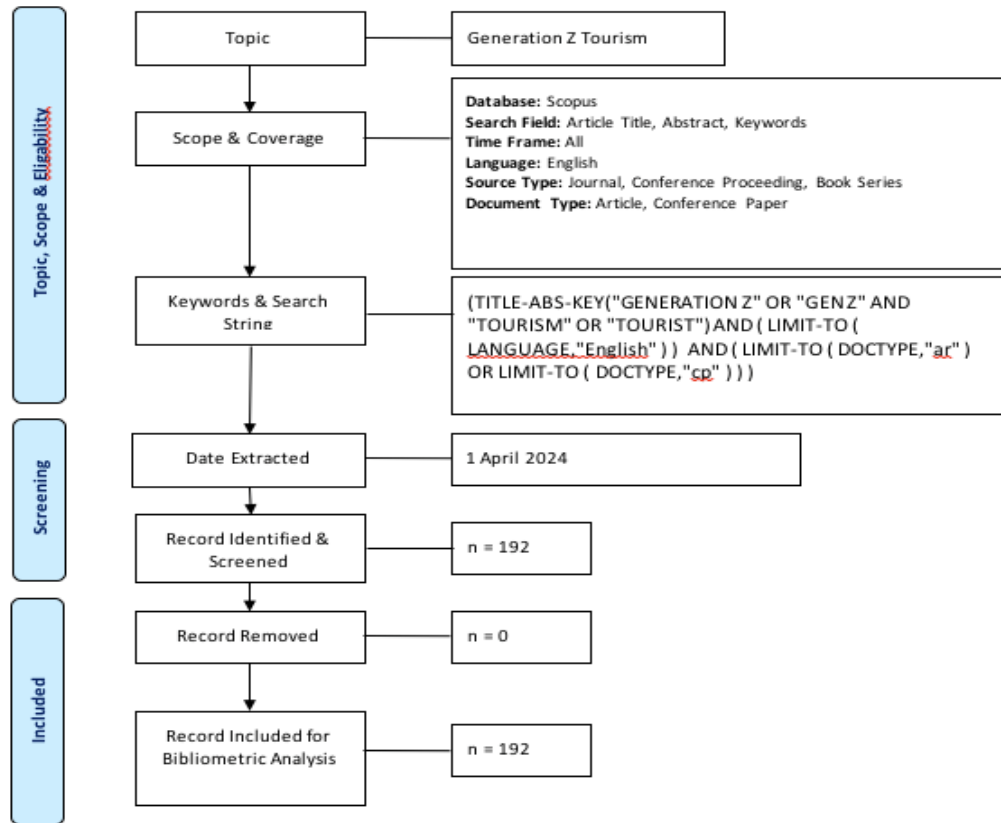


Figure 2. Flow Diagram of The Search Strategy

RESULTS

The Annual Trends of Generation Z Tourism Related Publications

The analysis of publications on Generation Z tourism from 2018 to 2024, as depicted in Figure 1, reveals a compelling narrative of scholarly interest unfolding over the years. Beginning modestly with 9 publications in 2018, the field experienced steady growth, with 11 publications in 2019 and a notable increase to 16 publications in 2020. This growth trajectory reached a zenith in 2021, witnessing a substantial spike to 28 publications, indicative of a burgeoning interest in the subject. Despite a slight dip to 33 publications in 2022, the overall enthusiasm persisted. The most striking development occurred in 2023, with the number of publications surging to 73, indicating an unprecedented demand for research on Generation Z tourism. The cumulative total of 192 publications underscores the sustained scholarly exploration of Generation Z's impact on the tourism sector, highlighting its growing significance as a focal area of study.

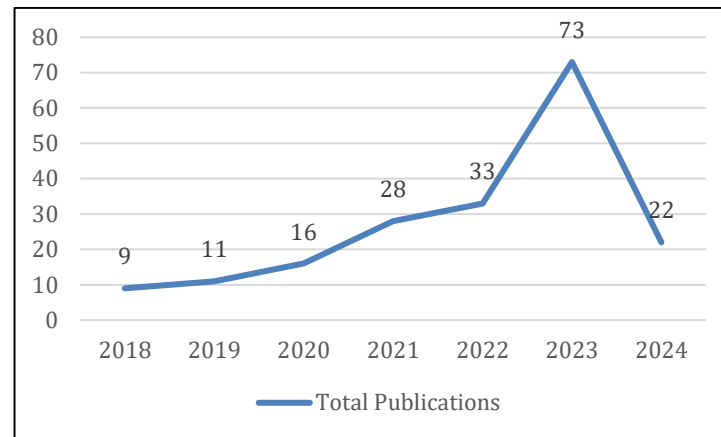


Figure 3. Total Publications on Generation Z Tourism

Citation Analysis

Citation is widely regarded as the predominant method utilized to gauge the impact of an author, journal, or paper, owing to its effectiveness in swiftly identifying significant contributions within the field. Table 1 presents the findings regarding the number of publications with varying citation counts: 100 or more, 50 or more, 20 or more, 10 or more, 5 or more, and less than 5 citations. The data reveals that only 1.56% of the studies garnered over 100 citations, while another 1.56% received more than 50. Additionally, 10.42% achieved more than 20 citations, and 11.98% attained more than 10. Surprisingly, over 50% of the papers failed to surpass the five-citation threshold. This discrepancy could suggest either a lack of interest or relevance leading to fewer citations, or it may indicate that these papers are recent and have not yet had sufficient time to be cited. Given the rapid expansion of the field, it is anticipated that citations may increase in the near future as research matures and gains more attention from the academic community.

Table 1. General Citation Structure of Generation Z Tourism Literature

Year	Total Publications	Total Citations	>100	>50	>20	>10	>5	<5
2018	9	449	2	1	2	2	0	2
2019	11	176	0	1	2	1	1	6
2020	16	328	1	0	6	1	1	7
2021	28	174	0	0	2	7	1	18
2022	33	230	0	0	3	6	6	18
2023	73	357	0	1	5	5	10	52
2024	22	15	0	0	0	1	0	21
Total	192	1729	3	3	20	23	19	124
Percentage			1.56	1.56	10.42	11.98	9.90	64.58

Source: Processed by the author (2024)

The most cited article, with 125 citations, is "Generation Z and the Tourist Experience: Tourist Stories and Use of Social Networks," authored by Haddouche & Salomone, explores Generation Z's tourism experiences, shedding light on their practices, social media usage, and perceptions of sustainable tourism. Through interviews and narrative research techniques, the study uncovers surprising levels of modesty among Generation Z tourists and highlights their heightened scepticism towards social media, offering valuable insights into this multifaceted demographic cohort.

In second place, Skinner, Sarpong & White, "Meeting the needs of the Millennials and Generation Z: gamification in tourism through geocaching", has been cited 114 times. This paper presents a conceptual framework proposing the integration of geocaching, a popular mobile-enabled game, into the tourism sector to cater to the preferences of Millennials and Generation Z. Through an inductive qualitative approach, the authors construct a theoretical framework based on the principles of gamification, demonstrating how even non-urban destinations and smaller businesses can leverage technology to enhance tourism experiences for digitally savvy tourists.

A study by Goh & Okumus appears in third place with 106 citations. In this work, the authors highlight the critical role of a stable workforce in sustaining the hospitality and tourism industry, particularly amid challenges such as high staff turnover and the departure of older workers. Focusing on attracting Generation Z talent, the paper offers 10 practical recruitment strategies to entice them to join the

hospitality sector, presenting innovative approaches to address the industry's ongoing talent acquisition struggles. More details about the 10 most cited papers are presented in Table 2 (ordered by number of citations).

Table 2. Most Cited Papers

No	Total Citations	Title	Author
1	125	Generation Z and the tourist experience: tourist stories and use of social networks	H. Haddouche, C. Salomone
2	114	Meeting the needs of the Millennials and Generation Z: gamification in tourism through geocaching	H. Skinner, D. Sarpong, G.R.T. White
3	107	Avoiding the hospitality workforce bubble: Strategies to attract and retain generation Z talent in the hospitality workforce	E. Goh, F. Okumus
4	95	Tourism and the new generations: emerging trends and social implications in Italy	S. Monaco
5	89	A tourism inflex: Generation Z travel experiences	V.M. Robinson, H.A. Schänzel
6	60	Metaverse tourism for sustainable tourism development: Tourism Agenda 2030	H. Go, M. Kang
7	38	Intergenerational differences in customer engagement behaviours: An analysis of social tourism websites	R. Bravo, S. Catalán, J.M. Pina
8	38	Co-creating tourism experiences through a traveler's journey: a perspective article	T. Zhang
9	37	Theft in the hotel workplace: Exploring frontline employees' perceptions towards hotel employee theft	E. Goh, S. Kong
10	37	Who am I if you can't see me? The "self" of young travellers as driver of eWOM in social media	M. Ek Styvén, T. Foster

Source: Processed by the author (2024)

Table 3 presents the journals that have published the most papers and garnered the highest number of citations on the subject of this study, ranked by the volume of published articles. The journal Sustainability (Switzerland) stands out with 16 articles published on the subject, totalling 142 citations. It is followed by the Journal of Sustainable Tourism in the second position with 9 papers and 133 citations. The Journal of Tourism Futures, with 8 articles, has by far the most citations, totalling 486, averaging more than 30 citations per article published. Ranked fourth is journal of Tourism Review with 6 papers and 131 citations, followed by journal of Tourism Management Perspectives with 5 papers and 135 citations.

Table 3. Most Productive Journals

No	Publisher	No of Items	No of Citations	Average Citation
1	Sustainability (Switzerland)	16	142	8.875
2	Journal Of Sustainable Tourism	9	133	14.78
3	Journal Of Tourism Futures	8	499	62.38
4	Tourism Review	8	131	16.38
5	Tourism Management Perspectives	5	135	27.00

Source: Processed by the author (2024)

In our database we found a total of 583 authors who published articles related to generation z tourism from 2018 to 2024. However, only 12 authors published more than two articles (Table 2), and more than 93% of the authors produced just one paper, indicating a low concentration in this field of study.

Table 4. The Most Productive Authors

No	Author	No of Articles	Total Citations
1	Iványi, Tamás	4	14
2	Hall, C. Michael	3	58
3	Bollani, Luigi	3	49
4	Bonadonna, Alessandro	3	49
5	Giachino, Chiara	3	49
6	Seyfi, Siamak	3	46
7	Bíró-Szigeti, Szilvia	3	14
8	Stavrianea, Aikaterini	3	7
9	Kamenidou, Irene	3	4
10	Liberato, Dália	3	4
11	Satchabut, Thitikan	3	4
12	Patria, Teguh Amor	3	2

Source: Processed by the author (2024)

Table 5 presents the top ten countries with the highest academic output on the subject. Collectively, these countries account for 79.69% of the articles and 94.67% of the citations. According to the data, China leads with the highest number of articles, totalling 22 articles, followed by Indonesia and the United States, with 21 and 20 papers, respectively. The United States is the country with the highest number of cited papers, with 347 citations.

Table 5. Ten Main Countries in The Topic

No	Country	No of Articles	Citations
1	China	22	224
2	Indonesia	21	74
3	United States	20	347
4	India	15	70
5	Malaysia	14	103
6	United Kingdom	13	211
7	Australia	12	242
8	Italy	12	182
9	Portugal	12	69
10	Spain	12	115

Source: Processed by the author (2024)

Keyword Trends

This section aims to identify the most common keywords used to classify the papers regarding Generation z tourism. From this analysis, it is possible to determine the most frequently occurring topics in the field. To conduct the analysis, we considered all keywords. In our sample (192 papers), we obtained 876 keywords. Only 142 appeared more than once, which is 16.21%. Concretely, 27 keywords appeared minimum five times are displayed in Table 6. Generation Z is the most recurrent keyword for this topic, followed by tourism. The other frequently used keywords are as follows: covid-19, gen z, social media, millennials, tourist destination, marketing, sustainability, and virtual reality. The total link strength indicates the number of links of an item with other items and the total strength of the links of an item with other item. This value denotes the importance of a keyword in the field since higher value means that it has been linked with others and many times. In VOSviewer, these values are used for representing the keyword network.

Table 6. Keyword Co-Occurrence

No	Keyword	Occurrences	Total Link Strength
1	generation z	93	119
2	tourism	34	55
3	covid-19	17	39
4	gen z	17	22
5	social media	17	33
6	millennials	14	24
7	tourist destination	13	38
8	marketing	12	27
9	sustainability	12	28
10	virtual reality	11	27
11	perception	10	36
12	sustainable tourism	9	21
13	tourist behavior	9	28
14	generation y	8	26
15	ecotourism	6	27
16	sustainable development	6	18
17	tourism development	6	23
18	visit intention	6	10
19	metaverse	5	11
20	technology	5	8
21	theory of planned behavior	5	10
22	tourism industry	5	6
23	tourism management	5	18
24	tourism market	5	21
25	tourism marketing	5	3
26	travel intention	5	12
27	young population	5	14

Source: Processed by the author (2024)

Figure 3 shows network visualization of the co-occurrence of the 27 keywords with a minimum number of five occurrences. The most recurring keywords are represented in larger nodes. The shorter the distance between the different nodes, the stronger the relationship between the keywords. The program identified five clusters or groups of words related to each other (nodes of the same colour belong to the same cluster). Ecotourism, generation y, sustainability, sustainable development, sustainable tourism, tourism development, tourism management, tourism market, and tourist destination belong to the same cluster (red); gen z, metaverse, millennials, technology, tourism industry, and virtual reality belong to the green cluster; covid-19, theory of planned behaviour, tourism, travel intention, and visit intention belong to the blue cluster; generation z, marketing, social media, tourism marketing, and tourist behaviour to the yellow cluster; Perception and young population to the purple cluster.

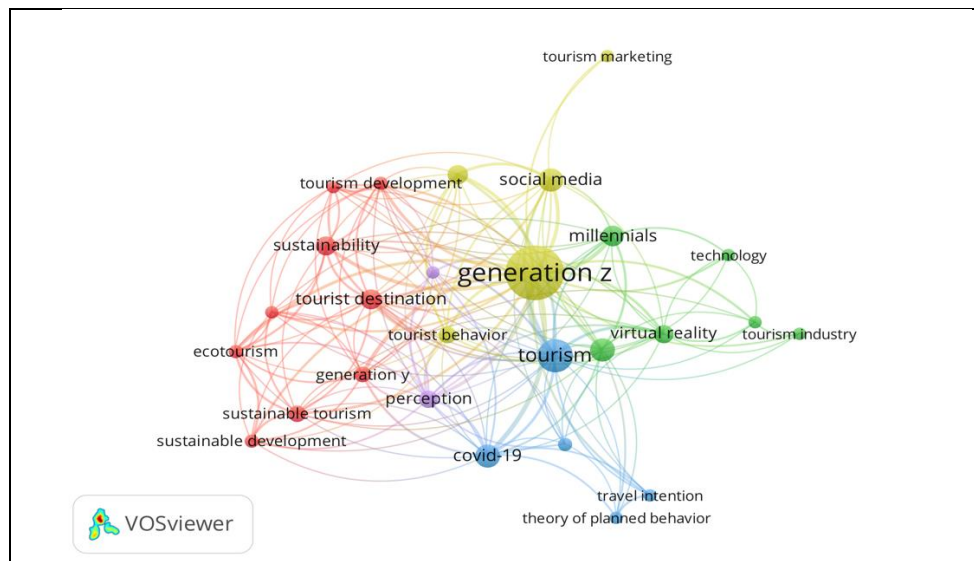


Figure 4. Network Visualization Related Generation Z Tourism Literature

Figure 4 shows overlay visualization of the co-occurrence of the 27 keywords with a minimum number of five occurrences. The colour of the node indicates the average number of publications per year in relation to the node. In this way we can see the keywords trend over the period analysed. Blueness nodes correspond to keywords used especially at the beginning of our study period such as generation z, tourist behaviour, ecotourism, sustainable tourism, etc. While more yellow nodes correspond to keywords that have appeared more recently such as virtual reality, metaverse, tourism industry, and visit intention.

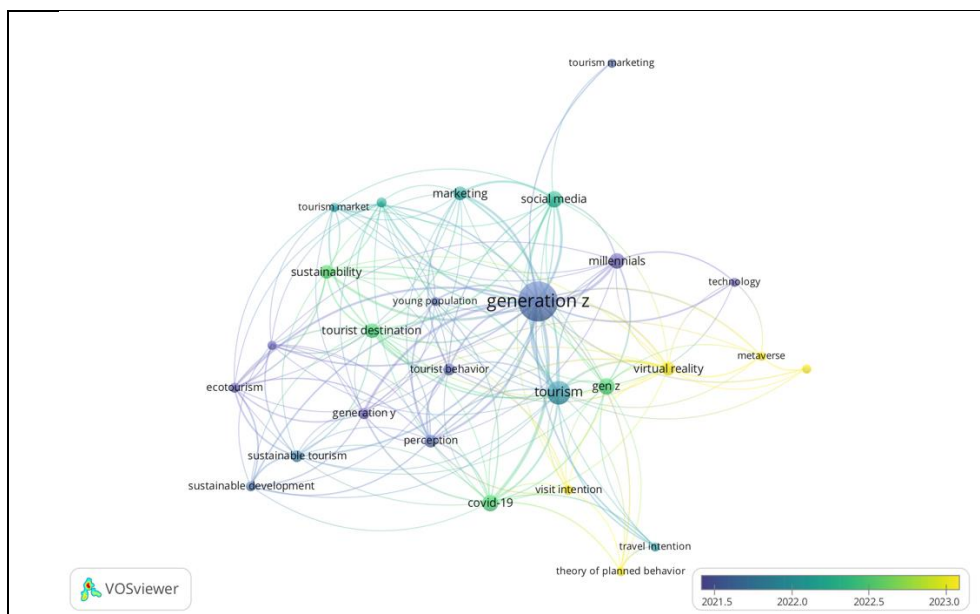


Figure 5. Overlay Visualization Related Generation Z Tourism Literature

Figure 5 displays the density visualization, which reveals the proximity of nodes to one another. Nodes with higher density (more connections) are displayed in darker intense colours (yellow), while nodes with lower density (fewer connections) appear less intense (green). The yellow nodes, representing generation z and tourism, indicate extensive research on these topics. On the other hand, the green nodes correspond to less explored subjects such as tourist behaviour, tourist destination, travel intention, sustainable tourist, etc.

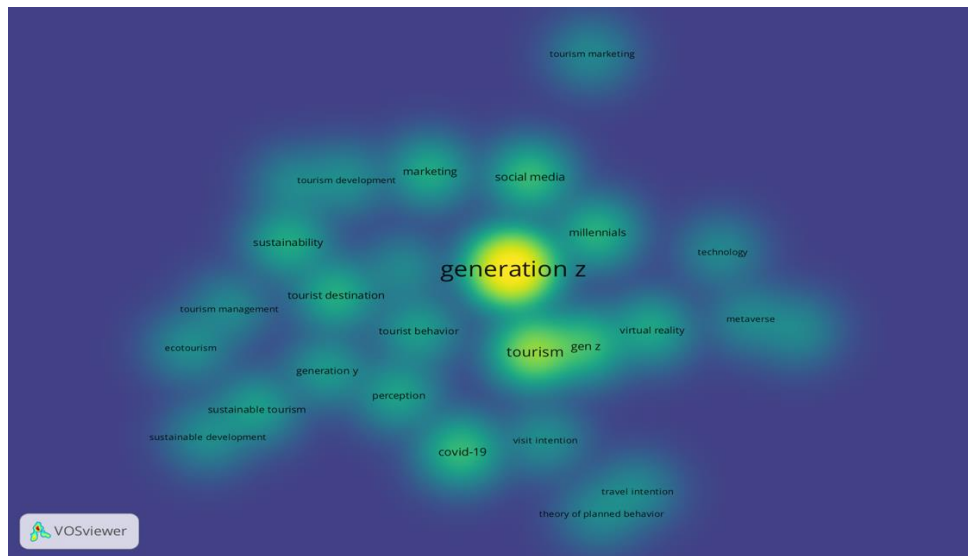


Figure 6. Density Visualization Related Generation Z Tourism Literature

CONCLUSIONS AND DIRECTIONS FOR FUTURE RESEARCH

The analysis of Generation Z tourism publications from 2018 to 2024 reveals significant trends and insights that highlight the growing importance of studying this demographic's impact on the tourism industry. The substantial increase in scholarly interest and publication output, particularly seen from 2021 onwards, underscores the need for ongoing research to monitor and analyze emerging trends in Generation Z travel behaviours and preferences. Despite varying levels of citation impact among published works, there are opportunities to enhance the visibility and impact of research findings, encouraging future studies to focus on strategies for broader dissemination.

The concentration of publication outputs among a small subset of authors suggests potential for fostering collaboration and knowledge-sharing among researchers in this field. Future efforts should prioritize interdisciplinary collaborations to deepen understanding and broaden perspectives within Generation Z tourism studies, leveraging diverse expertise to enrich research outcomes. The diverse representation of countries contributing to Generation Z tourism research reflects a global interest in this topic. Future research could explore regional variations and cultural influences on Generation Z travel behaviours to inform tailored strategies for destination marketing and tourism development. Key themes such as social media, sustainability, and virtual reality emerged prominently in the keyword analysis, warranting further exploration into specific aspects of these themes to deepen insights and address evolving trends.

Longitudinal studies are essential to track the evolving travel patterns and preferences of Generation Z over time, considering factors such as technological advancements, societal shifts, and economic influences. Cross-cultural comparisons can provide valuable insights into how cultural contexts impact travel decision-making and experiences across different regions, informing destination marketing strategies and tourism offerings. Exploration of innovative marketing approaches tailored to Generation Z preferences, leveraging digital platforms, immersive technologies, and influencer partnerships, can enhance engagement and resonate with this tech-savvy demographic. Examining Generation Z's perceptions of sustainability and their role in promoting responsible tourism practices will guide strategies to integrate sustainability principles into tourism offerings.

Furthermore, studying the impact of emerging technologies such as augmented reality, virtual reality, and the metaverse on Generation Z tourism experiences will inform the development of immersive and engaging travel experiences. By addressing these research directions, scholars and practitioners can develop innovative strategies to cater to the evolving preferences and needs of Generation Z travellers, ensuring a sustainable and enriching tourism experience for this influential demographic cohort.

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