

Book review

Millennials, generation Z and the future of tourism

Edited by Corbisiero Fabio, Monaco Salvatore and Elisabetta Ruspini
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What are the travel preferences of Millennials and Gen Zers? How do technological advancements interact with and impact tourists' behaviour and the tourism industry? Is the gender perspective adequately included in the tourism offer and strategy?

"Millennials, Generation Z and the Future of Tourism", published in 2022 by Channel View Publications, answers these and other crucial questions by exploring the travel preferences of Millennials and Gen Zers, delving into the intricate interplay between technological advancements, tourists' behaviour and the tourism industry. Authored by Fabio Corbisiero, Salvatore Monaco and Elisabetta Ruspini, the book employs scientific rigour and a sociological approach to shed light on the redefinition of tourism experiences in the context of current and future trends and unprecedented events such as the global pandemic.

Organised into three sections, the first one taps into the debate on the tourism behaviour of different generations to draw out theoretical insights and practical implications. Chapter 1, "Generations, Events, Experiences, Tourism", introduces the concept of generational theory to drive the reader into the link between generations and tourism preferences and contextually provides insights into the factors that influence the future of travel. Ruspini explores a crucial point by examining the behavioural dynamics of younger generations as the ones who will shape

travel and tourism in the future. In Chapter 2 ("Capturing the Future Traveller") Monaco describes the characteristics of Millennials, Gen Zers and members of younger generations, analysing international research to understand new travel processes and habits, unprecedented trends in tourism preferences and consumption, as well as novel dynamics and meanings attributed to travel. In this thorough analysis, the discussion delves from the influence of the "Instagrammability" of the tourist experience to the increasing importance of the multifaced component of sustainability at the tourism level.

The second part of the book is devoted to analysing the role of technologies and the sustainable approach to consumption typical of the sharing economy in shaping the future of tourism. In Chapter 3 ("NetGen and Tourism"), Corbisiero contributes to the first aspect by exploring current technological advancements and the hyper-connected nature of the new generations that have revolutionised both their travel behaviour and the tourism industry as a whole. Chapter 4, "Towards a Sharing Generation", delves into the concept of "sharing" in tourism. In this case, the emergence of sharing platforms for accommodation and transportation is explored, along with the benefits and challenges of such digital intermediaries. Monaco also stresses the significance of using a sustainable approach to consumption in the tourist industry and turning travel into a meaningful life experience.

The third and last section of the book examines the intersection of generations, gender and LGBTQ+ issues in the tourism landscape. Specifically, Chapter 5, "Gender, Generations, Tourism",

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outlines the history of women's travel, focussing on restrictions and forms of social exclusion in the tourism sector. The transformation of gender roles and ideals is then addressed, along with some of the components of the targeted groups of Millennial and Gen Z travellers. Ruspini also unfolds by describing how the pandemic affected travel and tourism in the post-COVID-19 era, claiming that both generations have shown adaptability to the changes that occurred. A willingness to contribute to a transformative modification in the travel behaviour of those generations, paving the way for a travel model that meets future challenges, is also underlined. The last chapter ("LGBTQ+ and Next-Gen Tourism") enlightens the travel interests and experiences of LGBTQ+ people. From the past with the historical Grand Tour to the present, the chapter charts the development of LGBTQ+ tourism whilst highlighting the distinctive travel goals of this community. Corbisiero examines the impact of generational viewpoints on LGBTQ+ travel, offering insightful information on the future of inclusive tourism models.

Overall, this book is extremely timely and relevant to a range of audiences. For academics and researchers, it provides helpful theoretical insights and practical applications for comprehending generational dynamics and their influence on travel behaviour. For industry professionals, getting a vision of how the sharing economy has the potential to change and how technological advancements impact tourist behaviour will be essential information. The importance of considering LGBTQ+ people and gender perspectives as one of the drivers in travel experiences is also emphasised in the book. Overall, "Millennials, Generation Z, and the Future of Tourism" offers fresh perspectives that will affect how Millennials and Gen Z travel in the future as well as a road map for negotiating the complexities of the evolving tourism landscape.

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