

## **THE INTEREST OF GENERATION Z FOR SUSTAINABLE TOURISM**

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# Objective

- The paper aims to better understand the way the youngsters between 18 and 25 years old perceive sustainability and how they apply these principles when they travel.
- The concept refers to all the three pillars of **sustainability**: economic, social and environment. Also, **tourism refers to accommodation, transportation, hospitality industry and sustainable tourism to preserving natural environment as much as possible, reducing waste, applying the principles of circular economy, reducing the carbon footprint and thus the impact of climate change.**

# Research methodology

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- A survey was sent to 1000 representatives of Generation Z from Romania regarding sustainable tourism (period: September 2021, tool: Google Forms)
- The same structured interview was sent to representatives of GenZ in Italy.

# *Results and discussions*

## *Qualitative Analysis for Generation Z in Romania*

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- Sample: 152 respondents
- **Eco-transportation** during the holiday: **54.6%** choose an eco-friendly transportation for travelling **D**
- **Interest for sustainable tourism**: **73%** are preoccupied to protect the environment while travelling
- **Interest to recycle** during the holidays: **61.8%** **D**
- **Attention for not leaving waste behind when travelling**: **94.1%**

# *Results and discussions*

## *Qualitative Analysis for Generation Z in Italy*

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- Sample: 22 respondents
- **Eco-transportation** during the holiday: **22.7%** choose an eco-friendly transportation for travelling
- **Interest for sustainable tourism:** **45.5%** are preoccupied to protect the environment while travelling
- **Interest to recycle** during the holidays: **81.8%**
- **Attention for not leaving waste behind when travelling:** **90.9%**

## *Results and discussions*

### *Qualitative Analysis for Generation Z in Romania*

#### *Accommodation/ Restaurants*

Agreement /disagreement	I choose eco accommodation units	Using only initial towels for short stays	Do not use cosmetic products or other resources provided if I do not specifically need them	I use my own cosmetic and hygienic products to avoid waste during my stay	I avoid water waste during my stay	I avoid energy waste during my stay	I return to units who are eco-friendly	I choose restaurants that offer eco-friendly menus (vegan/vegetarian)	I try to avoid food waste when I travel
<b>A</b>	36.2%	43.4% <b>D</b>	<b>66.4%</b>	<b>75%</b>	<b>60.5%</b>	<b>64.5%</b>	<b>56.6%</b>	27.6%	<b>73.6%</b>
<b>N</b>	32.9%	14.5%	13.2%	11.8%	21.1%	17.8%	25%	22.4%	15.8%
<b>D</b>	30.9%	42.1% <b>D</b>	20.4%	13.1%	18.4%	17.8%	18.5%	<b>50%</b>	10.5%

# *Results and discussions*

## *Qualitative Analysis for Generation Z in Italy*

### *Accommodation/ Restaurants*

Agreement /disagreement	I choose eco accommodation units	Using only initial towels for short stays	Do not use cosmetic products or other resources provided if I do not specifically need them	I use my own cosmetic and hygienic products to avoid waste during my stay	I avoid water waste during my stay	I avoid energy waste during my stay	I return to units who are eco-friendly	I choose restaurants that offer eco-friendly menus (vegan/vegetarian)	I try to avoid food waste when I travel
A	36.3%	<b>68.2%</b>	<b>72.8%</b>	<b>63.6%</b>	<b>68.2%</b>	<b>68.2%</b>	50%	36.3%	<b>63.6%</b>
N	31.8%	18.2%	9.1%	22.7%	31.8%	27.3%	40.9%	22.7%	18.2%
D	31.8%	13.6%	18.1%	13.6%	-	4.5%	9%	<b>40.9%</b>	18.1%

# *Results and discussions*

## *Qualitative Analysis for Generation Z in Romania*

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- **Eco-souvenirs, sustainable materials, not plastics: 52.6%**
- Interest for **pollution level** when choosing the destination: 53.9% **D**
- Interest for regions **where nature is intact** or not altered considerably by humans: **74.3% D**
- Paying more for a more sustainable vacation: 61.8% **D**



# *Results and discussions*

## *Qualitative Analysis for Generation Z in Italy*

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- **Eco-souvenirs, sustainable materials, not plastics: 54.6%**
- Interest for **pollution level** when choosing the destination: 13.6%
- Interest for regions **where nature is intact** or not altered considerably by humans: **54.6%**
- Paying more for a more sustainable vacation: 36.3%

# Conclusions

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- The results of the research are helpful for **companies** developing their activities in the tourism industry because they can **adjust their strategies to offer a more sustainable tourism that is more appealing especially to younger generations who are more preoccupied of sustainability.**
- **Limits:** the sample is low, being specific to qualitative analysis, the sample is not comparable between countries (152 respondents in Romania and 22 in Italy)
- **Future research directions:** applying the survey to more respondents to extrapolate results, **extend the analysis to other generations** to make an inter-generational comparison