

## ANALYSIS OF GENERATIONS Y AND Z PREFERENCES FOR SUSTAINABLE PRODUCTS, SERVICES AND FORMS OF TOURISM

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**Abstract:** The aim of this paper is to investigate and compare the preferences of Generations Y and Z in sustainable tourism products, services and forms of tourism on a selected sample of respondents. A questionnaire survey was used to collect data on the respondents' attitudes about their preferences for sustainable products, services or forms of tourism, in which 224 respondents participated. To meet the objective of the paper, we formulated 2 research questions, which were validated through selected tests of correlation analysis and inductive statistics in R. The analysis highlights the complexity of perceptions of sustainability in the context of tourism, with particular attention to generational differences between groups Y and Z. While both generations are interested in environmentally responsible forms of travel, their motivations, expectations and attitudes differ significantly. These findings also highlight the need for a personalized approach in communication and the implementation of sustainable practices in tourism that consider not only ecological but also psychographic and generational specifics of target groups. At the same time, the ambiguous understanding of the term 'sustainability' is proving to be a significant barrier factor for both consumers and service providers. Without clearly defined standards that are trustworthy, communicated comprehensibly, and accessible to the public, there is space for information distortion, distrust, and so-called greenwashing. From both theoretical and practical perspectives, it is therefore essential not only to better understand the value and behavioral patterns of individual generations, but especially to create conditions for a more systematic and understandable communication of sustainability. Future research should focus particularly on finding ways to unify sustainability standards in tourism while effectively responding to the specifics of individual target groups.

**Keywords:** preferences, sustainable products and services, generation Y, generation Z

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### INTRODUCTION

In recent decades, the issue of sustainability has gained significant importance across different sectors of society, including tourism. Increasing environmental and social challenges, as well as changes in consumer behavior, are putting pressure on service providers to adapt their offerings to environmental and ethical standards. Tourism, as an important part of the global economy, is one of the sectors facing both the need for economic growth and responsibility towards the environment and local communities. Generations Y and Z represent a significant part of the population active in both consumption and travel. These groups are characterized by a high level of digitalization, openness to new trends and, increasingly, an interest in socially and environmentally responsible behavior. Nevertheless, there are differences in their value orientations, motivations and perceptions of sustainability that influence their choices of products, services and forms of travel. Generation Y seeks value and is more willing to invest in quality. Generation Z shows high price awareness while responding to digital influence such as social proof or viral content (Ivancsóné Horváth et al., 2025).

Although research on sustainable tourism is gradually increasing, there is still a need for a deeper understanding of generational differences in this context. At the same time, it is important to consider that the concept of sustainability itself tends to be perceived in different and ambiguous ways, which can be a barrier to its effective application in practice. The paper seeks to contribute to a better understanding of the behavior of younger generations in the context of sustainable tourism and to provide recommendations for both policy makers and service providers.

### LITERATURE REVIEW

The definition of an entire generation inevitably sparks heated debates, as individuals are diverse in terms of their social, cultural and economic backgrounds. Some scholars even refuse to accept the concept of generations. In their eyes, it is virtually impossible to apply one definition to all, as it encompasses many different people (Liesem, 2017). Bejtkovsky (2016) argues that generations are shaped much more by history than by chronological dates.

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Dědová & Vindišová (2020) assume that the basis of generational theory is a group of people born within twenty years of each other who share common characteristics and values based on similar historical experiences, socio-economic changes and current technological advances. Huang & Lu (2017) state that this range can also be from 18-22 years old, arguing that the characteristics that define generations attribute to collective memory rather than their age. Collective memory awakens from significant political, economic, cultural, and technological events or environmental resources, especially those that have been scarce for each generation. Považanová & Lajčiaková (2020) describe a generation as "an identifiable group that shares similar birth years while being linked by the same significant events occurring at critical stages of development. From this perspective, a parallel can be found with the theory of the ontogeny of the individual, as well as the development of the group that individuals at the same ontogenetic stage form".

Currently, in the research arena, we encounter research focused mainly on Generations X, Y and Z, but in the case of our research we focused on research of Generations Y and Z preferences in the field of tourism services.

In the literature we encounter several definitions of Generations Y and Z. For example, Riberio et al. (2023) argue that the specificity of the issue of generations is that each author mentions a different time frame for each generation, and it is not possible to grasp even a match in their psychological profile. Nevertheless, the idea of dividing the population into generations has taken hold and this typology is now accepted and often cited. However, in the case of our research, we will work with the definition of generations Y and Z according to Mammadli (2023) and Bravo et al. (2019):

- Generation Y (birth years 1981-1994),
- Generation Z (birth years 1995-2010).

Those belonging to Generation Y are often called "echo boomers" because they are coincidentally the children of parents who were born during the baby boom (who are known as "baby boomers"). The children of Generation Y had constant access to technology in the form of cell phones, computers, and the like in their youth. As a result, many employers have had to update their hiring practices to stay in line with technological advances (Institut für Generationenforschung, 2024).

Stillman & Stillman (2017) characterizes Generation Z as the youngest, most ethnically diverse, and most numerous generations in history. They live in a world of "constant updating" and process information faster than other generations. Generation Z follows millennials. According to Anuradha (2021), Generation Z can be said to be the "aging generation" because they are growing faster than their predecessors. Members of Generation Z boast many abilities and benefits of living in the modern technological age. They can multitask, i.e. perform multiple tasks simultaneously – with efficient results. They receive and process information quickly but also require easier access to information.

The lives of Generation Z young people take place in a world of hyperproduction, networking and virtuality. They strive for material, quick earnings, satisfaction and a consumerist way of life. They live in a networked world that allows them to exchange messages and interact with the whole world at the click of a button. The incredible development of technology has opened a window to the whole world for them. The main difference between Generation Y and Generation Z is that Generation Y refers to millennials born between 1981 and 1996, while Generation Z refers to zoomers born between 1997 and 2012. Both generations are considered digital natives. However, their exposure to technology is different, as Generation Y witnessed the birth of technology and the internet, while Generation Z has never lived without technology. Both Generations Y and Z are largely influenced by technological innovations. Moreover, most of the members of Generation Y and the first born of Generation Z are currently in the job market (Anuradha, 2021).

### **Generation Y preferences in tourism services**

This generation is visiting and exploring more destinations, spending more while travelling and is hungry for interesting experiences and information. As a group, however, they do not prefer any vacation. In fact, millennials want variety. Some like adventurous and unique experiences, others want to relax on the beach and sample the local cuisine. They also look for all-inclusive, relaxing and romantic trips. However, they keep an eye on their travel budget (Hysa et al., 2021) and are the most active travelers of all generations (Huang & Lu, 2017).

They reject mass tourism and instead show social and environmental awareness, interest in environmentally oriented activities, locally produced goods and services. Positive attitudes towards diversity, flexibility and social issues, such as a growing interest in the impacts of travel and a strong desire to experience local culture, are reflected, for example, in the interest of Generation Y travelers in volunteer tourism (Pompurová et al., 2018). Millennials are the first generation to place an emphasis on the environment and sustainability. They are growing up at a time when climate change and environmental issues are receiving increasing attention in the media and public awareness (Szalaiová, 2023).

UNWTO & WYSE Travel Confederation (2012) highlights the fact that, compared to the past, this segment includes a wider range of the population: people aged 15-30+ rather than 18-24. In terms of behavior, it underlines the fact that young travelers and students want to discover and experience different cultures and be able to interact with the local population. These factors open the opportunity to encourage behavior that is more responsible and aware of different aspects of sustainability through this segment of tourism demand. Data from UNWTO & WYSE Travel Confederation (2012) support these findings and describe youth and student travelers as "paving the way for responsible tourism" (Buffa, 2015). They have a positive attitude towards sustainable consumption in an approach of reducing the waste of natural resources (Mammadli, 2023). Nearly 75% of all millennials research their travels online for social media and inspiration, and authentic or original content created by fellow travelers far more than information provided by marketers. The vast majority read reviews on sites like TripAdvisor, search for information on travel brands or destinations' websites, or talk to people who have visited the destination. They must discover it online to believe it. In addition to searching online, 97% of all millennials say they share what they have experienced. More than half of them post their experiences at least once a day. This behavior creates opportunities for tourism service providers (Ketter, 2023). Among other things, they expect a stronger connection between

tourism services and their daily lives. They like to travel as flashpackers, combining conventional social, local, simple backpacking with their extended lifestyle and need for flashy experiences (Ketter, 2023; Raafat et al., 2023).

Generation Y consumers also value personalized experiences. They expect brands to understand their individual needs and preferences and provide them with tailored recommendations. This can be achieved through personalized email marketing, targeted advertising and tailored product offerings (Kabir & Hassan, 2024). Brands that can successfully create personalized experiences for Generation Y consumers will not only gain their loyalty but will also benefit from positive word-of-mouth marketing. Gen Y consumers are more likely to share their positive experiences with friends and family, both online and offline. Social media has become an integral part of Generation Y's lives and is heavily influencing their purchasing decisions. They rely on social media platforms such as Instagram, Facebook, and YouTube to discover new products, find recommendations, and keep up with the latest trends (Fripp, 2024).

### **Generation Z preferences in tourism services**

Generation Z travelers are constantly connected and rely on technology and social media to plan, book and share their trips. In fact, more than half of Gen Z travelers receive travel recommendations from influencers and peers on social media. Expedia Group Media Solutions (2018) analysis also shows that more than 50% of Generation Z use platforms such as Twitter, Snapchat, Facebook, Instagram and YouTube when planning and during travel. In addition, 84% of Generation Z believe that social media plays an important role in travel (Hysa et al., 2021).

Due to the amount of time, they spend on the internet and social media, they are much more critical of deceptive advertising. Even when presented with sustainable products and services, they can very quickly detect greenwashing, which is a marketing practice in which companies, products or services are presented as environmentally friendly when in fact they do not meet essential environmental standards (D'Acunto et al., 2025).

Generation Z representatives support the adoption of green practices in the hotel, which can take many forms. It can be as simple as using eco-friendly products in the rooms or as implementing comprehensive water conservation measures. However, sustainability goes beyond environmental aspects; it also includes social responsibility. It can include supporting local communities, promoting fair trade, or engaging in charitable initiatives (Karagiannis, 2024; Ma et al., 2024).

Unlike older generations, Generation Z prefers experiences over material goods and seeks cultural immersion and unforgettable adventures. Younger travelers prefer small group or individual trips that allow for more individual and flexible itineraries (Gössling & Higham, 2021). Authentic experiences are a top priority, with Generation Z wanting to interact with locals and try out traditional activities (Khiem, 2024).

Adventure and wellness tourism is also popular among this generation, with many choosing activities such as hiking, diving, yoga retreats, and wellness resorts. Additionally, Generation Z draws trip ideas from pop culture, such as TV shows, movies, concerts, and sports events, with 29% of them even being inspired by TikTok (Choirisa, 2022). This pursuit of pop culture-inspired travel underscores their desire for experiences that connect them with their interests and passions. The travel preferences and behaviors of Generation Z have a significant impact on the hospitality industry. The popularity of sustainable and ethical travel has prompted many hotels and resorts to implement eco-friendly practices, such as reducing plastic use, adopting energy-saving measures, and offering locally sourced foods (Riberio et al., 2023). According to Szalaoivá (2023), up to 73% of customers from this generation are willing to pay 10% more for a product that is sustainable.

According to Georgiev (2023), as many as 64% of Generation Z representatives prefer brands that provide a personalized experience. This is like the previous Generation Y (Fripp, 2024). Engagement through social media and partnerships with influencers are also key strategies to capture the attention of Generation Z audiences. Generation Z's desire for unique and tailored experiences has led to the rise of boutique hotels and customized travel packages. Hospitality service providers are offering more personalized services such as curated local experiences, wellness programs, and adventure activities to meet the specific interests of Generation Z travelers. Many accommodation providers understand that Generation Z values flexibility and responsiveness, which is why they offer more lenient cancellation policies and customizable booking options. This is tailored to the spontaneous and dynamic travel plans of Generation Z (Khiem, 2024).

## **MATERIALS AND METHODS**

The aim of the paper is to explore and compare the preferences of generations and from sustainable products, services and forms of tourism to a selected sample of respondents. The survey was attended by 112 members of the Y generation and 112 members of the Z Generation. This even distribution of the research sample thus ensured the representativeness of the results achieved. In terms of the gender, 68 men and 44 women from the Y generation and 44 men and 68 women from the generation of the Z generation participated in our survey. Although the ratio of men and women is the same, generationally, it is different number of respondents in the auditorium, which does not allow us, for example. Comparison and analysis of the preferences of respondents from generation Y and from the selection of sustainable products, services and forms of tourism in terms of gender, which is a significant limitation of our research. To meet the set goal, we formulated the following research issues and the related research hypotheses:

**RQ 1:** Is there a statistically significant relationship between the willingness to pay more for sustainable services/products in terms of generational affiliation?

**H<sub>0</sub>:** We assume that there is no statistically significant relationship between the willingness to pay more for sustainable services/products in terms of generational affiliation.

**H<sub>1</sub>:** We assume that there is a statistically significant relationship between the willingness to pay more for sustainable services/products in terms of generational affiliation.

**RQ 2:** Are there statistically significant differences in the perception of the importance of an ecological approach to traveling between generations Y and Z?

**H<sub>0</sub>:** We assume that there are no statistically significant differences in the perception of the importance of an ecological approach to traveling between generations Y and Z.

**H<sub>1</sub>:** We assume that there are statistically significant differences in the perception of the importance of an ecological approach to traveling between generations Y and Z. The established research hypotheses were tested at a significant level of  $\alpha=0.05$ . For testing the hypotheses from the first research question, we used Pearson's correlation coefficient. For testing the hypotheses from the second research question, we used Student's t-test for two independent samples. The statistical analysis was conducted in the R programming environment.

**RESULTS AND DISCUSSION**

In this section of the contribution, we present the most important findings from the questionnaire survey conducted, which are essential for a better understanding of the examined issue as well as the contexts for the subsequent statistical analyses.

The very first variable we investigated in the survey was the preference for a certain type of destination based on its primary and secondary offerings. In the case of both generations, the main motivation and preference for choosing a destination was the existence of a beach at the destination, meaning that representatives of these generations preferred seaside destinations. Conversely, our respondents, regardless of their affiliation with the selected generations, do not prefer large cities and modern metropolises when choosing a destination. We present these findings in the following Table 1.

Table 1. Preferences in choosing the type of destinations (Source: own processing)

Generation/ Gender	Beaches and coastal destinations	Mountains and nature	Historical cities and cultural monuments	Large cities and modern metropolises	Σ
Generation Y - Male	42	12	14	0	68
Generation Y - Female	17	15	10	2	44
Generation Z - Male	17	16	9	2	44
Generation Z - Female	32	13	18	5	68
Σ	108	56	51	9	224

From Table 1, we can observe the similarity between the studied generations in terms of the preferred type of destination. At the same time, based on what is stated in Table 1, we can argue that there is also a certain similarity between the preferred type of destination in terms of gender and belonging to generations Y and Z.

In terms of the most used types of tourism services that respondents utilized during their vacation, these services could be rated using a Likert scale, where 1 was the least used type of service (minimum) and 5 was the most used type of service (maximum). The results of this evaluation are presented in the following Table 2.

Table 2. The most used type of tourism services (Source: own processing)

Generation	Gender (M-Male; F-Female)	Tourism services	1 (minimum)	2	3	4	5 (maximum)	Σ
Generation Y	M	Fun and leisure activities	1	1	2	3	1	8
Generation Y	F	Fun and leisure activities	2	2	3	3	1	11
Generation Z	M	Fun and leisure activities	2	2	3	2	2	11
Generation Z	F	Fun and leisure activities	3	3	4	3	3	16
Generation Y	M	Transport services	2	1	3	4	3	13
Generation Y	F	Transport services	2	1	2	4	3	12
Generation Z	M	Transport services	1	2	3	3	5	14
Generation Z	F	Transport services	3	1	4	4	6	18
Generation Y	M	Organized trips	2	2	3	2	1	10
Generation Y	F	Organized trips	3	1	3	2	2	11
Generation Z	M	Organized trips	3	2	4	2	1	12
Generation Z	F	Organized trips	8	2	4	3	2	19
Generation Y	M	Catering services	1	1	3	3	4	12
Generation Y	F	Catering services	2	1	2	3	4	12
Generation Z	M	Catering services	1	1	4	3	4	13
Generation Z	F	Catering services	4	1	4	4	5	18
Generation Y	M	Supplementary services	4	1	2	3	4	14
Generation Y	F	Supplementary services	3	1	2	2	4	12
Generation Z	M	Supplementary services	5	2	3	3	3	16
Generation Z	F	Supplementary services	8	2	3	3	3	19

From Table 2, we can observe that in the case of respondents from Generation Z, the most utilized type of services during holidays were transportation services. In contrast, the least utilized type of services among Generation Z were organized trips and supplementary services. For Generation Y, our respondents most frequently used catering services during their holidays. Conversely, the least utilized services during holidays for Generation Y respondents were supplementary services, like those of Generation Z. Based on these results, we can assert that there are certain differences among respondents in terms of the most utilized tourism services during their holidays, but these generations are alike in the least utilized services during their holidays. Since the survey also measured the preference for sustainable products,

services, and forms of tourism, we present the results we achieved in this area. First, we investigated whether the respondents would be willing to pay more for such products, services, or forms of tourism. The results are presented in Table 3.

From the provided Table 3, we can observe that our respondents are willing to pay more for sustainable products/services or forms of tourism regardless of whether it is Generation Y or Z. At the same time, we can see that in the case of Generation Z, the willingness to pay more for such products, services, or forms of tourism is not as clear-cut as it is for Generation Y.

Even in terms of an ecological approach to travel, Generations Y and Z are similar. Respondents do not consider it the most important approach, but, if possible, they choose a sustainable approach when traveling, or they do not have a clearly defined opinion on this issue. We present these results in Table 4.

Table 3. Willingness to pay more for sustainable products/services (Source: own processing)

	Generation Y (1981–1996)	Generation Z (1997–2012)	Σ
Yes	91 (81.25%)	57 (50.89%)	148 (66.07%)
No	21 (18.75%)	55 (49.11%)	76 (33.93%)
Σ	112 (100%)	112 (100%)	224 (100%)

Table 4. The significance of an ecological approach to traveling (Source: own processing)

The degree of importance of an ecological approach when traveling	Generation Y (1981 - 1996)	Generation Z (1997 - 2012)	Σ
Not very important – I don't make decisions based on that	4	6	10
Insignificant – I don't pay attention to it	1	8	9
I don't have a definite opinion	16	42	58
More importantly – if possible, I choose eco-friendly options	77	47	124
Very important – I only prefer sustainable services	14	9	23
Σ	112	112	224

As a second step in the analysis, we verified the established research hypotheses. Since our respondents are willing to pay more for sustainable products/services or forms of tourism (Table 3), we wanted to explore the relationship between this willingness to pay more in terms of both generations. To verify question 1, we used Pearson's correlation coefficient, which reached a value of 0.5572. From this, we can state that the correlation is direct and positive. The strength of the relationship between generational affiliation and willingness to pay more for sustainable products, services, or forms of tourism is medium. The resulting p-value was at the level of 0.0001, which means that these results only confirm the relationship between the willingness to pay more for sustainable products, services, or forms of tourism and generational affiliation. At the same time, we can state that for both generations, the concept of sustainability is an important attribute for which they are willing to pay more than for products that are not sustainable. Since our respondents perceive the ecological approach to traveling as important regardless of their generational affiliation (Table 4), verifying the research will yield similar results. In the case of verifying the second research question, we used Student's t-test for two independent samples. The resulting p-value was at 0.0049, which is less than the significance level. This means that there are statistically significant differences between generations Y and Z in terms of the perception of the importance of the ecological approach to traveling. These results suggest that although both generations consider the concept of sustainability important, each generation understands the approach to the issue of sustainability and ecological travel differently.

The results of the survey and statistical analysis open a wide space for discussion regarding the issue of sustainable products, services, and forms of tourism. Firstly, the connection between the willingness to pay more for sustainable products, services, or forms of tourism has been confirmed, which is also supported by Szalaiová (2023) in her research. At the same time, it can be argued that for both generations, the concept of sustainability and an ecological approach to travel is currently important (Buffa, 2015), but they understand the approach to this issue differently.

These differences arise not only from generational values but also from different life experiences, digital habits, and societal expectations that have shaped their attitude towards sustainability. Generation Y (the so-called millennials) grew up during an era of increasing globalization, but they also witnessed the first serious discussions about climate change. For this generation, an ecological approach is often linked to personal responsibility, but there is also a certain pragmatism – for example, the willingness to travel by train instead of by plane is conditioned by price, comfort, and availability. Their ecological behavior tends to be more reactive than proactive – for instance, they recycle waste or choose environmentally certified accommodation, provided it is convenient and affordable (Mammadli, 2023).

Generation Z, unlike Generation Y, has grown up in a digitally connected world where the climate crisis, carbon footprint, and activism are part of everyday discourse. For this group, an ecological approach to travel is more than just an individual choice – it is part of their identity and a manifestation of their value system. Generation Z emphasizes brand authenticity, rejects so-called 'greenwashing', and demands transparent information about the environmental impact of travel (Karagiannis, 2024). Compared to Generation Y, members of Generation Z are more active in seeking alternatives – for example, they consider carbon offsets, utilize 'slow travel' concepts, and support local communities, which also aligns with the findings of the Khiem study (2024). Another significant difference lies in digital habits and approaches to information. While Generation Y often seeks information through traditional portals and reviews, Generation Z is oriented towards social networks, influencers, and community platforms where they seek inspiration for sustainable travel (Hysa et al., 2021). This also affects how both generations perceive the credibility of ecological initiatives – Generation Z is much more sensitive to (in)authenticity and marketing exaggeration.

At the same time, another factor influencing the different approaches to sustainable tourism between generations Y and Z (and generally among travelers) is the lack of a unified, clearly accepted definition of what "sustainable travel" means.

Sustainability as a concept encompasses environmental, social, and economic aspects, which creates space for various interpretations. Even though many research studies on sustainability rely on the definition from the Brundtland Report of 1987 titled *Our Common Future* (UN, 1987), it is still unclear from this definition what are considered "sustainable forms of tourism." What one traveler perceives as ecological and responsible, another may view as insufficient or even counterproductive. For example, while Generation Y may consider choosing a hotel with an 'eco-friendly' certification to be a responsible step, members of Generation Z often demand specific evidence of environmental impact and may question the credibility of such certifications unless they are transparently communicated. Generation Z also tends to perceive the ecological impact more holistically, considering not only the travel itself but also the entire lifecycle of the service, including food production, waste management, and social impacts on the local community (Ma et al., 2024).

Another example of this ambiguity is the evaluation of air travel. For many, it represents the biggest environmental issue in traveling, yet it is often an essential part of moving over long distances. Some travelers (especially from Generation Y) address this dilemma through "carbon offsetting" (Kabir & Hassan, 2024), while others (more frequently Generation Z) prefer slow travel, which means slower, local, and often ground-based forms of transport that minimize ecological footprints—though they may be more time-consuming and less comfortable (Gössling & Higham, 2021).

This ambiguity and inconsistency in the understanding of sustainability is not just a problem of individual preferences – it represents a broader systemic shortcoming in the regulation, certification, and communication of sustainability within the tourism sector. Without clear standards that are transparent, trustworthy, and accessible, travelers (regardless of generation) find themselves in an information chaos that can lead either to passivity or to wrong decisions. Furthermore, significant room for greenwashing undermines trust, particularly among more critical consumers, like those represented by Generation Z (D'Acunto et al., 2025). From a research and practical perspective, it is therefore essential to support the unification of definitions and standards of sustainability, as well as clear and visually appealing education for consumers. Better-informed travelers can make more consistent decisions while also putting pressure on service providers to offer truly sustainable solutions, not to mention that understanding generational specifics can help better target communication strategies, create 'tailored' sustainable products, craft personalized experiences, and strengthen the trust of both generations in sustainable tourism, as confirmed by Georgiev's study (2023).

## CONCLUSION

The results of the survey and the subsequent discussion highlight the complexity of perceiving sustainability in the context of tourism, with particular attention to generational differences between groups Y and Z. Although both generations show interest in environmentally responsible forms of travel, their motivations, expectations, and approaches differ significantly. While Generation Y tends to adopt a pragmatic and somewhat reactive approach, Generation Z is characterized by more active, value-driven behavior and a higher sensitivity to transparency and authenticity in ecological initiatives.

These findings also highlight the need for a personalized approach in communication and the implementation of sustainable practices in tourism that consider not only ecological but also psychographic and generational specifics of target groups. In the context of long-term sustainability of the sector, it is therefore essential not only to promote environmental awareness but also to create conditions that reflect the value orientations and expectations of younger generations, especially Generation Z, which is increasingly establishing itself as a significant agent of change.

At the same time, it shows that both examined generations – although with different motivations – expect personalization of travel products and services. Generation Y prefers products that combine sustainability with comfort, accessibility, and authentic experiences, while favoring flexibility and the possibility of customized choices. Conversely, Generation Z expects products that are not only tailored to individual values and interests but also clearly communicate their ecological impact and social significance. Personalization in this context does not only mean technical customizability of services but primarily the ability of brands and providers to create emotional and value-driven connections with the customer. In practice, this means the need to develop differentiated product strategies that combine digital tools, transparent communication, and authentic experiences, while respecting the specific expectations of each generation. A personalized approach thus becomes a key tool not only for increasing customer satisfaction and loyalty but also for effectively supporting the sustainable development of tourism. At the same time, it is evident that the ambiguous understanding of the term "sustainability" poses a significant barrier both for consumers and service providers. Without clearly defined standards that are trustworthy, communicated comprehensibly, and accessible to the public, there is space for information distortion, distrust, and so-called greenwashing. This problem particularly affects younger, environmentally conscious groups of the population (especially members of Generation Z), who emphasize the consistency of values and actions in sustainable travel.

From both theoretical and practical perspectives, it is therefore essential not only to better understand the value and behavioral patterns of individual generations, but especially to create conditions for a more systematic and understandable communication of sustainability. This can help not only to increase ecological literacy and trust among consumers, but also to create more effective products and services that align with the real expectations and environmental goals of contemporary society. Future research should focus particularly on finding ways to unify sustainability standards in tourism while effectively responding to the specifics of individual target groups.

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