


Chapter 15


Publication Trends of Millennial and Post-Millennial Travellers Through Bibliometric Analysis

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ABSTRACT

The travel behaviour of millennials has become a topic of increasing interest among researchers and industry practitioners. This study explores the travel behaviour of millennials (born 1981-1996) and Generation Z (born 1997-2012) using bibliometric analysis. The research aims to identify and summarize the current state of knowledge on this topic, and to identify the trends and gaps in the literature. The study used a bibliometric analysis of the Scopus database, covering the period from 2010 to 2022. The analysis resulted in a total of 470 articles, which were analyzed in terms of publication year, author, country, source title, and keywords. The results showed

DOI: 10.4018/979-8-3693-5903-7.ch015

that the majority of the studies were published during the period of 1993-2023, and that the most cited authors are Bilghami and Alemi in this field. This is the first study that provides insights into the current state of knowledge on the travel behaviour of millennials and Generation Z and highlights the trends and gaps in the literature using bibliometric analysis which can be useful for future research in this field.

INTRODUCTION

Millennials (born 1981-1996), Generation Z (born 1997-2010), and Generation Alpha (born after 2010) are driven by unique travel motivations. They prioritize experiences over material possessions, and travel is integral to their life experiences (Jamal & Newbold, 2020). Additionally, a study (Ketter, 2020) found that these generations value flexibility, affordability, and unique micro-level experiences when it comes to travel. Millennials, Gen Z, and Alpha have grown up with technology, and it has become an integral part of their travel behaviour, especially Gen Alpha, who are digital natives growing up with iPad (Bradley et al., 2018). A study by Robinson & Schänzel, (2019), found that these generations are more likely to use online travel resources such as review sites, social media, and travel apps to plan and book their trips.

In terms of sustainable and responsible tourism, a study by Salinero et al., (2022) found that millennials and post-millennials are more likely to prioritize sustainable and responsible tourism and are more likely to choose destinations and accommodations that align with their values. Social media is synonymous with Millennials and post-millennials. Social media significantly impacts the travel behaviour of millennials and Generation Z, with both generations using social media to inspire their travel plans and share their travel experiences with their network (Han & Chen, 2021). Family and friends are significant influencers in millennials' travel behaviour, Gen Z and Alpha. Particularly, Gen Alpha significantly impacts family trips which, on average, take more than three family trips a year globally with Gen Alphas (Menze, 2019). This generation is more likely to travel with family and friends and prioritize shared experiences.

The travel behaviour of Millennials, Gen Z, and Alpha, who are usually the offspring of Millennials and Gen Alpha, is shaped by their values, priorities, and technology usage. Understanding their travel behaviour can help the travel and tourism industry to meet their needs and expectations better and better understand the impact of these generations on the future of travel. Millennials, Generation Z, and Generation Alpha are significant demographic groups in the tourism industry since these generations play a role in shaping the future of travel and tourism. They are the largest group of travellers globally. Understanding their travel behaviour can

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