



# Generational Travel Behavior and Sustainable Tourism Preferences in Contemporary Tourism Development

I Ketut Candra<sup>1\*</sup>

<sup>1</sup>Sanggar Alas Arum, Br. Tanjung Bungkak

## ABSTRACT

The tourism industry is undergoing profound transformation driven by demographic shifts, digital innovation, and increasing awareness of sustainability. Understanding how different generations perceive and experience tourism has become essential for developing adaptive and sustainable tourism strategies. This study aims to analyze generational travel behavior and explore its implications for sustainable tourism development by examining the travel preferences of Baby Boomers, Generation X, Millennials, and Generation Z. A qualitative literature review was employed, synthesizing recent academic studies, tourism reports, and policy publications published between 2020 and 2026. The collected literature was analyzed using thematic analysis to identify recurring patterns related to travel motivations, sustainable tourism preferences, technological adoption, and multigenerational travel dynamics. The findings reveal that younger generations, particularly Millennials and Generation Z, prioritize authentic experiences, cultural immersion, digital connectivity, environmental responsibility, and wellness-oriented travel. In contrast, Generation X and Baby Boomers place greater emphasis on comfort, safety, accessibility, and family-oriented experiences, while increasingly supporting sustainable tourism when appropriate infrastructure and services are available. The study also highlights the growing influence of digital technologies, including social media, artificial intelligence, and personalized travel platforms, in shaping destination choice and tourist behavior across generations. Furthermore, the emergence of multigenerational travel creates opportunities for value co-creation, family bonding, and inclusive tourism product development. These findings suggest that tourism stakeholders should adopt differentiated marketing strategies, strengthen sustainable destination management, promote community participation, and develop inclusive tourism experiences that accommodate diverse generational needs. By integrating demographic, technological, and sustainability perspectives, this study contributes to the growing body of knowledge on contemporary tourism behavior and offers practical insights for policymakers, destination managers, and tourism businesses seeking to foster resilient, competitive, and sustainable tourism development.

\*Correspondence author:  
I Ketut Candra, S.Sn, Sanggar Alas Arum,  
Br. Tanjung Bungkak,  
candragamebulan@gmail.com

Received : 2025-12-27  
Accepted : 2026-05-10  
Published: 2026-07-30

**Keywords:** Generational travel behavior; sustainable tourism; multigenerational tourism; tourism preferences.

**Cite This Article:** Candra, I.K. 2026. Generational Travel Behavior and Sustainable Tourism Preferences in Contemporary Tourism Development. *Bali Tourism Journal* 10(2): 35-40. DOI: 10.36675/btj.v10i2.148

## INTRODUCTION

Tourism has become one of the most dynamic and rapidly evolving global industries, continuously adapting to economic transformations, technological innovation, environmental concerns, and changing social values. The tourism sector not only contributes significantly to economic growth and employment but also influences cultural exchange, community development, and environmental management. Following the disruptions caused by the COVID-19 pandemic, the global tourism industry has entered a period of structural transformation characterized by changing travel motivations, increased digitalization, and growing awareness of sustainability issues.<sup>1</sup> Consequently, tourism development can

no longer be understood solely through traditional economic indicators such as visitor arrivals and tourism revenues, but must also consider social, environmental, and demographic dimensions.

One of the most important contemporary developments in tourism studies is the increasing recognition of generational differences in travel behavior. Different generations are shaped by distinct historical experiences, technological environments, social values, and economic conditions, which subsequently influence their travel motivations, destination choices, consumption patterns, and tourism expectations. Generational cohorts such as Baby Boomers, Generation X, Millennials, and Generation Z exhibit varying preferences regarding accommodation, transportation,

travel activities, and sustainability considerations.<sup>2</sup> Understanding these differences has become increasingly important for tourism researchers, destination managers, and policymakers seeking to design effective marketing strategies and sustainable tourism policies.

The rapid advancement of digital technology has fundamentally transformed the tourism experience across all stages of travel, including information search, trip planning, booking, consumption, and post-travel sharing. Digital platforms, online travel agencies, social media, mobile applications, and artificial intelligence have become central components of contemporary tourism behavior. Younger generations, particularly Millennials and Generation Z, are commonly identified as digital natives who rely heavily on

user-generated content, online reviews, social media influencers, and personalized digital recommendations when making travel.<sup>3 4</sup> Technologies such as artificial intelligence, big data analytics, and recommendation algorithms increasingly influence destination selection and tourist experiences, creating more individualized and technology-driven forms of tourism consumption.

Social media platforms have become particularly influential in shaping travel aspirations and destination image formation. Visual-based platforms such as Instagram, TikTok, and YouTube allow travelers to share authentic experiences and influence tourism demand through electronic word-of-mouth communication. Several recent studies indicate that Generation Z tourists prioritize experiential authenticity, social connectivity, and digitally shareable experiences, making social media an important determinant of travel behavior.<sup>5</sup> Consequently, tourism destinations increasingly adopt digital marketing strategies to attract younger travelers and remain competitive within the global tourism market.

Alongside technological transformation, sustainability has emerged as a central concern in tourism development. Growing awareness of climate change, biodiversity loss, overtourism, and cultural commodification has encouraged both tourists and destination managers to adopt more responsible tourism practices. Sustainable tourism emphasizes environmental conservation, cultural preservation, social equity, and community participation while ensuring long-term economic benefits.<sup>6</sup> Contemporary tourists increasingly consider environmental impacts, local community welfare, and ethical consumption when making travel decisions.

Recent studies demonstrate that younger generations tend to exhibit stronger environmental awareness and greater support for sustainable tourism practices compared with older generations. Millennials and Generation Z travelers often prefer eco-friendly accommodations, low-carbon transportation, locally produced products, and authentic cultural experiences.<sup>7 8</sup> Environmental

values, social responsibility, and ethical consumption increasingly influence travel intentions, particularly among highly educated and digitally connected tourists. These changing preferences have accelerated the growth of sustainable tourism segments such as ecotourism, community-based tourism, wellness tourism, slow tourism, and regenerative tourism.

Global tourism trends in 2025 and 2026 further indicate a significant shift toward meaningful and transformative travel experiences. Tourists increasingly seek emotional connections, personal well-being, cultural immersion, and authentic interactions with local communities rather than conventional sightseeing activities. Wellness tourism, culinary tourism, nature-based tourism, and adventure tourism continue to experience substantial growth in many destinations worldwide. Moreover, concepts such as regenerative tourism and responsible travel have gained increasing attention as travelers seek experiences that positively contribute to local communities and ecosystems.<sup>9</sup>

Indonesia possesses considerable potential for sustainable tourism development due to its rich cultural diversity, extensive natural resources, and demographic advantages. As one of the world's most culturally diverse countries, Indonesia offers numerous opportunities for ecotourism, cultural tourism, culinary tourism, marine tourism, and community-based tourism. The country's tourism sector is increasingly influenced by younger generations who are more environmentally conscious, socially connected, and digitally engaged. The rapid growth of domestic tourism among Millennials and Generation Z has contributed to changing tourism consumption patterns, including increased demand for authentic experiences, sustainable destinations, and digital accessibility.

In addition, the emergence of multigenerational travel has introduced new patterns of tourism interaction and decision-making. Families increasingly travel together across several generations, including grandparents, parents, and children, creating more complex travel preferences and consumption behaviors. Multigenerational tourism requires

destinations and tourism businesses to accommodate diverse needs, ranging from accessibility and comfort to recreation, education, and cultural experiences. Recent studies suggest that intergenerational travel experiences contribute to family bonding, cultural transmission, and shared memory creation while simultaneously influencing destination choice and tourism satisfaction.<sup>10</sup>

Despite the growing importance of generational tourism behavior, existing studies often examine either generational differences or sustainable tourism preferences separately. Limited research has comprehensively integrated generational characteristics, sustainable tourism values, digital transformation, and multigenerational travel dynamics within a single analytical framework. Furthermore, empirical studies focusing on emerging tourism markets, particularly in developing countries such as Indonesia, remain relatively limited.

Therefore, this article aims to analyze contemporary tourism behavior across different generations and explore its implications for sustainable tourism development. By examining the interaction between generational values, technological transformation, sustainability preferences, and multigenerational travel patterns, this study contributes to a deeper understanding of emerging tourism trends and provides insights for policymakers, destination managers, and tourism stakeholders seeking to develop more inclusive, adaptive, and sustainable tourism strategies.

## LITERATURE REVIEW

### Generational Theory and Tourism Behavior

Generational theory explains how individuals born within similar historical and social contexts develop shared values, attitudes, and behavioral patterns. Generational cohorts are shaped by technological changes, political conditions, cultural transitions, and economic experiences that influence consumption behavior, including tourism activities.

Baby Boomers, born between 1946 and 1964, generally prioritize comfort, relaxation, safety, and convenience during travel. This generation prefers

traditional tourism services such as hotels and organized tours. Boomers are less influenced by digital technology and social media compared to younger generations.

Generation X, born between 1965 and 1980, tends to emphasize family-oriented travel experiences. This generation often travels with children or extended family members and values practicality, reliability, and personalized recommendations. Accommodation preferences among Generation X commonly include rental homes and family-oriented facilities.

Millennials or Generation Y, born between 1981 and 1996, demonstrate strong interest in social interaction, cultural exploration, and sustainable tourism. Millennials are highly influenced by digital communication and frequently combine tourism with lifestyle experiences such as culinary tourism, wellness activities, and adventure tourism.<sup>11</sup>

Generation Z, born after 1997, represents the most technologically integrated generation. They are strongly influenced by social media trends, online reviews, influencers, and digital platforms. Generation Z travelers prioritize authentic experiences, self-expression, environmental awareness, and immersive cultural interaction. This generation also demonstrates increasing concern regarding sustainability, local community empowerment, and responsible tourism practices.<sup>12 13 14</sup>

### Sustainable Tourism

Sustainable tourism refers to tourism development that balances economic growth, environmental protection, and socio-cultural preservation. The concept aims to minimize negative tourism impacts while maximizing benefits for local communities and future generations.

The Global Sustainable Tourism Council emphasizes that sustainable tourism includes four major dimensions: sustainable destination management, economic benefits for local communities, cultural preservation, and environmental conservation. Sustainable tourism practices encourage responsible tourist behavior, local participation, waste reduction, and ecological protection.

Modern tourists increasingly prefer destinations that demonstrate

environmental responsibility and authentic cultural experiences. Eco-friendly accommodations, conservation-based tourism activities, community-based tourism, and cultural immersion programs have become increasingly popular among contemporary travelers.<sup>15 16</sup>

### Multigenerational Tourism and Value Co-Creation

Multigenerational tourism refers to tourism activities involving three or more generations traveling together, typically grandparents, parents, and children. The growth of multigenerational tourism is associated with increasing life expectancy, stronger family connections, and changing family structures.

Value co-creation theory explains how tourism experiences are collaboratively created through interactions among tourists, service providers, and social groups. In multigenerational tourism, family members contribute differently to tourism experiences based on their roles, preferences, and emotional relationships.

Recent studies identify three forms of triadic value co-creation within multigenerational tourism. First, actor-led value co-creation occurs when one generation leads tourism decision-making processes. Second, sequential value co-creation emerges when tourism experiences are developed gradually through intergenerational interaction. Third, simultaneous value co-creation occurs when all generations actively participate together in creating shared tourism experiences.

Multigenerational tourism also strengthens emotional bonds, cultural transmission, and family identity. However, differences in preferences, physical abilities, and travel motivations among generations may also create challenges during tourism activities.<sup>17</sup>

### METHODOLOGY

This study employed a qualitative literature review approach to examine generational travel behavior and emerging sustainable tourism preferences within contemporary tourism development. A qualitative literature review is particularly appropriate for synthesizing existing

knowledge, identifying research gaps, and developing conceptual understanding of complex social phenomena that involve multiple dimensions and interdisciplinary perspectives.<sup>18 19</sup> Given the rapidly evolving nature of tourism behavior, sustainability concerns, and technological transformation, this approach allows researchers to integrate findings from diverse studies and generate a comprehensive understanding of current tourism trends.

The study adopted a descriptive and interpretive research design to analyze the relationships between generational characteristics, travel motivations, technological influences, and sustainable tourism preferences. Qualitative literature reviews are increasingly utilized in tourism research because they facilitate the exploration of emerging issues, theoretical developments, and behavioral changes that may not yet be adequately captured through quantitative methods alone.<sup>20</sup>

The data were collected from various scholarly and institutional sources published between 2020 and 2026. The selected time frame was chosen to capture recent developments in tourism behavior, sustainability trends, post-pandemic tourism recovery, digital transformation, and changing travel preferences among different generations. The COVID-19 pandemic significantly altered global tourism patterns, making recent literature particularly relevant for understanding contemporary travel behavior.

The collected literature was analyzed using thematic analysis. Thematic analysis is widely employed in qualitative research because it enables researchers to identify recurring patterns, conceptual relationships, and dominant themes within textual data. This analytical approach is particularly suitable for literature-based studies that aim to synthesize diverse findings and construct broader conceptual interpretations.<sup>21</sup>

### DISCUSSION

#### The Influence of Generational Differences on Tourism Behavior

The findings demonstrate that generational differences significantly influence tourism preferences, travel motivations, and destination decision-

making processes. Generational cohorts are shaped by distinct historical experiences, technological environments, economic conditions, and social values, which subsequently affect tourism consumption patterns. Contemporary tourism markets increasingly recognize that travelers cannot be treated as homogeneous consumers because each generation exhibits unique expectations and behavioral characteristics.<sup>2</sup>

Younger generations, particularly Generation Z and Millennials, are considerably more experience-oriented than previous generations. Rather than prioritizing material consumption or conventional sightseeing activities, they seek memorable experiences, personal transformation, authenticity, and emotional engagement. Experiential consumption has become a dominant characteristic of younger tourists who value meaningful encounters that contribute to self-identity and personal development.<sup>22</sup>

Generation Z travelers demonstrate a particularly strong interest in cultural immersion experiences, where tourists actively engage with local communities, traditions, lifestyles, and everyday activities. This behavioral shift reflects the transition from passive tourism consumption toward participatory and co-creative tourism experiences. Rather than observing local culture from a distance, younger tourists increasingly seek opportunities to participate in traditional ceremonies, local workshops, agricultural activities, and community-based tourism programs.

Several recent studies indicate that Generation Z tourists prioritize authenticity, uniqueness, and social interaction during travel experiences.<sup>5</sup> Their travel decisions are often influenced by the desire to create meaningful memories and socially shareable experiences. Consequently, destinations offering authentic cultural experiences and opportunities for local interaction become increasingly attractive to younger travelers.

Social media also strongly shapes Generation Z tourism behavior. Digital visibility, online storytelling, and user-generated content significantly influence

destination attractiveness and travel intentions. Platforms such as Instagram, TikTok, and YouTube function not only as information sources but also as spaces for identity construction and social recognition. Tourism experiences increasingly become part of personal branding and online self-presentation among younger travelers.<sup>14</sup> As a result, visually appealing destinations and unique experiences gain substantial competitive advantages in contemporary tourism markets.

Millennials similarly prioritize meaningful tourism experiences but exhibit stronger concern regarding sustainability, personal well-being, and work-life balance. This generation frequently combines leisure travel with self-development, emotional wellness, and environmental consciousness. Wellness tourism, yoga retreats, meditation programs, eco-resorts, and culinary tourism have become particularly attractive segments among Millennial travelers.

Environmental responsibility also plays a significant role in Millennial travel decisions. Studies indicate that Millennials are more likely to support environmentally responsible accommodations, local businesses, and community-based tourism initiatives. They often seek tourism experiences that align with their personal values regarding sustainability, social justice, and ethical consumption.<sup>7</sup> This behavior demonstrates the increasing integration of sustainability considerations into tourism consumption.

In contrast, Generation X and Baby Boomers generally emphasize safety, comfort, convenience, and service quality. Generation X travelers frequently prioritize family cohesion and quality time, making family-oriented tourism products particularly relevant for this demographic group. Meanwhile, Baby Boomers often seek relaxation, cultural enrichment, and organized tourism experiences that provide comfort and security.

However, older generations are not entirely disconnected from sustainability issues. Recent studies suggest that Baby Boomers increasingly participate in sustainable tourism activities when facilities remain accessible, comfortable,

and well-organized. Therefore, sustainable tourism products should not exclusively target younger generations but should also consider the accessibility and comfort requirements of older tourists.

## Technology and Digital Transformation in Tourism

Technology has become one of the most influential determinants of tourism behavior across all generations. The digital transformation of tourism has significantly altered how tourists search for information, compare destinations, make reservations, and share experiences. The emergence of smart tourism ecosystems has integrated digital technologies into every stage of the travel experience.

Younger generations extensively utilize digital platforms for destination selection, travel planning, accommodation booking, and post-travel communication. Online travel agencies, mobile applications, digital payment systems, and social media platforms have become essential tools in tourism consumption. The increasing use of smartphones allows tourists to access real-time information, personalized recommendations, and location-based services throughout their journeys (Sigala, 2020).

Artificial intelligence, virtual reality, augmented reality, and big data analytics have further transformed tourism marketing and destination management. AI-powered recommendation systems provide personalized travel suggestions based on individual preferences and previous behavior, while virtual reality applications allow potential visitors to experience destinations before traveling. These technological innovations enhance tourist experiences and improve destination competitiveness.<sup>4</sup>

Digital storytelling has emerged as a particularly important marketing strategy. Destinations increasingly employ influencers, content creators, and social media campaigns to communicate authentic experiences and emotional narratives. Influencer marketing has become especially effective in attracting younger tourists who rely heavily on peer recommendations and user-generated content.

Nevertheless, generational differences

remain evident in technological adoption. Generation Z and Millennials generally demonstrate high levels of digital literacy and technological adaptation, whereas older generations often prefer simplified digital systems combined with traditional service interactions. Tourism providers therefore face the challenge of designing user-friendly technologies that accommodate diverse generational preferences.

### **The Growth of Sustainable Tourism**

The tourism industry is increasingly shifting toward sustainability-oriented development in response to climate change, environmental degradation, overtourism, and changing consumer values. Sustainable tourism has evolved from a niche market into a mainstream tourism paradigm that emphasizes environmental conservation, cultural preservation, social equity, and long-term economic viability.<sup>16</sup>

Environmental awareness among tourists has contributed to the growth of ecotourism, conservation tourism, responsible travel, and low-carbon tourism practices. Contemporary travelers increasingly evaluate destinations based on environmental management, waste reduction initiatives, biodiversity protection, and community involvement.

Younger generations demonstrate particularly strong concern regarding environmental protection and community empowerment. Generation Z and Millennials frequently prefer destinations that implement sustainable management practices, renewable energy systems, local sourcing strategies, and environmental conservation programs.<sup>8</sup> Sustainability has become an important factor influencing destination image and tourist loyalty.

Cultural immersion tourism has also emerged as one of the dominant tourism trends. Tourists increasingly seek authentic experiences through direct interaction with local communities, participation in traditional ceremonies, culinary experiences, handicraft workshops, and cultural performances. This growing demand supports the development of community-based tourism and contributes to cultural preservation efforts.

In the Indonesian context, destinations

such as Borobudur, Wae Rebo, Yogyakarta, and Bali illustrate how cultural heritage and sustainability principles can be successfully integrated. These destinations provide opportunities for tourists to participate in cultural learning, environmental conservation, and community activities. Tourists increasingly function not merely as consumers but also as active participants in local development processes.

Furthermore, the concept of regenerative tourism has recently gained attention. Unlike sustainable tourism, which aims to minimize negative impacts, regenerative tourism seeks to create positive social, cultural, and environmental outcomes for destinations and host communities.<sup>9</sup> This approach aligns closely with the values of younger generations who increasingly seek meaningful and responsible travel experiences.

### **Multigenerational Tourism and Family Value Creation**

The growth of multigenerational tourism represents a significant transformation within contemporary family travel patterns. Increasing life expectancy, improved health conditions among older adults, and stronger family relationships encourage grandparents, parents, and children to travel together.

Multigenerational travel creates opportunities for emotional bonding, cultural transmission, and shared experiences. Tourism activities become spaces for intergenerational communication, collective memory creation, and family identity development. Different generations contribute diverse perspectives, knowledge, and resources that enrich tourism experiences.

Recent studies indicate that shared travel experiences strengthen family relationships and facilitate the transmission of cultural values across generations.<sup>10</sup> Grandparents often contribute cultural knowledge and financial support, parents coordinate travel arrangements, while younger family members introduce technological skills and contemporary travel preferences.

However, multigenerational tourism also presents management challenges because family members possess varying physical abilities, interests, motivations,

and expectations. Older adults may prioritize accessibility and comfort, whereas younger travelers seek adventure and experiential activities. Consequently, tourism destinations and service providers must develop inclusive tourism products that accommodate diverse generational needs.

The concept of value co-creation becomes particularly relevant in multigenerational tourism. According to service-dominant logic, tourism experiences are collaboratively created through interactions among tourists, family members, local communities, and tourism providers. Emotional engagement, social interaction, and shared participation contribute significantly to perceived tourism value.

Therefore, successful multigenerational tourism products should provide flexible itineraries, accessible facilities, family-oriented activities, and opportunities for interaction among different age groups. Such approaches not only improve tourist satisfaction but also strengthen family relationships and social well-being.

### **Implications for Tourism Industry and Policymakers**

The findings provide several important implications for tourism stakeholders. First, tourism marketing strategies should be adapted according to generational preferences. Younger tourists require digitally integrated, authentic, experiential, and sustainability-oriented tourism experiences, whereas older tourists prioritize reliability, safety, accessibility, and service quality.

Second, destination managers should strengthen sustainable tourism practices through environmental conservation, local community empowerment, and cultural preservation initiatives. Sustainability should not function merely as a marketing strategy but should become an operational principle guiding tourism planning and management.

Third, tourism providers should develop inclusive tourism products capable of serving multigenerational travelers. Accommodation facilities, transportation services, tourism attractions, and recreational activities should accommodate different age groups,

physical abilities, and travel expectations.

Fourth, tourism organizations should continue investing in digital transformation and smart tourism technologies while ensuring accessibility for all generations. User-friendly digital systems, personalized services, and hybrid service models can help bridge technological differences among travelers.

Finally, governments should encourage collaboration among tourism stakeholders, including local communities, tourism businesses, academic institutions, and digital platforms. Multi-stakeholder partnerships are essential for developing competitive, resilient, and sustainable tourism systems capable of responding to changing demographic and behavioral trends.

## CONCLUSION

This study demonstrates that generational differences significantly shape contemporary tourism behavior and sustainable tourism trends. Each generation possesses distinct travel motivations, technological preferences, and tourism expectations influenced by social, cultural, and historical experiences.

Generation Z and Millennials represent the primary drivers of transformation within the tourism industry due to their strong preference for authentic experiences, sustainability, digital integration, and cultural immersion. Meanwhile, Generation X and Baby Boomers continue to prioritize comfort, safety, and family-oriented tourism experiences.

The increasing popularity of sustainable tourism reflects changing tourist awareness regarding environmental protection, cultural preservation, and responsible travel behavior. Eco-tourism, wellness tourism, culinary tourism, and cultural immersion tourism are expected to continue growing globally.

Additionally, multigenerational tourism has emerged as an important tourism phenomenon that strengthens family relationships and promotes collaborative value creation among

generations. Tourism experiences are increasingly shaped through social interaction, emotional engagement, and intergenerational participation.

Tourism stakeholders must therefore adapt to changing tourism behavior by developing sustainable, inclusive, and technology-oriented tourism strategies. Future tourism development should prioritize environmental responsibility, cultural authenticity, community participation, and personalized experiences to remain competitive within the evolving global tourism landscape.

## REFERENCES

- United Nations World Tourism Organization. (2023). *UNWTO World Tourism Barometer*. UNWTO.
- Robinson, V. M., & Schänzel, H. A. (2021). A tourism inflection point: Generation Z travel experiences and future trends. *Journal of Tourism Futures*, 7(2), 189–204. <https://doi.org/10.1108/JTF-01-2020-0004>
- Sigala, M. (2020). Tourism and COVID-19: Impacts and implications for advancing and resetting industry and research. *Journal of Business Research*, 117, 312–321. <https://doi.org/10.1016/j.jbusres.2020.06.015>
- Dwivedi, Y. K., Hughes, L., Baabdullah, A. M., Ribeiro-Navarrete, S., Giannakis, M., Al-Debei, M. M., Wamba, S. F., et al. (2023). Metaverse beyond the hype: Multidisciplinary perspectives on emerging technologies. *International Journal of Information Management*, 70, 102642. <https://doi.org/10.1016/j.ijinfomgt.2022.102642>
- Hysa, B., Karasek, A., & Zdonek, I. (2022). Social media usage by different generations as a tool for sustainable tourism development. *Sustainability*, 14(3), 1237. <https://doi.org/10.3390/su14031237>
- United Nations Environment Programme, & World Tourism Organization. (2005). *Making tourism more sustainable: A guide for policy makers*. UNEP & UNWTO.
- Han, H., Al-Ansi, A., Chua, B. L., Tariq, B., Radic, A., & Park, S. H. (2021). The post-coronavirus world in the international tourism industry: Application of the theory of planned behavior to safer destination choices. *Journal of Destination Marketing & Management*, 19, 100546. <https://doi.org/10.1016/j.jdmm.2020.100546>
- Sharma, G. D., Thomas, A., & Paul, J. (2023). Reviving tourism industry post-COVID-19: The role of sustainable travel behavior. *Journal of Business Research*, 154, 113352. <https://doi.org/10.1016/j.jbusres.2022.113352>
- Bellato, L., Frantzeskaki, N., & Nygaard, C. A. (2023). Regenerative tourism: A conceptual framework leveraging theory and practice. *Tourism Geographies*, 25(2–3), 1024–1043. <https://doi.org/10.1080/14616688.2022.2044376>
- Schänzel, H. A., & Yeoman, I. (2021). Trends in family and multigenerational tourism. *Tourism Recreation Research*, 46(4), 495–507. <https://doi.org/10.1080/02508281.2020.1841373>
- Bengtson, V. L. (2001). Beyond the nuclear family: The increasing importance of multigenerational bonds. *Journal of Marriage and Family*, 63(1), 1–16. <https://doi.org/10.1111/j.1741-3737.2001.00001.x>
- Djafarova, E., & Bowes, T. (2021). Instagram made me buy it: The role of Generation Z in influencer marketing. *Journal of Retailing and Consumer Services*, 59, 102345. <https://doi.org/10.1016/j.jretconser.2020.102345>
- Crompton, J. L. (1979). Motivations for pleasure vacation. *Annals of Tourism Research*, 6(4), 408–424. [https://doi.org/10.1016/0160-7383\(79\)90004-5](https://doi.org/10.1016/0160-7383(79)90004-5)
- Yang, M. J. H., Khoo-Lattimore, C., & Arcodia, C. (2020). Three generations on a holiday: Neo-Confucian values and multigenerational family vacations. *Tourism Management*, 81, 104172. <https://doi.org/10.1016/j.tourman.2020.104172>
- United Nations World Tourism Organization. (2016). *Sustainable tourism for development guidebook*. UNWTO.
- Font, X., & McCabe, S. (2022). Sustainability and marketing in tourism: Its contexts, paradoxes, approaches, challenges and potential. *Journal of Sustainable Tourism*, 30(1), 1–18. <https://doi.org/10.1080/09669582.2020.1818068>
- Edvardsson, B., Tronvoll, B., & Gruber, T. (2011). Expanding understanding of service exchange and value co-creation. *Journal of the Academy of Marketing Science*, 39(2), 327–339. <https://doi.org/10.1007/s11747-010-0200-y>
- Snyder, H. (2019). Literature review as a research methodology: An overview and guidelines. *Journal of Business Research*, 104, 333–339. <https://doi.org/10.1016/j.jbusres.2019.07.039>
- Xiao, H., & Watson, S. (2020). Guidance on conducting systematic literature reviews in tourism and hospitality research. *Tourism Management Perspectives*, 34, 100665. <https://doi.org/10.1016/j.tmp.2020.100665>
- Okoli, C. (2020). A guide to conducting a standalone systematic literature review. *Communications of the Association for Information Systems*, 37, 879–910. <https://doi.org/10.17705/1CAIS.03743>
- Braun, V., & Clarke, V. (2022). *Thematic analysis: A practical guide*. Sage.
- Pencarelli, T. (2020). The digital revolution in the travel and tourism industry. *Information Technology & Tourism*, 22(3), 455–476. <https://doi.org/10.1007/s40558-020-00160-8>



This work is licensed under a Creative Commons Attribution