JIEP: Jurnal Ilmu Ekonomi dan Pembangunan
Vol. 8 No. 1, 2025, hal 38-50 ISSN 2746-3249

Unveiling Generation Z's Travel Motivations and Sustainable Tourism Practices: A Systematic Literature Review

Ryan Juminta Anward*, Helene Elisabeth Simon, Tri Haryanto
Doctoral Program in Economics,
Faculty of Economics and Business, Universitas Airlangga, Surabaya, Indonesia
* ryananward@gmail.com

Abstract
The tourism industry is experiencing a transformative shift as the demand for sustainable practices increases, driven significantly by Generation Z. Born between the mid-1990s and early 2010s, Generation Z is characterized by their digital savviness, social awareness, and environmental consciousness. This systematic literature review (SLR) explores the travel motivations and sustainable tourism practices of Generation Z, synthesizing findings from studies published between 2018 and 2024. Our analysis reveals that Generation Z values personalized and unique travel experiences, cultural immersion, and natural attractions, heavily influenced by social media platforms and digital tools. Despite their strong preference for eco-friendly travel options, there is a notable gap between their environmental attitudes and actual sustainable behaviors. Cross-cultural differences also significantly shape sustainable tourism preferences within Generation Z. This study underscores the need for targeted educational and marketing strategies to bridge this gap and highlights the importance of integrating advanced digital technologies in tourism strategies. The findings provide valuable insights for tourism stakeholders to develop tailored marketing campaigns, sustainable tourism products, and policies that align with Generation Z's values, contributing to the broader academic discourse on sustainable tourism.
Keywords*: Generation Z; Sustainable Tourism; Travel Motivations; Eco-Friendly Travel; Systematic Literature Review*

Abstrak
Industri pariwisata saat ini tengah mengalami pergeseran transformatif seiring meningkatnya permintaan terhadap praktik berkelanjutan, yang secara signifikan didorong oleh Generasi Z. Generasi yang lahir antara pertengahan 1990-an hingga awal 2010-an ini dikenal dengan karakteristik kecakapan digital, kesadaran sosial, dan kepedulian terhadap lingkungan. Kajian literatur sistematis (Systematic Literature Review/SLR) ini mengeksplorasi motivasi perjalanan dan praktik pariwisata berkelanjutan yang dilakukan oleh Generasi Z dengan menyintesis temuan dari berbagai studi yang dipublikasikan antara tahun 2018 hingga 2024. Hasil analisis menunjukkan bahwa Generasi Z sangat menghargai pengalaman perjalanan yang bersifat personal dan unik, keterlibatan budaya, serta daya tarik alam, yang banyak dipengaruhi oleh platform media sosial dan alat digital. Meskipun Generasi Z menunjukkan preferensi kuat terhadap opsi perjalanan ramah lingkungan, terdapat kesenjangan yang mencolok antara sikap lingkungan yang mereka miliki dengan perilaku berkelanjutan yang sebenarnya. Perbedaan lintas budaya juga secara signifikan memengaruhi preferensi pariwisata berkelanjutan di kalangan Generasi Z. Studi ini menekankan pentingnya strategi edukasi dan pemasaran yang ditargetkan guna menjembatani kesenjangan tersebut, serta perlunya integrasi teknologi digital yang lebih maju dalam strategi pariwisata. Temuan ini memberikan wawasan penting bagi para pemangku kepentingan di sektor pariwisata untuk mengembangkan kampanye pemasaran, produk pariwisata berkelanjutan, dan kebijakan yang selaras dengan nilai-nilai Generasi Z, serta turut memperkaya wacana ilmiah mengenai pariwisata berkelanjutan.

Kata Kunci: Generasi Z; Pariwisata Berkelanjutan; Motivasi Perjalanan; Perjalanan Ramah Lingkungan; *Systematic Literature Review*

INTRODUCTION

The tourism industry is undergoing a transformative shift as the demand for sustainable practices continues to rise, significantly influenced by Generation Z. Born between the mid-1990s and early 2010s, generation Z is distinguished by its unique preferences and behaviors, shaped by digital technology and a heightened sense of environmental responsibility. This generation is known for being tech-savvy, socially aware, and environmentally conscious (Dragolea et al., 2023) Understanding Generation Z's tourism preferences is critical for developing sustainable tourism strategies that resonate with their values and expectations.

Sustainable tourism aims to mitigate the negative impacts of tourism on the environment and local communities while enhancing socio-economic benefits. It involves practices such as reducing carbon footprints, conserving natural resources, and supporting local economies (Liu, 2003). The detrimental effects of mass tourism have become more apparent, leading to an increased urgency for sustainable tourism practices. The United Nations World Tourism Organization (UNWTO) underscores the significance of sustainability in tourism as a pathway to achieving the Sustainable Development Goals (UNWTO, 2012). The development and implementation of sustainable tourism policies have been recognized as effective responses to global environmental and sustainable development challenges (Guo, et al., 2019). Sustainable tourism represents a paradigm shift towards responsible and environmentally conscious travel practices. By embracing sustainability in tourism development, stakeholders can work towards preserving natural resources, supporting local communities, and enhancing the overall tourism experience while mitigating the negative impacts associated with mass tourism.

Generation Z represents a pivotal and influential market segment within the tourism industry. Characterized by their digital savviness, environmental awareness, and social responsibility, this generation's travel preferences and behaviors are reshaping the industry. This generation's strong focus on sustainability and environmental awareness is reflected in their choices and actions (Wurzinger & Johansson, 2006)). Their attitudes and actions are propelling a growing emphasis on green consumerism within the tourism sector (Bergin-Seers & Mair, 2009).

Furthermore, the technological skills of Generation Z are significantly impacting the tourism industry (Carlisle et al., 2023)). Their adeptness with technology is shaping how they interact with travel experiences and make decisions (Zaman et al., 2022). Additionally, the integration of technology in tourism plays a vital role in enhancing customer satisfaction, gaining a competitive edge, and promoting environmental conservation (Yalçınkaya. et al., 2018). Generation Z's interest in environmentally responsible practices is pivotal for the future of the tourism industry. Promoting an understanding of the impacts of tourism and nurturing a sense of responsibility towards the environment are essential for ensuring sustainable practices within the sector (Confente & Scarpi, 2021).

There is a need for a comprehensive review of existing studies to synthesize findings and identify gaps in the literature related to Generation Z's tourism. This study aims to explore Generation Z's tourism through a systematic literature review (SLR) focusing on sustainable practices and travel motivations and planning. By synthesizing existing research, this study seeks to provide a detailed understanding of the extent to which Generation Z is aware of and opts for sustainable tourism options, their primary travel motivations, and their travel planning. The key research questions guiding this study are (1) What are the key motivations driving Generation Z to travel, and how do they utilize digital tools and social media in the planning and decision-making process for their trips? ; (2) To what extent is Generation Z aware of and inclined to choose sustainable tourism practices when planning their travels?

Understanding the preferences and behaviors of Generation Z travelers is essential for tourism stakeholders, including policymakers, marketers, and service providers, to develop strategies that promote sustainable tourism. The findings of this study can inform the creation of tailored marketing campaigns, the development of sustainable tourism products, and the implementation of policies that align with Generation Z's values. Additionally, this research contributes to the academic discourse on sustainable tourism by providing a consolidated overview of the current state of knowledge and identifying areas for future research.

The paper is structured as follows: the next section presents the methodology used for the systematic literature review. Following this, the results section synthesizes the findings from the reviewed studies. The discussion section interprets these findings in the context of sustainable tourism and Generation Z. Finally, the conclusion summarizes the key insights and provides recommendations for future research and practical implications.

METHOD

Systematic literature review (SLR) method was conducted in this study. A systematic literature review (SLR) is a methodical and structured approach used to gather, critically assess, and analyze relevant research articles on a specific topic (Rushiana et all., 2023). It follows standardized rules to identify and synthesize research findings, providing a comprehensive overview of existing knowledge (Xiao & Watson, 2019). SLRs aim to answer research questions or hypotheses by locating and summarizing evidence from various studies (Kossyva et al., 2023).

To facilitate effective synthesis and maintain adherence to systematic literature guidelines, we established the following selection criteria: (1) articles must be written in English; (2) articles must be academic in nature; (3) articles must be related to our core topic; and (4) articles published between 2018 and June 2024. We did not include conference papers, research notes, editorial notes, book chapters, and book reviews. Excluding non-journal publications is a standard practice in systematic reviews (Kim & Cuskelly, 2017). The initial stage 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. To construct the search string, we selected keywords pertinent to the core themes of our study, namely 'generation z tourism'.

To identify relevant papers for this review, this study adopted on the preferred reporting Items for systematic reviews and meta-analyses (PRISMA) protocol (Page et al., 2021). PRISMA is an evidence-based methodology designed to enhance the reporting of systematic reviews and has been extensively utilized across various disciplines in academic literature (Paz et al., 2016). The PRISMA protocol suggests the information flow in four phases: identification, screening, eligibility, and inclusion (Figure 1). The initial phase of the PRISMA protocol involves identifying records. The key aspects of this process include determining what to find, how to find it, and where to locate it. The research question serves as the foundation for this identification process.

Following the initial screening process, we thoroughly assessed the remaining full-text articles to determine their eligibility for inclusion in the qualitative synthesis. This evaluation was guided by our predefined criteria, which were designed to align with the study's main objectives. Specifically, our review aimed to explore the factors motivating Generation Z to travel, their preferred travel behaviors and planning methods, and their awareness of and inclination towards sustainable tourism practices. Consequently, we prioritized articles from leading journals in the relevant field to ensure that our synthesis was both comprehensive and

high-quality. Finally, for data extraction and qualitative analysis, we utilized Mendeley and Microsoft Excel applications.

RESULTS

The search strategy yielded a total of 148 full-text records. After screening, we found 133 full-text articles for assessment. After applying exclusion criteria on full-text records, 89 studies were further excluded. Finally, 44 studies were included in qualitative assessment and synthesis (see Figure 1).

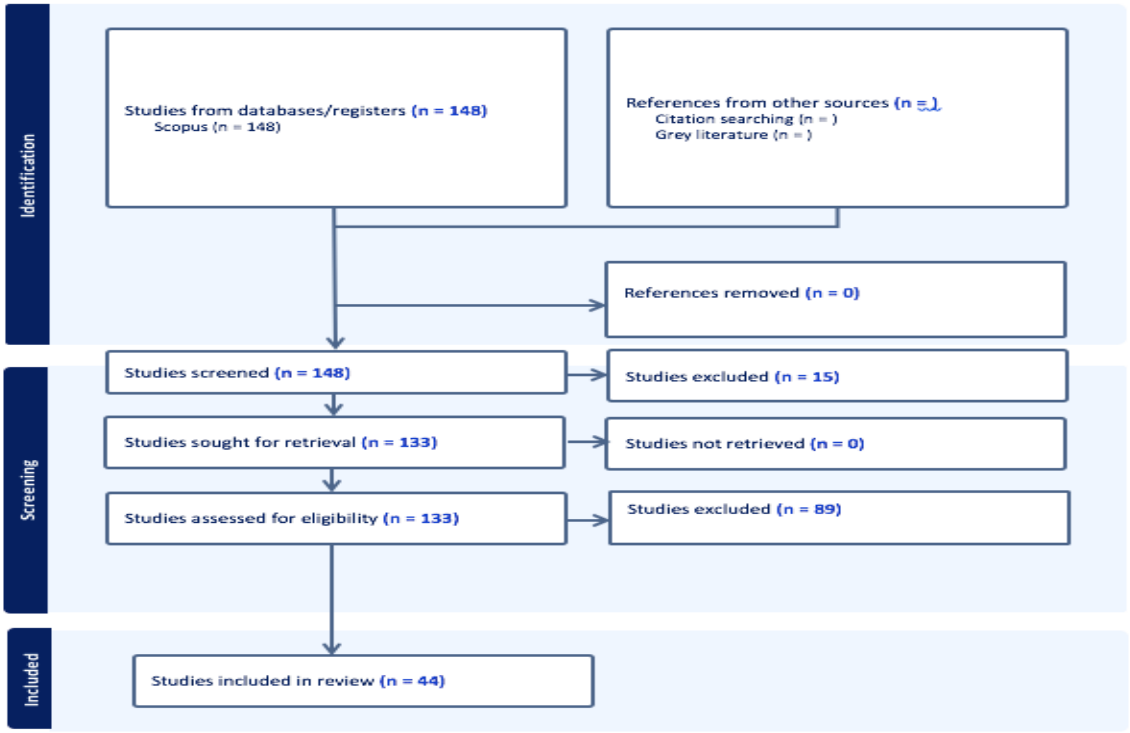

Figure 1. PRISMA Flow Diagram
Abbreviation: PRISMA, Preferred Reporting Items for Systematic Reviews and Meta-Analysis.
Source: Author (2025)

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.

Characteristics of Studies

The studies in our review were published between 2018 and 2024. The number of articles on Generation Z tourism has increased considerably since the first publication on the topic. From 2018 to 2020, the publications were relatively low, with 4 articles in 2018, 2 articles in 2019, and 2 articles in 2020. However, there was notable growth in publications from 2021 onwards, with 7 articles in 2021 and 8 articles in 2022. The year 2023 saw a significant spike, with 17

articles published. Although the data for 2024 is still incomplete, 4 articles have been published so far. This trend suggests a growing interest and research focus on the topic over the years, highlighting the increasing importance and relevance of the subject matter in academic and research circles (see figure 2).

The quantitative research design was found to be the most popular among researchers, with 81.82% of research articles opting for the quantitative method, 13.64% opting for the qualitative method, one study being conceptual, and one study using the mixed-method approach. For the countries studied, only two studies were cross-national, while the rest focused on a single country. China had the highest number of studies with 7 articles, followed by Italy with 5, and both Poland and Romania with 4 each.

The online survey method was adopted by 43.18% (19) of the articles, 45.45% (20) used offline surveys, and the rest utilized both online and offline surveys, focus group discussions (FGDs), and secondary data. Structural Equation Modeling (SEM) was applied in the majority of studies using the quantitative method.

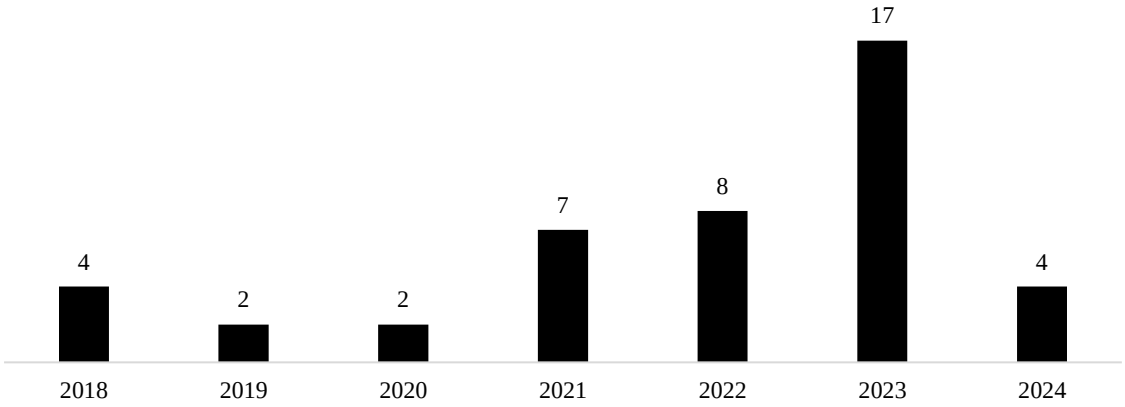

Figure 2. All The Included Studies Were Published by Year

Generation Z Travel Motivation and Planning

Generation Z's travel motivations are multifaceted and significantly influenced by digital media, social networks, and a desire for unique experiences. This generation relies heavily on social media platforms such as Instagram, Facebook, YouTube, and TikTok, which play a crucial role in shaping their travel decisions by providing information, inspiration, and facilitating booking decisions (Pricope Vancia et al., 2023; Hysa et al., 2021; Liu et al. 2023; Lusianingrum & Pertiwi, 2023; Robinson & Schänzel, 2019). Influencers and peer reviews found on these platforms are pivotal, significantly impacting their destination choices and travel preferences.

Generation Z values personalized and unique travel experiences, seeking cultural immersion, natural attractions, social interactions, and off-the-beaten-path destinations that provide memorable and shareable moments (Popşa, 2024; Cena et al. 2023; Tănase et al., 2023; Haddouche & Salomone, 2018; Monaco, 2018; Robinson & Schänzel, 2019; Chin et al., 2023). They value cultural discovery and social interactions, viewing travel as an opportunity to learn about different ways of life (Haddouche & Salomone, 2018). This generation also exhibits a strong concern for sustainability and eco-friendly travel options. They prefer destinations and accommodations that align with their environmental values and are willing to spend more on sustainable choices (Jiang & Hong 2023; Liu et al., 2023; Ek Styvén & Foster, 2018).

Adventure and novelty are significant drivers for Generation Z travelers, drawing them to destinations that offer exploration opportunities, adventure sports, and new cultural experiences (Vieira et al., 2020; Szromek et. al., 2019). Additionally, travel serves as an escape from daily routines, providing rest, entertainment, and a break from everyday life (Ilhan et al.,

2023; Pan & Satchabut, 2022). Emotional, epistemic, green, and safety values also influence their attachment to night-time tourism destinations, emphasizing the importance of enjoyable, informative, environmentally friendly, and safe travel experiences (Jiang & Hong, 2023). Furthermore, they are influenced by natural and cultural values, such as the historical and architectural significance of sites, and have a strong interest in religious events, active participation, and engaging with modern trends and local culture (Stojsavljević et al., 2023). They exhibit a strong preference for local experiences, such as trying local food, engaging with local culture, and visiting historical and cultural sites (Pompurová et al., 2023).

Generation Z's travel planning reflect their digital upbringing, budget constraints, and preference for personalized experiences. Their travel planning and decision-making are heavily influenced by their proficiency in using digital tools and social media (Pricope Vancia et al., 2023; Hysa et al., 2021; Zhou et al., 2023; Nguyen et al., 2021; Thuy et al., 2021). They often make spontaneous travel decisions, facilitated by last-minute deals and digital tools that offer flexibility in their travel plans (Ilhan et al., 2023; Tavares et. al., 2018). They frequently use online travel agencies (OTAs) and booking platforms for their travel arrangements, appreciating the convenience and variety of options available (Popşa, 2024; Liu et al., 2023; Zhou et al., 2023). Peer reviews and recommendations found on social media and travel websites are crucial, with positive feedback significantly influencing their choices and negative reviews deterring them from certain destinations (Hysa et al., 2021; Nguyen et al. 2021; Singh & Sibi, 2023).

Due to their age and financial constraints, Generation Z travelers opt for cost-effective travel options such as affordable transportation and budget accommodations. They frequently seek out deals and discounts online and use short-term rental services like Airbnb (Liu et al., 2023; Pompurová et al., 2023; Tănase et al., 2023). While Generation Z is open to adopting new technologies such as virtual reality and AI-driven tools in their travel planning, there remains an opportunity to enhance their awareness and engagement with these advanced technologies (Pricope Vancia et al., 2023; Manolică et al., 2022; Liu et al., 2023). The integration of modern digital technologies and social communication in tourism strategies is essential to cater to Generation Z's needs, providing authentic, personalized, and meaningful travel experiences (Entina et al., 2021).

Generation Z and Sustainable Tourism Practices

This section examines the extent to which Generation Z (Gen Z) is aware of and inclined to choose sustainable tourism practices when planning their travels. Research indicates a mixed level of awareness among Generation Z regarding overtourism and sustainable tourism practices.

Szromek et al. (2019) found that Generation Z exhibits noticeable indifference towards overtourism, often showing less concern for the negative impacts of excessive tourism on the environment and local communities. Their travel behavior tends to be centered around hedonistic experiences and personal satisfaction, frequently overlooking the needs and well-being of local residents. This suggests a lower awareness of the broader impacts of their travel choices on destinations and communities.

Conversely, other studies show that Generation Z has a strong positive attitude towards sustainable tourism. Butnaru et al. (2022) reveal that Generation Z tourists prefer ecological destinations and accommodations that implement sustainable measures, such as waste recycling and renewable energy use. Similarly, Monaco (2018) found although not always a primary concern, there is a growing awareness and appreciation for sustainable tourism practices among Generation Z. They are interested in environmental conservation and prefer destinations that promote sustainability. Giachino et al. (2021) highlight that Generation Z values nature-based solutions (NBS) in urban areas, recognizing their importance for

environmental preservation and urban quality of life. This generation shows a strong interest in urban green spaces and ecological buildings, indicating a higher awareness and preference for sustainability in urban tourism settings.

Similarly, Pan et al. (2022) provide further evidence of Generation Z's inclination towards sustainable tourism. Their study shows that Generation Z tourists exhibit a strong positive intention to visit green hotels, significantly influenced by their attitudes, subjective norms, and perceived behavioral control. This suggests that when properly informed and motivated, Generation Z travelers are likely to choose environmentally friendly accommodations. Nagaj & Žuromskaitė (2023) found that Generation Z demonstrates a profound commitment to environmental conservation, preferring eco-friendly travel options and showing a good understanding of sustainable practices. They are highly receptive to low-impact tourism and show a growing interest in sustainable forms of travel, indicating a strong inclination towards sustainable tourism when financially incentivized.

However, studies also highlight cross-cultural differences within Generation Z. Lu et al. (2023) noted that Thai participants exhibited the highest levels of environmentally responsible behavior, followed by Taiwanese and Vietnamese groups. This suggests that while Generation Z globally shows a commitment to sustainability, the extent of this awareness and inclination can vary based on cultural contexts. Research by Wu et al. (2023) shows that Generation Z's inclination towards cultural heritage tourism is driven by their concern for future generations and positive attitudes towards cultural heritage. This indicates that their awareness of the importance of preserving cultural and natural heritage influences their travel decisions. Additionally, Sevastiadou et al. (2021) found that Generation Z's involvement in agrotourism and ecotourism is significantly influenced by their perceptions of environmental and economic sustainability. This highlights their awareness of the sustainability of tourism activities and the importance they place on environmentally responsible travel.

The study by Dębski & Borkowska-Niszczota (2020) found that Generation Z values eco-friendly practices in accommodation facilities and actively tries to limit their environmental impact. They appreciate accommodations that implement energy-saving measures, waste sorting, and the use of biodegradable products, though their support often hinges on receiving financial incentives. Lin et al. (2022) reveal that Generation Z's eudaimonic environmental motivation, driven by a desire to live a meaningful and virtuous life, significantly influences their green travel involvement and environmental citizenship behaviors. This intrinsic motivation highlights a deep-seated commitment to environmental sustainability. Mandić et al (2023) highlight the impact of emotional and ethical factors on Generation Z's travel behavior, particularly the influence of flight shame. This emotion, associated with the environmental impact of flying, drives responsible travel behavior among Generation Z, underscoring the importance of promoting deep emotional connections to nature.

Despite their strong environmental attitudes, Prayag et al. (2022) observed inconsistencies in Generation Z's actual sustainable practices. While they are environmentally aware and concerned about climate change, translating this support into concrete actions remains challenging due to factors like accessibility and infrastructure. Schönherr & Pikkemaat (2024) found that Generation Z values individual contributions to environmental efforts and sees personal responsibility as crucial. However, there is often a gap between their environmental attitudes and actual travel behaviors, with sustainability sometimes taking a backseat to relaxation and convenience.

Puiu et al. (2022) identified that Generation Z's sustainable tourism decisions are significantly influenced by their behaviors related to recycling and waste reduction. Those who habitually recycle and reduce waste tend to maintain these practices while traveling, indicating a strong alignment between daily ecological behaviors and travel choices. D'Arco at al. (2023) found Generation Z found travelers are willing to opt for sustainable transportation modes,

such as trains over planes, to reduce their carbon footprint. Additionally, many are open to volunteering while traveling and prefer eco-friendly destinations. However, despite their theoretical concerns for sustainability, there is a noticeable gap between their stated values and actual pro-environmental behaviors.

Mezgaile et al. (2021) found that Generation Z is highly motivated to visit natural areas like the North Vidzeme Biosphere Reserve due to both push and pull factors, including stress relief, socializing, and unique experiences. However, there is a notable lack of awareness and information about biosphere reserves, highlighting the need for better marketing and visibility efforts targeted at this generation. Pinho & Gomes (2023) reveal that although Generation Z shows a strong interest in sustainable development goals and acknowledges the importance of choosing sustainable tourism destinations, their daily pro-environmental habits are not well established. This indicates a disconnect between their environmental values and practical implementation.

In summary, Generation Z demonstrates a varied but generally positive inclination towards sustainable tourism practices. While some members show indifference towards overtourism and lack practical application of sustainable behaviors, many are aware of and prefer eco-friendly options, driven by a combination of intrinsic motivation, cultural factors, and technological engagement. This generation's awareness and inclination towards sustainability in tourism highlight the potential for targeted educational and marketing strategies to further enhance their commitment to sustainable travel practices.

CONCLUSIONS AND DIRECTIONS FOR FUTURE RESEARCH

The findings of this systematic literature review provide a comprehensive understanding of Generation Z's travel motivations, planning methods, and their awareness and inclination towards sustainable tourism practices. Generation Z's travel motivations are shaped by a complex interplay of digital influences, cultural aspirations, and a desire for unique experiences. This generation values cultural immersion, natural attractions, social interactions, and off-the-beaten-path destinations that provide memorable and shareable moments. Their preference for personalized and unique travel experiences aligns with their broader lifestyle choices, reflecting a shift away from traditional, homogeneous tourism experiences towards more individualized and authentic engagements. This shift necessitates that tourism stakeholders develop offerings that cater to these nuanced preferences, ensuring that experiences are tailored to meet the diverse and evolving expectations of Generation Z travelers.

The heavy reliance of Generation Z on social media platforms such as Instagram, Facebook, YouTube, and TikTok underscores the critical role of digital tools in shaping their travel decisions. Influencers and peer reviews on these platforms significantly impact their destination choices and travel preferences, highlighting the importance of digital marketing strategies in the tourism sector. The proficiency of Generation Z in using digital tools for travel planning and decision-making also indicates that tourism providers must prioritize the integration of advanced digital technologies, such as virtual reality and AI-driven tools, to enhance customer engagement and satisfaction. This digital engagement not only facilitates spontaneous travel decisions but also provides the flexibility and convenience that Generation Z travelers seek.

The awareness and inclination towards sustainable tourism practices among Generation Z reveal a varied yet generally positive trend. While some members exhibit indifference towards overtourism, many display a strong preference for eco-friendly options and are willing to spend more on sustainable choices. This generation's environmental consciousness is reflected in their support for ecological destinations, accommodations with sustainable measures, and urban green spaces. However, the gap between their environmental attitudes and

actual sustainable behaviors highlights the need for targeted educational and marketing strategies to bridge this divide. Tourism stakeholders must focus on promoting the benefits of sustainable practices and providing accessible and practical options for eco-friendly travel to enhance the commitment of Generation Z travelers to sustainability.

The review also indicates significant cross-cultural differences in the awareness and inclination towards sustainable tourism within Generation Z. This variation suggests that cultural contexts play a crucial role in shaping sustainable tourism behaviors and preferences. Therefore, tourism stakeholders should consider these cultural nuances when developing and implementing sustainable tourism strategies, ensuring that they are tailored to resonate with the specific values and expectations of different cultural groups within Generation Z.

Understanding the travel motivations and sustainable tourism preferences of Generation Z is essential for tourism stakeholders, including policymakers, marketers, and service providers. The insights from this review can inform the creation of tailored marketing campaigns, the development of sustainable tourism products, and the implementation of policies that align with Generation Z's values. For instance, promoting eco-friendly accommodations, developing sustainable travel itineraries, and leveraging digital platforms for marketing can effectively attract and engage Generation Z travelers. Additionally, fostering collaborations with influencers and leveraging peer reviews can enhance the visibility and appeal of sustainable tourism options.

This study advances the academic discourse on sustainable tourism by offering a comprehensive synthesis of current knowledge and highlighting key areas for further investigation. Future research should delve into the factors that drive the disconnect between Generation Z's environmental attitudes and their actual sustainable behaviors. In addition, evaluating the effectiveness of various educational and marketing strategies in promoting sustainable tourism among Generation Z may yield practical insights for tourism stakeholders. Investigating cross-cultural variations in sustainability preferences can also inform the development of culturally responsive and impactful tourism strategies. Furthermore, future studies should assess how AI-generated content, such as ChatGPT-based travel recommendations, influences Generation Z's sustainability awareness, preferences, and decision-making. A deeper understanding of how digital content shapes pro-environmental behavior will be vital for designing effective digital engagement strategies.

BIBLIOGRAPHY

Bergin-Seers, S., & Mair, J. (2009). Emerging Green Tourists in Australia: Their Behaviours and Attitudes. *Tourism and Hospitality Research*. https://doi.org/10.1057/thr.2009.5

Butnaru, G. I., Niţă, V., Melinte, C., Anichiti, A., & Brînză, G. (2022). The Nexus between Sustainable Behaviour of Tourists from Generation Z and the Factors That Influence the Protection of Environmental Quality. *Sustainability (Switzerland)*. https://doi.org/10.3390/su141912103

Carlisle, S., Ivanov, S., & Dijkmans, C. (2023). The digital skills divide: evidence from the European tourism industry. *Journal of Tourism Futures*. https://doi.org/10.1108/JTF-07-2020-0114

Cena, F., Console, L., Likavec, S., Micheli, M., & Vernero, F. (2023). How Personality Traits can be Used to Shape Itinerary Factors in Recommender Systems for Young Travellers. *IEEE Access*, *11*, 61968–61985. https://doi.org/10.1109/ACCESS.2023.3285258

Chin, S. W. L., Hassan, N. H., & Yong, G. Y. (2023). The new ecotourists of the 21st century: Brunei as a case study. *Cogent Social Sciences*. https://doi.org/10.1080/23311886.2023.2191444

Confente, I., & Scarpi, D. (2021). Achieving Environmentally Responsible Behavior for Tourists and Residents: A Norm Activation Theory Perspective. *Journal of Travel*

Research. https://doi.org/10.1177/0047287520938875

D'Arco, M., Marino, V., & Resciniti, R. (2023). Exploring the pro-environmental behavioral intention of Generation Z in the tourism context: the role of injunctive social norms and personal norms. *Journal of Sustainable Tourism*. https://doi.org/10.1080/09669582.2023.2171049

Dębski, M., & Borkowska-Niszczota, M. (2020). Consumer ecological behaviour and attitudes towards pro-ecological activities in accommodation facilities by generation z. *Turyzm/Tourism*, *30*(2), 43–50. https://doi.org/10.18778/0867-5856.30.2.20

Dragolea, L. L., Butnaru, G. I., Kot, S., Zamfir, C. G., Nuţă, A. C., Nuţă, F. M., … Ştefănică, M. (2023). Determining factors in shaping the sustainable behavior of the generation Z consumer. *Frontiers in Environmental Science*. https://doi.org/10.3389/fenvs.2023.1096183

Ek Styvén, M., & Foster, T. (2018). Who am I if you can't see me? The "self" of young travellers as driver of eWOM in social media. *Journal of Tourism Futures*. https://doi.org/10.1108/JTF-12-2017-0057

Entina, T., Karabulatova, I., Kormishova, A., Ekaterinovskaya, M., & Troyanskaya, M. (2021). Tourism industry management in the global transformation: Meeting the needs of generation z. *Polish Journal of Management Studies*. https://doi.org/10.17512/pjms.2021.23.2.08

Giachino, C., Pattanaro, G., Bertoldi, B., Bollani, L., & Bonadonna, A. (2021). Nature-based solutions and their potential to attract the young generations. *Land Use Policy*, *101*. https://doi.org/10.1016/j.landusepol.2020.105176

Guo, Y., Jiang, J., & Li, S. (2019). A sustainable tourism policy research review. *Sustainability (Switzerland)*. https://doi.org/10.3390/su11113187

Haddouche, H., & Salomone, C. (2018). Generation Z and the tourist experience: tourist stories and use of social networks. *Journal of Tourism Futures*, *4*(1), 69–79. https://doi.org/10.1108/JTF-12-2017-0059

Hysa, B., Karasek, A., & Zdonek, I. (2021). Social media usage by different generations as a tool for sustainable tourism marketing in society 5.0 idea. *Sustainability (Switzerland)*. https://doi.org/10.3390/su13031018

Ilhan, Ö. A., Balyali, T. Ö., & Günay, S. (2023). A HOLISTIC VIEW OF THE TOURIST EXPERIENCE OF GENERATION Z. *Advances in Hospitality and Tourism Research*, *11*(3), 341–370. https://doi.org/10.30519/ahtr.1125474

Jiang, Y., & Hong, F. (2023). Examining the relationship between customer-perceived value of night-time tourism and destination attachment among Generation Z tourists in China. *Tourism Recreation Research*. https://doi.org/10.1080/02508281.2021.1915621

Kim, E., & Cuskelly, G. (2017). A systematic quantitative review of volunteer management in events. *Event Management*. https://doi.org/10.3727/152599517X14809630271195

Kossyva, D., Theriou, G., Aggelidis, V., & Sarigiannidis, L. (2023). Definitions and antecedents of engagement: a systematic literature review. *Management Research Review*. https://doi.org/10.1108/MRR-01-2021-0043

Lin, Z. C. J., Wong, I. K. A., Wu, S., Lian, Q. L., & Lin, S. K. (2022). Environmentalists' citizenship behavior: Gen Zers' eudaimonic environmental goal attainment. *Journal of Sustainable Tourism*. https://doi.org/10.1080/09669582.2022.2108042

Liu, J., Wang, C., Zhang, T., & Qiao, H. (2023). Delineating the Effects of Social Media Marketing Activities on Generation Z Travel Behaviors. *Journal of Travel Research*. https://doi.org/10.1177/00472875221106394

Liu, Z. (2003). Sustainable tourism development: A critique. *Journal of Sustainable Tourism*. https://doi.org/10.1080/09669580308667216

Lu, P., Weerapaiboon, W., & Lin, C. (2023). Exploring the Environmentally Responsible

Behavior of Generations Y and Z from a Cross-Cultural Perspective in the Context of Nature-Based Tourism. *Land*. https://doi.org/10.3390/land12101909

Mandić, A., Walia, S. K., & Rasoolimanesh, S. M. (2023). Gen Z and the flight shame movement: examining the intersection of emotions, biospheric values, and environmental travel behaviour in an Eastern society. *Journal of Sustainable Tourism*. https://doi.org/10.1080/09669582.2023.2254950

Manolică, A., Ionesi, D. S., Drăgan, L. M., Roman, T., Bertea, P. E., & Boldureanu, G. (2022). Tourists' apprehension toward choosing the next destination: A study based on the learning zone model. *Frontiers in Psychology*. https://doi.org/10.3389/fpsyg.2022.987154

Mezgaile, A., Grinberga, K., Singh, N., & Livina, A. (2021). A study on youth behavior towards the north vidzeme biosphere reserve in latvia. *Journal of Environmental Management and Tourism*. https://doi.org/10.14505/jemt.v12.5(53).02

Monaco, S. (2018). Tourism and the new generations: emerging trends and social implications in Italy. *Journal of Tourism Futures*, *4*(1), 7–15. https://doi.org/10.1108/JTF-12-2017-0053

Nagaj, R., & Žuromskaitė, B. (2023). Young Travellers and Green Travel in the Post-COVID Era. *Sustainability (Switzerland)*. https://doi.org/10.3390/su151813822

Nguyen, V. H., Truong, T. X. D., Pham, H. T., Tran, D. T., & Nguyen, P. H. (2021). Travel Intention to Visit Tourism Destinations: A Perspective of Generation Z in Vietnam. *Journal of Asian Finance, Economics and Business*. https://doi.org/10.13106/jafeb.2021.vol8.no2.1043

Page, M. J., McKenzie, J. E., Bossuyt, P. M., Boutron, I., Hoffmann, T. C., Mulrow, C. D., … Moher, D. (2021). The PRISMA 2020 statement: An updated guideline for reporting systematic reviews. *The BMJ*. https://doi.org/10.1136/bmj.n71

Pan, J. L., Teng, Y. M., Wu, K. S., & Wen, T. C. (2022). Anticipating Z-generation tourists' green hotel visit intention utilizing an extended theory of planned behavior. *Frontiers in Psychology*. https://doi.org/10.3389/fpsyg.2022.1008705

Pan, S., & Satchabut, T. (2022). Predicting Generation Z's Travel Intention through Structural Equation Modeling. *GMSARN International Journal*, *16*(3), 232–239. Retrieved from https://www.scopus.com/inward/record.uri?eid=2-s2.0-85123545704&partnerID=40&md5=0b03705b4921100a713edb662c80e2fb

Paz, M. A., De-La-Sierra, A., Sáez, M., Barceló, M. A., Rodríguez, J. J., Castro, S., … Coll-De-Tuero, G. (2016). Treatment efficacy of anti-hypertensive drugs in monotherapy or combination: ATOM systematic review and meta-analysis of randomized clinical trials according to PRISMA statement. *Medicine (United States)*. https://doi.org/10.1097/MD.0000000000004071

Pinho, M., & Gomes, S. (2023). Generation Z as a critical question mark for sustainable tourism – An exploratory study in Portugal. *Journal of Tourism Futures*. https://doi.org/10.1108/JTF-07-2022-0171

Pınar Yalçınkaya, Lütfi Atay, & Halil Korkmaz. (2018). An Evaluation on Smart Tourism. *China-USA Business Review*. https://doi.org/10.17265/1537-1514/2018.06.004

Pompurová, K., Šimočková, I., & Rialti, R. (2023). Defining domestic destination attractiveness: Gen-Y and Gen-Z perceptions. *Current Issues in Tourism*. https://doi.org/10.1080/13683500.2023.2220953

Popşa, R. E. (2024). Exploring the Generation Z Travel Trends and Behavior. *Studies in Business and Economics*, *19*(1), 189–199. https://doi.org/10.2478/sbe-2024-0010

Prayag, G., Aquino, R. S., Hall, C. M., Chen, N., & Fieger, P. (2022). Is Gen Z really that different? Environmental attitudes, travel behaviours and sustainability practices of international tourists to Canterbury, New Zealand. *Journal of Sustainable Tourism*.

https://doi.org/10.1080/09669582.2022.2131795

Pricope Vancia, A. P., Băltescu, C. A., Brătucu, G., Tecău, A. S., Chițu, I. B., & Duguleană, L. (2023). Examining the Disruptive Potential of Generation Z Tourists on the Travel Industry in the Digital Age. *Sustainability (Switzerland)*. https://doi.org/10.3390/su15118756

Puiu, S., Velea, L., Udristioiu, M. T., & Gallo, A. (2022). A Behavioral Approach to the Tourism Consumer Decisions of Generation Z. *Behavioral Sciences*. https://doi.org/10.3390/bs12090320

Robinson, V. M., & Schänzel, H. A. (2019). A tourism inflex: Generation Z travel experiences. *Journal of Tourism Futures*. https://doi.org/10.1108/JTF-01-2019-0014

Rushiana, R. A., Sumarna, O., & Anwar, S. (2023). Efforts to Develop Students' Critical Thinking Skills in Chemistry Learning: Systematic Literature Review. *Jurnal Penelitian Pendidikan IPA*. https://doi.org/10.29303/jppipa.v9i3.2632

Schönherr, S., & Pikkemaat, B. (2024). Young peoples' environmentally sustainable tourism attitude and responsible behavioral intention. *Tourism Review*. https://doi.org/10.1108/TR-01-2023-0022

Sevastiadou, D., Charatsari, C., & Partalidou, M. (2021). I endorse it, as long as it is sustainable: Generation Z's involvement with agrotourism and ecotourism. *Agricultural Economics Review*.

Singh, R., & Sibi, P. S. (2023). E-loyalty formation of Generation Z: Personal characteristics and social influences. *Journal of Tourism, Heritage and Services Marketing*. https://doi.org/10.5281/zenodo.8054004

Stojsavljević, R., Vujičić, M. D., Stankov, U., Stamenković, I., Masliković, D., Carmer, A. B., … Bajić, M. (2023). In Search for Meaning? Modelling Generation Z Spiritual Travel Motivation Scale—The Case of Serbia. *Sustainability (Switzerland)*, *15*(6). https://doi.org/10.3390/su15065292

Szromek, A. R., Hysa, B., & Karasek, A. (2019). The Perception of Overtourism from the Perspective of Different Generations. *Sustainability (Switzerland)*. https://doi.org/10.3390/su11247151

Tănase, M. O., Nistoreanu, P., Dina, R., Georgescu, B., Nicula, V., & Mirea, C. N. (2023). Generation Z Romanian Students' Relation with Rural Tourism—An Exploratory Study. *Sustainability (Switzerland)*, *15*(10). https://doi.org/10.3390/su15108166

Tavares, J. M., Sawant, M., & Ban, O. (2018). A study of the travel preferences of generation Z located in Belo Horizonte (Minas Gerais - Brazil). *E-Review of Tourism Research*.

Tourism in the Green Economy – Background Report. (2012). *Tourism in the Green Economy – Background Report*. https://doi.org/10.18111/9789284414529

Vieira, J., Frade, R., Ascenso, R., Prates, I., & Martinho, F. (2020). Generation Z and key-factors on E-commerce: A study on the Portuguese tourism sector. *Administrative Sciences*, *10*(4). https://doi.org/10.3390/admsci10040103

Wu, G.-M., Chen, S.-R., & Xu, Y.-H. (2023). Generativity and inheritance: understanding Generation Z's intention to participate in cultural heritage tourism. *Journal of Heritage Tourism*, *18*(4), 465–482. https://doi.org/10.1080/1743873X.2023.2178927

Wurzinger, S., & Johansson, M. (2006). Environmental concern and knowledge of ecotourism among three groups of Swedish tourists. *Journal of Travel Research*. https://doi.org/10.1177/0047287506291602

Xiao, Y., & Watson, M. (2019). Guidance on Conducting a Systematic Literature Review. *Journal of Planning Education and Research*. https://doi.org/10.1177/0739456X17723971

Zaman, U., Koo, I., Abbasi, S., Raza, S. H., & Qureshi, M. G. (2022). Meet Your Digital Twin in Space? Profiling International Expat's Readiness for Metaverse Space Travel, Tech-

Savviness, COVID-19 Travel Anxiety, and Travel Fear of Missing Out. *Sustainability (Switzerland)*. https://doi.org/10.3390/su14116441

Zhou, Q., Sotiriadis, M., & Shen, S. (2023). Using TikTok in tourism destination choice: A young Chinese tourists' perspective. *Tourism Management Perspectives*, *46*. https://doi.org/10.1016/j.tmp.2023.101101