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GENERATION Z TRAVEL PATTERNS AND MOTIVATIONS

Lenka LABUDOVÁ

ABSTRACT:

The impact of Generation Z on the tourism market requires a better understanding of their behaviour in this area. As the generation with the strongest digital connection, Generation Z strongly influences trends in domestic and foreign tourism, marketing communication, and the use of artificial intelligence in destination marketing. The aim of this article is to describe the travel behaviour of Generation Z in Slovakia, focusing on the frequency of travel, motivation to travel, the use of social media, and the role of artificial intelligence in this generation's travel planning. To obtain the data, quantitative research was conducted using a questionnaire survey carried out amongst Generation Z in Slovakia. The results were analysed to identify patterns in travel frequency, use of digital tools, and behaviour when sharing experiences. The study plans to expand the research with qualitative methods to gain a deeper understanding of certain contexts. The results show that this cohort prefers experience-oriented travel, is influenced by social networks, and increasingly uses artificial intelligence tools for planning and decision-making, including when travelling.

KEYWORDS:

AI, destinations, Generation Z, marketing, social media, travel

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1 Introduction

Each generation has its own way of travelling, and in recent years, researchers have focused on how young people, especially Generation Z, are changing tourism. Generation Z, usually defined as people born between the mid-1990s and early 2010s, is now becoming one of the most important groups of travellers and consumers. Their habits and motivations are shaped by technology, global challenges, and new lifestyle values. Because of this, they deserve special attention in tourism and marketing studies. Research from Gajanová et al. (2023) suggests that Generation Z differs in many important ways from previous generations, because it is not effective to use the same communication

strategies and research approaches as for older population groups. Another important reason to study this group is their close relationship with digital technologies. While older generations learned to use the Internet later in life, Generation Z grew up with it. Travel ideas and choices are often shaped by what they see on Instagram, TikTok, YouTube, or other social media platforms. Recommendations from friends and influencers, short videos, and attractive photos play important roles in their decisions.

Research from Eger and Gangur (2024) shows that social media have developed strong potential to communicate value and build engagement, especially when content creates value for users and strengthens brand itself. So, for Generation Z, travel is not only about moving from one place to another, but also about how destinations are presented online and how future experiences can be shared. Another key feature of this generation is their interest in authentic and meaningful experiences. Many members of Generation Z claim they prefer active travel that includes adventure, learning, or cultural exchange, rather than simple relaxation. At the same time, they often face financial limits. As students or young workers, they usually cannot spend large amounts of money on travel. This creates a conflict: they value sustainability and unique experiences, but they also look for affordable options. Understanding this balance is important for destinations, regions, cities and tourism businesses that want to attract them. Technology, especially artificial intelligence (AI), is also becoming more important in tourism and marketing. In the current marketing environment, AI is driving significant changes. It supports the creation and selection of personalised content that reflects individual preferences, which can increase customer engagement and loyalty (Labudová, 2024b). Looking to the future, AI is expected to expand its role in travel and tourism, as developments in machine learning, natural language processing, and image recognition will further improve travel planning and customer experience (Labudová, 2024b).

This study focuses on Generation Z in Slovakia, specifically at their travel behaviour in domestic tourism. Its aim is to better understand how often they travel, what motivates them, and how digital tools and social media affect their decision-making. Two research questions are explored: first, whether there is a link between how often they travel and their use of AI in planning; second, whether travel frequency relates to sharing experiences on social media. Gen Z's behaviour presents both opportunities and challenges: they are motivated to travel, but their decisions are shaped by financial limits, digital content, and a desire for experiences. Understanding these patterns can make tourism in Slovakia more attractive and competitive in the future.

2 Theoretical Background

The travel behaviour of Generation Z (Gen Z) has become an important area in tourism research due to this group's unique value orientations, technological literacy, and increasing market share. Gen Z is often represented as environmentally and socially conscious, but the reality is more complex. As one study emphasises, "Gen Z's role in advancing sustainable tourism remains uncertain – marked as much by promise as by contradiction" (Seyfi et al., 2025, p. 1009). Although many of them express strong sustainability awareness, factors such as economic insecurity, housing concerns, and lifestyle preferences drive their ability to act upon these values (Seyfi et al., 2025). Regardless, some studies confirm that sustainability plays a big role in Gen Z's travel decisions. Research from Pulido-Fernández et al. (2024) states that younger travellers show higher levels of commitment towards sustainable tourism compared to other cohorts; over 78% reported prioritisation of environmental responsibility in destination choices. But their limited income often results in selecting the most economical travel options, which may sometimes be in conflict with sustainability ideals. Some tourism brands have recognised this generational demand for eco-friendly practices. Evidence shows that Gen Z travellers respond positively to businesses that implement eco activities such as reducing plastic waste, promoting energy conservation, and supporting local communities (Forbes Agency Council, 2023). This preference lines up with the growing trend of experiential tourism, as Gen Z looks for authentic cultural engagement, voluntourism opportunities, and new destinations that strengthen personal identity and values (Forbes Agency Council, 2023).

The growing interest in travel in young people's lives further boosts these patterns. Post-pandemic surveys show that 66% of travellers – especially Millennials and Gen Z – are more motivated to travel than before COVID-19, spending a larger part of income on trips compared to older generations (McKinsey & Company, 2023). The motivations for travel differ across age groups: older travellers often associate travel with relaxing and leisure activities, but Gen Z views travel mainly as an opportunity for adventure and exciting experiences. This contrast reflects not only lifestyle preferences but also the integration of technology and social media into travel experiences (Collage Group, 2023).

Digital platforms are especially influential in shaping Gen Z's tourism behaviour. Social media, e.g., TikTok, have appeared as a powerful tool for destination awareness and booking behaviour. 71% of Gen Z travellers reportedly booked a trip after watching a video on this platform and 43% of them had not previously heard of the destination before seeing it on TikTok (Hughes, 2025). Other research underlines how TikTok use amongst this cohort is shaped by natural motivations such as entertainment, lifestyle, and convenience, further inserting social media into the decision-making process (Trang et al., 2025).

While influencer marketing continues to play a big role in promoting destinations, academics and researchers have warned about its ethical impact. The control of user comments by travel influencers can weaken freedom of speech amongst Gen Z audiences, who are at the same time the primary target group of such campaigns (Guo et al., 2025). However, when managed responsibly and wisely, social media marketing can support sustainable tourism by spreading demand more equally across destinations. For example, campaigns on Instagram and TikTok may redirect attention towards under-visited regions, helping lessen overtourism in popular areas, and helping local economies elsewhere (Liu et al., 2024).

At the same time, the tourism and hospitality sectors increasingly incorporate artificial intelligence (AI) tools, including generative AI and chatbots. Studies suggest that while AI can boost customer experience and efficiency, success depends on careful implementation, staff training, and ethical safeguards (Saleh, 2025). AI adoption also has risks: job displacement or relocation, excessive monitoring, profit concentration, and the potential to worsen overtourism (Gössling & Mei, 2025). Bibliometric analyses further clarify that chatbot applications are becoming an important trend in the tourism market, showing growing industry interest in AI-focused customer engagement (Alhasmi et al., 2025). The findings from Stergiou & Nella (2024) represent the whole and complex approach focusing on three main areas – tailored engagement and accessibility, diagnosticity of information, and context-dependent prioritisation of criteria. These areas show ChatGPT's capacity to increase tourists' decision-making by offering guidance which is complete and based on their needs. Travellers often show evident and intentional sharing on social media before, during and after their travel, considering the expectations and responses of their followers. When it comes to sharing content, they prefer attributes such as authenticity, uniqueness, relevance, emotional connection, audience engagement, visual attractiveness, and educational value. When considering the best social media platform, functionality, broad reach, visual presentation, engagement opportunities, and the intended audience play significant roles. Moreover, factors such as building a community, encouraging empathy, communicating directly, creating shared memories, and documenting experiences provide strengthening of their personal relationships (Chaderi et al., 2023).

In summary, Generation Z's influence on tourism is shaped by a complex factor of sustainability values, financial limitations, adventurous motivations, and technologies. Their behaviours show both opportunities and paradoxes. They demand sustainable and authentic experiences but remain limited by socioeconomic reality. Meanwhile, their dependence on social media and openness to technological innovation shapes not only how destinations are marketed but also how tourism is experienced and mastered.

3 Methodology

The third part of the study outlines the process of research, with selected findings presented in the practical section of the text. The research, realised through a questionnaire survey, aimed to identify the characteristics of Generation Z's travel behaviour and based on the findings, to propose theoretical insights and practical

recommendations to support effective communication and the promotion of domestic tourism in regions and cities of Slovakia. For the purpose of this inquiry, two research questions are addressed:

RQ1: Is there a statistically significant relationship between travel frequency and the use of AI in travel planning?

This research question was formulated based on the study “ChatGPT and tourist decision-making: An accessibility–diagnosticity theory perspective”, published in 2024 in the *International Journal of Tourism Research*.

RQ2: Is there a statistically significant relationship between travel frequency and the sharing of travel activities on social media?

This research question was formulated based on the study “How does sharing travel experiences on social media improve social and personal ties?” published in 2024 in *Current Issues in Tourism*.

Primary data was collected through a questionnaire survey amongst members of Generation Z. The questionnaire focused on travel frequency, sources of inspiration, the influence of social media, the use of digital technologies and applications in travel, as well as preferences in choosing travel destinations. The primary data provided an actual insight into the travel behaviour of this cohort. Secondary data consisted of findings from previous surveys, researchers, analyses, and studies published in domestic and international papers and articles. Data collection was carried out between April 1 and April 30, 2025. The target group consisted of people born from 1998 to 2010. The sample addressed included 538 students; the actual number of responses obtained was 294. The questionnaire was distributed to students electronically via e-mail and was also made available during selected classes.

The results of the questionnaire survey were processed using a standard procedure consisting of four steps:

Verification and adjustment of data – for the purpose of this study, two types of checks were carried out: completeness and readability of the data.

Data classification – to enable the analysis of responses in the next phase of the research process and the examination of relationships between specific categories. Classification required a definition of class characteristics, delimitation of jointly categories, and the formation of classes that cover all elements of the studied set.

Data coding – this involves giving a numerical code to each option for all questionnaire items, primarily to the open-ended questions included in the survey.

Data analysis and statistical methods – the processing of questionnaire responses began with basic descriptive statistics. For each category, we calculated absolute frequencies and presented the results in tables, along with bar charts created in Microsoft Excel. This approach was chosen to identify key patterns – such as how often young people travel, who they typically travel with, what inspires their travel choices, and how they use social media and influencers during the planning process. To explore the relationships between the selected categorical variables, several statistical methods were applied – the Chi-square test of independence (χ^2 test) to examine whether there were statistically significant associations between travel frequency and two factors:

- the use of artificial intelligence during travel planning, and
- the sharing of travel experiences on social media.

For each research question, contingency tables were calculated, both observed and expected frequencies, and then the Chi-square statistic was calculated. The resulting p-values were compared with the significance threshold ($\alpha = 0.05$) to evaluate the null hypothesis of independence. Because the Chi-square test can show only whether a relationship exists – not how strong that relationship is – we also calculated Cramér’s V. This coefficient evaluates the strength of the associations between the nominal variables. The results showed a moderate relationship between travel frequency and the use of AI (Cramér’s V = 0.35), and a relatively strong relationship between travel frequency and sharing travel activities on social media (Cramér’s V = 0.48). All steps of the statistical analysis – data coding, categorisation, creation of cross-tabulations, and the final calculations – were conducted in Microsoft Excel.

4 Results

Below are selected results from the questionnaire survey conducted as part of the research study on the topic of travel through the eyes of Generation Z. The analysis is completed with the Chi-square test of independence, to test if two categorical variables are independent or related. Cramér's V, a statistical coefficient that measures the strength of association between two nominal (categorical) variables, was also used. The study explores the travel behaviour of Generation Z in Slovakia with a focus on their motivations, preferences, and patterns when engaging in domestic tourism. Using quantitative research based on a questionnaire survey, responses from 294 students were collected. The aim was to identify specific features of Generation Z's travel-related practices and to formulate practical recommendations for the effective communication and promotion of domestic tourism, after the qualitative second phase of the research is completed.

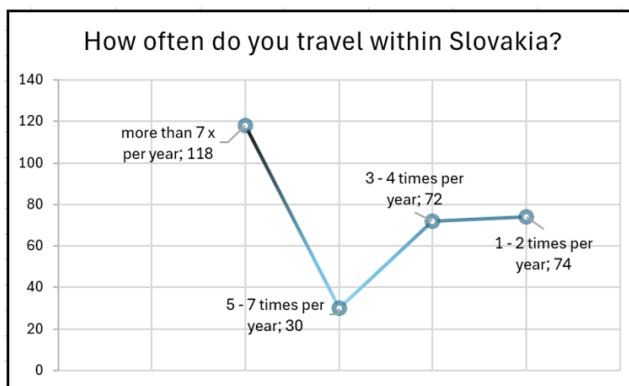


Figure 1: How often do you travel within Slovakia?
Source: Own research, 2025

The largest group of respondents – 148 – reported travelling more than seven times per year or five to seven times per year, which indicates quite high interest in travelling within this cohort. Interestingly, a similar number of respondents travel once or twice (74) and three to four times (72) per year.

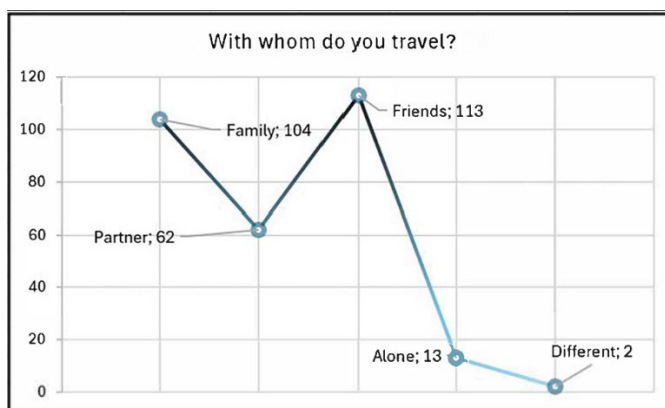


Figure 2: With whom do you travel?
Source: Own research, 2025

The most common answers to the question – *With whom do you travel?* – were friends (113) and family (104), showing a need for social contact and shared experiences. Partners (62) play a less important role, which may be

related to the fact that not all respondents could be in relationships or that they prefer larger groups, family or friends. Travelling alone (13) was the least chosen option, so individualism was not typical in this context. Overall, it can be claimed that Generation Z sees travel primarily as a social activity.

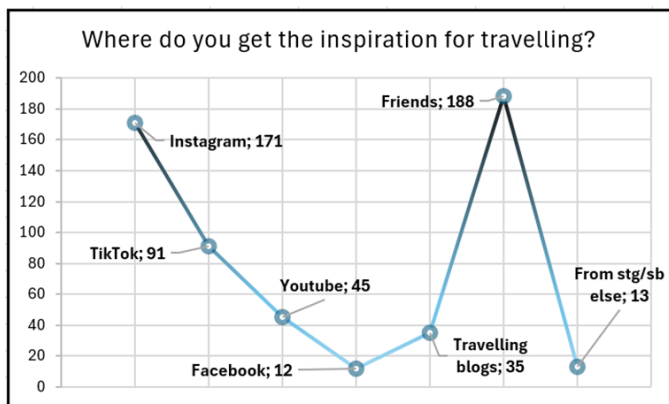


Figure 3: Where do you get the inspiration for travelling?
Source: Own research, 2025

Friends (188) play the most important part when it comes to inspiration for traveling, showing that personal recommendations carry bigger weight than social media or the Internet. Instagram (171) represents a strong influence, with its visuals for travel areas. The social media site TikTok (91) has a noticeable impact, while YouTube (45) and travel blogs (35) appear less influential. Facebook (12) and the other inspiration category (13) represent only a low impact. In summary, Generation Z is oriented towards visually engaging and quick content, as well as experiences shared within their social circles.

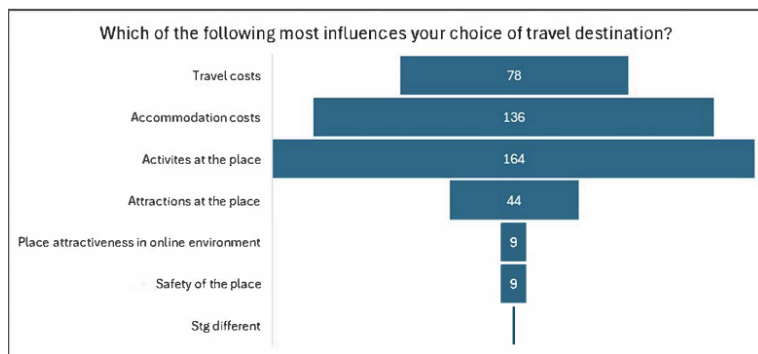


Figure 4: Which of the following most influences your choice of travel destination?
Source: Own research, 2025

The most dominant answer is – activities at the place (164), demonstrating that young people seek experiences and opportunities for active engagement. Accommodation costs (136) are also important, highlighting this generation’s sensitivity to price and budgeting. Travel costs (78) play a smaller but still meaningful role. Surprisingly, the destination’s attractions themselves (44), as well as its online presentation (9) and sense of safety (9), were rated as less important. This may suggest that this generation does not select destinations based on visual or safety concerns, but rather on the actual experiences the location offers.

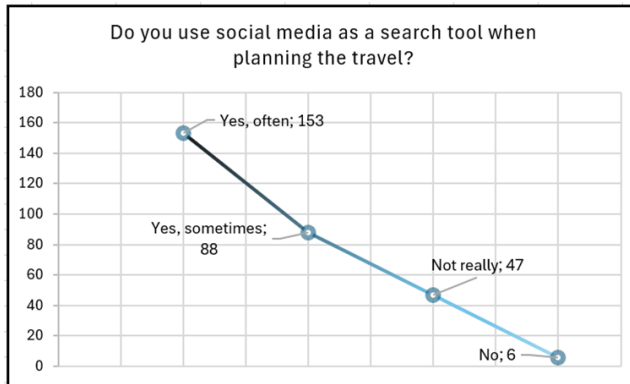


Figure 5: Do you use social media as a search tool when planning travel?
 Source: Own research, 2025

The biggest group of respondents reported using social media frequently, while another 88 stated they use it at least occasionally, when it comes to planning trips, holidays or vacations. A smaller share of respondents – 47 – answered not very much, and six expressed a negative attitude. These findings may indicate that social media represent a big source of information for this generation when choosing and planning vacations or trips. Dependence on social media may end up in a one-sided insight of destinations, which are often presented through filtered pictures and campaigns.

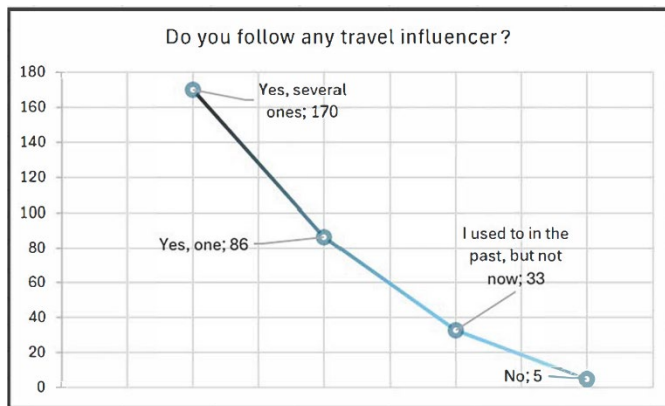


Figure 6: Do you follow any travel influencer?
 Source: Own research, 2025

The largest group of respondents – 170 – are following several travel influencers; 86 answered that they follow at least one. Interestingly, 33 respondents stated that they had followed travel influencers in the past but no longer do so, which may signal a slight decline in interest, which should be further investigated. Only five representatives of Generation Z chose no for their answer. These findings suggest that travel influencers still have a strong impact on this cohort and shape their view of travel.

Interpretation of the Research Questions

For the purposes of this study, two research questions are presented and addressed:

RQ1: Is there a statistically significant relationship between travel frequency and the use of AI in travel planning?

RQ2: Is there a statistically significant relationship between travel frequency and the sharing of travel activities on social media?

RQ1

To address RQ1 – *Is there a statistically significant relationship between travel frequency and the use of AI in travel planning?* – the Chi-square test of independence and Cramér's V were applied. The results of the statistical analysis are interpreted below.

Formulas applied:

$$\chi^2 = \sum_{i=1}^r \sum_{j=1}^c \frac{(O_{ij} - E_{ij})^2}{E_{ij}}$$

- O_{ij} = observed value in the cell (actual number of respondents)
- E_{ij} = expected value if the variables were independent
- r = number of rows in the contingency table
- c = number of columns

$$E_{ij} = \frac{(\text{row total } i) \cdot (\text{column total } j)}{n}$$

- E_{ij} = expected frequency in cell (i,j)
- n = total number of respondents (grand total)

Data input:

Table 1: Data input for research question number 1

	Using AI	Don't use AI	Sum
Travel more than 5x per year	94	54	148
Travel more less than 5x per year	41	105	146
Sum	135	157	294

Source: Own processing, 2025

The calculation which was also applied to the rest of the values:

$$E_{11} = \frac{148 \cdot 135}{294} \approx 67.96$$

After inserting all values into the formula:

$$\chi^2 \approx 35.74$$

This value is eventually applied in the statistical calculation of Cramér's V:

$$V = \sqrt{\frac{\chi^2}{n \cdot (\min(r - 1, c - 1))}}$$

- χ^2 = result from the test above (35.74)

- n = total number of respondents
- r = number of rows in a table
- c = number of columns in the table
- $\min(r-1, c-1)$ = the smaller of the degrees of freedom according to the table dimensions

$$V = \sqrt{\frac{35.74}{294 \cdot 1}} \approx 0.35$$

Results Interpretation

Chi-square test \rightarrow p-value < 0.001 , shows that the relationship is statistically significant. Cramér's $V = 0.35$ \rightarrow this represents an average relationship between travel frequency and the use of AI in travel planning. To address RQ1, the Chi-square test of independence was applied, followed by the calculation of Cramér's V as a measure of association strength. The results of the analysis showed a statistically significant relationship between the calculated variables (p-value < 0.001). The value of Cramér's $V = 0.35$ further shows an average association, meaning that respondents' travel frequency is strongly linked to whether they use artificial intelligence in planning their trips.

RQ2

To address RQ2 – *Is there a statistical relationship between travel frequency and the sharing of travel activities on social media?* – the procedure was identical to that used for RQ1. The Chi-square test of independence and Cramér's V were applied for its evaluation. The results of the statistical analysis are interpreted below.

Chi-square test

Data input:

Table 2: Data input for research question number 2

	Publish	Don't publish	Sum
Travel $>5\times$ per year	126	22	148
Travel $\leq 5\times$ per year	55	91	146
Sum	181	113	294

Source: Own processing, 2025

Formula and result:

$$E_{11} = \frac{148 \cdot 181}{294} \approx 91.1$$

Cramér's V

Formula and result:

$$V = \sqrt{\frac{67.98}{294 \cdot 1}} \approx 0.48$$

Results Interpretation

The relationship is statistically significant ($p \ll 0.05$). Respondents who travel more than five times per year are more likely to share their travel activities compared to those who travel less frequently. Cramér's $V = 0.48$ shows that the relation is not only statistically important but also practically meaningful. It represents a relatively strong relationship. Respondents who travel more than five times annually within Slovakia are much more willing to share

their travel experiences online than those who travel less often. This suggests that more frequent travel produces a larger volume of experiences and content that respondents are willing or motivated to publish online.

Sharing travel activities may therefore be linked not only to the intensity of travel but also to the need for self-presentation and the building of a social community on social media sites. In the context of this research, it can be concluded that travel frequency strongly influences desire and tendency to share travel activities.

5 Conclusion

The results revealed several important aspects of Generation Z's travel behaviour. The frequency of domestic travel, i.e., within Slovakia, is relatively high amongst respondents. The most common response was travelling more than seven times a year, which indicates that the majority of this group seeks travel and actively participates in it. The social dimension of travel proved to be a strong phenomenon, with respondents most often travelling with friends or family, while travelling with partners was less common (status was not surveyed in this survey) and travelling alone was the least represented category. This shows the importance of personally shared experiences and the human dimension that arises during travel. They get their inspiration for travel primarily from their peers and visually oriented social media. Personal recommendations from friends remain the most influential factor, closely followed by Instagram, with TikTok also remaining important. Platforms such as YouTube, travel blogs, or Facebook play only minor roles. When choosing a travel destination, respondents placed greater emphasis on possible activities in the location than on other factors. This information underscores Generation Z's focus on experiences, preferring active engagement and meaningful interactions over passive and ordinary sightseeing. It was confirmed that social media play an important role in the travel planning phase. Most respondents said they use social media frequently or occasionally to search for information about their destination and the location they are planning to visit. The results showed a statistically significant correlation: individuals who travel more frequently also use artificial intelligence tools more often in connection with travel. There is therefore a mutual dependence between their digital literacy, use of technology, and the lifestyle of travellers in this cohort.

The second research question focused on the relationship between travel frequency and sharing travel activities on social media. In this case, the relationship proved to be even stronger, with respondents who travel more frequently being significantly more inclined to share their travel experiences online. We found that the travel habits of Generation Z in Slovakia are influenced by three interrelated areas: social orientation, digital technologies, and the desire for experiences. However, all these areas are significantly influenced by sensitivity to financial costs. Those in this cohort who travel more frequently tend to use technology more intensively and share their experiences more actively online. This creates a certain cycle or circle – travel stimulates content creation, which in turn influences further decisions and the motivation to travel.

Another finding was that they perceive travel primarily as an activity they enjoy with others – friends or family. When choosing destinations, they therefore rely heavily on recommendations from people they trust. This aspect also carries over into the online space: experiences are photographed, commented, rated, and shared. The journey thus becomes not only an experience for the traveller or travellers themselves, but also a digital footprint in the online space.

Another dimension of travel is the presence of technology at every stage of the travel process. Social media platforms are used for inspiration, comparison, planning, and sharing. Artificial intelligence tools are used mainly by travellers who travel more frequently, which suggests that trust and openness to technology grow in parallel with travel experience. Digital technologies help reduce uncertainty before travel, save time, and personalise trip planning. At the same time, they create a space where travel experiences and destinations are presented and evaluated. This means that the digital environment not only supports but also shapes expectations and preferences.

The last dimension, experience-based motivation, confirms the fact that Generation Z seeks experiences and meaningful experiences in the destinations they choose to travel to. The results show that what young travellers can do and experience in a given place is more important than how the place looks at first glance or how its attractiveness

is rated, for example, in terms of monuments. They are more interested in active involvement, new experiences, and adventures than just passively exploring the destination and its surroundings. This shows the broader context in modern tourism, from simply “consuming” attractions to experiencing adventures.

All those dimensions or areas mentioned are influenced by financial sensitivity. Although Generation Z wants to travel and experiences are important to them, their decisions are influenced by the costs of accommodation and travel. This limitation is not only unique to the Generation Z, but it is certainly important to address the extent to which it is influential in future research.

An important finding was that the study confirmed a cycle regarding the use of artificial intelligence. Those who travel more often are more likely to use artificial intelligence tools and share their experiences online. This means that more frequent travel leads to greater digital activity; greater digital activity promotes exposure to new destinations and trends in the online world; and this exposure can motivate further travel, a process that can be described as a cycle. In this way, travel behaviour and digital behaviour influence each other.

Limitations and Direction of the Future

Data collection was carried out over a single time period, specifically for one month. As a result, we cannot draw relevant conclusions about relationships between variables or changes in behaviour over time. Given the dynamic nature of trends in travel, digital media consumption, and the rapid development of artificial intelligence tools, further complementary research is needed. Although the questionnaire survey covered the main aspects of travel behaviour, quantitative research does not delve into the depth of motivations, emotions, and factors influencing individual decisions. For this reason, qualitative research will be conducted in the form of personal, in-depth interviews with selected respondents, representatives of Generation Z. Qualitative interviews will allow for a deeper examination of the reasons and causes of the observed inequality in travel frequency, the role of financial constraints, attitudes towards influencers, and other aspects of the study.

The next planned phase of the research, following the qualitative interviews, will take the form of further quantitative research with the aim of comparing data between Generation Z and Generation Y respondents. The data collected from the two quantitative and qualitative studies will serve as a source and treasure trove for the main objective of the research – practical recommendations and suggestions to promote effective communication and support domestic tourism for regions and cities in Slovakia.

Practical Contribution

The practical value of the findings is particularly useful for businesses involved in domestic tourism, including tourism region managers, marketing professionals, and cities and regions that want to appeal to this generation and benefit from their visits. As has been found, Generation Z shows a strong orientation towards experiences and activities. Tourism products should primarily be communicated in such a way that emphasises interactive, participatory, and experiential elements. Given the financial sensitivity of Generation Z, affordable accommodation options and tailored pricing strategies are also important. Marketing strategies should focus on word-of-mouth recommendations and social media, primarily on Instagram and TikTok.

Collaboration with influencers remains important, but authenticity and credibility must be carefully considered to avoid losing trust in the person. Destinations that manage to create visually appealing, yet authentic, original, and rich content are more likely to appeal to Generation Z. In addition, the integration of artificial intelligence tools into tourism services to a greater extent is key. In the context of travel, artificial intelligence supports personalisation, speed, and convenience, attributes that this generation highly values. Destination management should consider implementing AI-based services and products such as chatbots, personalised recommendation systems, or smart travel guides into their offerings, as this generation expects quick information to be available at any time.

This study provided an insight into the travel behaviour of Generation Z in Slovakia. It highlighted their frequent travel behaviour, preference for group travel, need for inspiration and motivation from their peers and visual elements and focus on experiences within their price range. By combining a quantitative approach with planned qualitative research, it is possible to achieve a more comprehensive understanding of the travel practices of Generation Z. These

findings will be able to advance both the theoretical and practical areas of tourism and marketing communication practices.

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