



**IV. INTERNATIONAL
APPLIED SOCIAL SCIENCES CONGRESS (C-IASOS)
2020**

Travel motivations of Y and Z Generations

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Abstract

Introduction: *It is quite important to understand and predict the travel motivations of Y and Z generations to be able to make future plans and strategies.*

Aim: *The aim of this research is to determine the travel motivations of Y and Z generations via a sample of university students.*

Method: *An online survey is used to investigate the travel motivations of Y and Z generations. 142 students or employees of a university answered the questionnaire. Statistical tests were used to evaluate the data.*

Findings: *Findings show that social media affects travel choices of both generations. Both generations like to go on vacation with friends more than with family or alone. Hitchhiking is almost never preferred by the research sample. Z generation preferred entertainment activities more than Y generation and Y generation prefers cultural tourism more. Y generation is more open to gathering information and suggestions for travel than Z generation. Popularity of the destination is one of the important factors for both generations. Z generation gives more importance to variety of food on holiday compared to Y generation. Both generations decide their vacation depending on their mood. Both generations mostly prefer hotels instead of camping, hostels and renting houses. Their priority transportation is personal vehicle. Variety of excursions is significantly important for both generations. However, food variety is more important for Z generation compared to Y generation. The difficulties of communication and climate conditions have been an impressive factor for both generations. As a result, travel motivations of the Y and Z generations have significant similarities with some differences.*

Key Words: *Tourist motivation, Y generation, Z generation, tourism, travel.*

Jel Codes: *Z30, Z33.*

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