

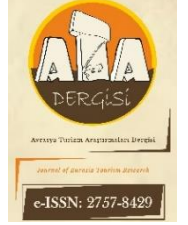


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### Alfa Kuşağı'nın Turizmdeki Tüketici Davranışı

#### Consumer Behaviour of Generation Alpha in Tourism

Begüm Dilara EMİROĞLU<sup>1,\*</sup>

<sup>1</sup>Asst. Prof., Department of Gastronomy and Culinary Arts, College of Tourism and Hotel Management, Sırnak University, Sırnak, Türkiye

#### MAKALE BİLGİSİ

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#### ÖZ

Nesil, aynı dönemde doğmuş ve yaşamları boyunca benzer tutum, davranış, değer ve deneyimlere sahip akrayan kişiliği geliştirmiş insanları ifade etmektedir. 2010 yılına kadar genel olarak sessiz kuşak, baby boomer, X, Y ve Z olmak üzere beş kuşak bulunmaktadır. Z kuşağından sonra gelen Alfa kuşağı, app kelimesinin yaygınlaştığı ve iPad ve Instagram gibi bugün tüm dünyada popüler olan ürünlerin dünyaya tanıtıldığı bir yıl olan 2010'da doğmuştur. Alfa Kuşağı şimdiye kadar ki en bilgili, kültürel açıdan en zengin ve teknolojik açıdan en donanımlı kuşak olarak nitelendirilmektedir. Kuşak teorisi her kuşağın benzer tutum, beklenti, davranış ve deneyimlere sahip olduğunu ileri sürmektedir. Her neslin kendi içinde benzer tutum ve davranışlara sahip olması tüketici davranışı üzerinde büyük bir etki barındırmaktadır. Bu nedenle günümüz turizm ve seyahat sektöründe faaliyet gösteren işletmeler alfa kuşağının davranışlarını anlamak için büyük bir çaba göstermektedir. Alfa Kuşağı henüz herhangi bir işe yada mesleğe sahip olmamasına rağmen, ailelerinin satın alma kararlarını ve seyahat kararlarını etkileyebilme gücüne sahiptirler. Ancak literatürde Alfa Kuşağı'nın tüketici davranışı ve turizm endüstrisindeki seyahat kararlarını nasıl etkilediklerine ilişkin oldukça kısıtlı çalışma bulunmaktadır. Bu nedenle, bu araştırma ikincil verilerden yararlanarak Alfa Kuşağı'nın turizm endüstrisindeki tüketici davranışını incelemeyi amaçlamaktadır.

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#### ABSTRACT

Generation refers to people who were born in the same period and have developed peer personalities with similar attitudes, behaviours, values and experiences throughout their lives. Until 2010, there were generally five generations: silent, baby boomer, Generation X, Y and Z Generation Alpha, which came after Generation Z, was born in 2010 when the word app became widespread and products that are popular all over the world, such as iPad and Instagram, were introduced to the world. Therefore, this generation is described as the most knowledgeable, culturally rich and technologically equipped generation ever. Generational theory suggests that each generation has similar attitudes, expectations, behaviours and experiences. The fact that each generation has similar attitudes and behaviours has a great impact on consumer behaviour. Therefore, businesses operating in today's tourism and travel industry make great efforts to understand the behaviour of Generation Alpha. Although Generation Alpha does not yet have a job or profession, they have the power to influence their family's purchasing decisions and travel decisions. However, there are very limited studies in the literature on the consumer behaviour of Generation Alpha and how they influence travel decisions in the tourism industry. Therefore, this research aims to examine the consumer behaviour of Generation Alpha in the tourism industry by using secondary data.

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## 1. INTRODUCTION

Generation refers to a category of people born in the same age, shaped by the same times and affected by the same social markers (Tavares et al., 2018: 226). According to generation theory, each generation was born in a similar period, they have experienced the same social events and external influences and they have acquired the same attitudes, behaviours, values and experiences (Li et al., 2013: 148; Huang and Lu, 2017: 7). Therefore, each generation

\*Sorumlu yazar / Corresponding author



0000-0002-3668-1632 (B. D. EMİROĞLU)



begum-88@outlook.com (B. D. EMİROĞLU)

is different to other generations in terms of their characteristics, interests, skills, values, expectations and beliefs (Tavares et al., 2018: 226; Komodromos, 2019: 8).

Generalizations of a generation's core values and attitudes exist, and this provides clues for behaviour. According to generation theory, each generation has similar behaviour and consumption patterns that are among themselves but different from previous and subsequent generations (Li et al., 2013: 148). In this respect, cohort theory posits that individuals born during the same period and grew up in the same socioeconomic climate have similar consumer needs, wishes, and attitudes (Valkeneers and Vanhooissen 2012: 54). Therefore, cohort analysis also has the potential to predict the future travel behaviour of different generations of travellers (Gray et al., 2002: 127).

Generation Alpha consists of people born after 2010 (Expedia Group, nd.:3; Mccrindle, n.d). This generation's members are acknowledged as children of Gen Y and Z (Travel Technology & Solution, n.d). Alpha Generation was born in 2010 when the iPad was released, Instagram was created, and the term app became the word of the year (Mccrindle, n.d.). Therefore, this generation is the most technologically knowledgeable generation among all the generations (Travel Technology & Solution, n.d).

Gen Alpha children have a significant influence on their family purchase decisions (Alberton Record, 2022). Especially tourism and travel industry, travel technology, travel habits, travel trends, and even travel mobility depend on generational differences that exist between groups of people. Therefore, one should look at Gen Alpha and consider the future of the travel industry and whether they will change the travel industry (Travel Technology & Solutions, n.d.). However, there are very limited studies in the literature on the consumer behaviour of Generation Alpha and how they influence travel decisions in the tourism industry. Therefore, this research aims to examine the consumer behaviour of Gen Alpha in the tourism industry by using secondary data. Ethics Committee approval is not required for this study because of it has used secondary data in accordance with the ethical principles and publication policy of the journal.

## 2. COHORT THEORY AND THE GENERATION ALPHA

The idea of generation was derived from generation theory (Li et al, 2013: 148). According to generation theory, a generation is described as "community of people who were born in a similar period, experienced similar life events during this period and were affected by these events, thus acquired a collective memory and developed a peer personality with similar attitudes, behaviours and values throughout their lives" (Huang and Lu, 2017: 7).

One of the most distinguishing identities in generation theory is the years of birth (Goh and Lee, 2018: 21). Due to the same lifespan, each generation has experienced the same social events and external influences in their formative years and therefore they have acquired the same life experiences (Li et al., 2013:148). Therefore, members of each generation are different to members of other generations in terms of their characteristics, values, interests beliefs and expectations (Tavares et al., 2018: 226).

Generation theory emphasizes the fact that each generation has its own set of influence and generality, and thus characteristics and qualities (Tavares et al., 2018: 226). The theory claims that each generation is influenced by unique social and economic forces that create a distinct perspective from those that developed during a different period (Self et al., 2019: 4129). Generations are generally divided into 5 groups: Generation Mature or Silent (from 1925 to 1945), Generation Boom or Baby boomers (from 1946 to 1964), Generation X (from 1965 to 1980), Millennials or Generation Y (from 1981 to 2000) and Generation Z (from 2001 to present) (Kusmayadi et al., 2017: 3; Dolot, 2018: 44; Setiawan et al., 2018: 2; Vieira et al., 2020: 2). However, there is no consensus on defining the age range of the generations mentioned above (Dolot, 2018: 44). According to generation theory, members of each generation are different in terms of their characteristics, values, interests, beliefs and expectations (Li et al., 2013: 147).

**Table 1:** Significant Events That Occurred During The Formative Years of Each Generational Group.

| Baby Boomers                         | Gen X                          | Gen Y                               | Gen Z   |
|--------------------------------------|--------------------------------|-------------------------------------|---|
| ➤ Martin Luther King's assassination | ➤ Economic crisis              | ➤ Environmental shocks              | ➤ Climate change and natural disasters                    |
| ➤ Woodstock                          | ➤ Women's rights movements     | ➤ Terrorist acts                    | ➤ Financial crisis  |
| ➤ Civil rights movements             | ➤ Collapse of the Soviet Union | ➤ High school violence and shooting | ➤ 9/11 attack   |
| ➤ Women's rights movements           | ➤ Persian Gulf war             |                                     | ➤ Legalized gay marriage                                  |
| ➤ Vietnam War                        | ➤ AIDS epidemic                |                                     | ➤ Rise of young billionaire entrepreneurs                 |
| ➤ OPEC oil embargo                   | ➤ Fall of the Berlin Wall      |                                     | ➤ First Afro-American President                           |
| ➤ JFK assassination                  | ➤ Iran hostage crisis          |                                     | ➤ Ongoing racial and ethnic tensions                      |
| ➤ Watergate                          | ➤ Challenger Blast             |                                     | ➤ School shooting attacks Suicide bombings Terrorist acts |
|                                      | ➤ Energy crisis                |                                     |   |
|                                      | ➤ Watergate                    |                                     |   |

Source: Sakdiyakorn et al., 2021: 9-10.

Generation Alpha comes after Generation Z. This generation generally consists of children of Generation Y and Z (Travel Technology & Solution, n.d). Gen Alpha consists of people born after 2010, and the number of

members of this generation is expected to reach 2 billion people by 2025 (Expedia Group, n.d.: 3; Mccrindle n.d.: 3-7). Generation Alpha began to emerge in 2010 when the iPad was released, Instagram was created, and the term app became the word of the year (Mccrindle, n.d.). Therefore, the most well-known feature about Gen Alpha is that it is the most technologically knowledgeable generation among all the generations that came before it (Travel Technology & Solution, n.d.). Their focus on technology makes them the most globally connected generation ever. They are considered global, moving and social as they will travel, study and work between multiple careers and different countries (Mccrindle, 2020: 7). Alpha Generation defines the generation as the most knowledgeable, most educated, most technologically advanced and richest generation ever (Gauthier, 2019). In the coming years, Generation Alpha is expected to be the largest generation. This generation will live longer than previous generations and will be more culturally diverse than them (Mccrindle, 2020: 7).

Mark Mccrindle, who is a demographer, social researcher and manager of Mccrindle Research, coined to alpha label. In a study conducted by Mccrindle, Australian people were asked what name the next generation should take, and most people suggested A, which is the first beginning of the alphabet since the alphabet has come to an end with Generation Z. However, since Generation Alpha represents a brand new generation born in a completely new century, returning to the beginning of the alphabet was not considered right for this new generation. This all happened right after the 2005 Atlantic hurricane season. There were so many hurricanes at that time that normal alphabetic names were exhausted and names starting with the Greek alphabet, such as hurricane alpha and hurricane beta, began to be used for the first time. This is also how scientific naming works. Therefore, by this scientific naming of using the Greek alphabet instead of the Latin alphabet, after progressing through Generations X, Y and Z, researchers decided that the next group would be Generation Alpha and stated that this generation does not represent a return to the past, but the beginning of something new. When we look at the generation definitions, each generation generally covers 15 years. Therefore, Generation Alpha is expected to last from 2010 to 2024, and the beta generation to follow is expected to cover the years from 2025 to 2039. After the Beta Generation, Generations Gamma and Delta are expected to come, respectively (Mccrindle, 2020: 3-8).

Gen Alpha kids were born in an era of tablets, smartphones, and other electronic devices and grew up in a technology-focused world. Therefore, they are the first people who have truly witnessed the real digital world. 2010, the year in which Alfa members were born, coincided with the year when the word "app" became the word of the year and became widespread with the introduction of the iPad and Instagram, which are currently the world's most preferred social media application and brand. Their lives revolve around technology, from entertainment to gaming to connecting with their peers and even education in the wake of the COVID-19 pandemic. It is known that Generation Alpha has now mastered the touch screen by the age of 2 and can easily navigate various applications on smartphones (Jha, 2020: 2). Therefore, Generation Alpha is more skilled in using technology than other generations (Travel Technology & Solution, n.d.). Similarly, Generation Alpha, who spent their childhood with voice assistants like Alexa and Siri, voice-activated speakers, or in-home robots, are increasingly using voice in their online interactions. Some Alpha members ask toy robots like Cozmo if they can open the door, while others offer food to the devices (Spectra, n.d.).

A study conducted by Wunderman Thompson has revealed that the generation of alpha is a group that is thoughtful and has strong values. When it comes to what is most important in life, Generation Alpha members rank family (71%), friends (43%), happiness (31%), health (19%), school/education (17%), games (16%), money (15%), telephone (13%), food and drink (12%), music (10%), iPad/tablet (8%), sports (7%), entertainment (7%), and TV (6%), social media (5%) and fame (2%). It has been observed that digital tools fall into the second part of the priority list. So even though Alphas value their tablets and phones, they think family and friends are more important (Wunderman Thompson, n.d.:7-8). Likewise, Iberdrola (n.d.) states that the characteristics of Generation Alpha are mobile, digital, social, visual and global. Raja et al. (2021:251) divided the characteristics of Generation Alpha into three groups: intellectual, technological and behavioural, as can be seen in Table 2.

**Table 2:** Characteristics of Alpha

| Intellectual Characteristics      | Technological Characteristics                     | Behavioural Characteristics |
|-----------------------------------|---|-----------------------------|
| ➤ Advanced thinkers               | ➤ Does not care about data privacy                | ➤ Stubborn                  |
| ➤ Learning is highly personalised | ➤ Raised as screenagers                           | ➤ Lazy                      |
| ➤ Information seekers             | ➤ Possesses high technical and specialised skills | ➤ Independent               |
| ➤ Active learners                 | ➤ Takes pride in being tech-savvy                 | ➤ Confident                 |
| ➤ Less academic effort            | ➤ Interacts with AI                               | ➤ Don't care attitude       |
| ➤ Involvement in self-research    | ➤ Tech-savvy                                      | ➤ Strong influence          |
|                                   | ➤ Digitally alert                                 |                             |
|                                   | ➤ Shares technological knowledge with others      |                             |
|                                   | ➤ Hyper-connected through social media            |                             |

Source: Raja et al., 2021:251.

Research conducted by Beano Studios found five important features of Generation Alpha (Beano Studios, 2020):

- **Digital Masters:** Generation Alpha is significantly ahead of their digital native Millennial parents in all things that are digital and online.
- **New Old Fashions:** Although they are proficient in digital technology, they still care about spending time with family.
- **Creative Entrepreneurs:** Preparing to become 'architects' of newfound technology-enabled creativity.
- **Activists:** Generation Alpha kids are active activists, taking part in school strikes and protests against single-use plastics.
- **Post-Stereotypes:** They are the generation that judges people based on who they are, not what they are.

The features that differentiate Generation Alpha from other generations are as follows (Nagy and Kolcesy, 2016: 113; Nuttall, 2022; Wixecommerce, 2023):

- It is a generation that attaches importance to education. Approximately 43% of alphas think it is important to go to college. This shows that this generation will be the most educated ever.
- They do not discriminate based on gender.
- They have a very courageous nature to support causes they believe in (e.g. Alphas between the ages of five and nine have already participated in a march or protest in support of causes they believe in).
- They are family and future-oriented.
- They believe in causes that are beyond themselves (approximately over 60% of Alphas want to protect people from bullying, while others are concerned with climate change and environmental issues).
- They spend more time online.
- It is the generation that is more technological and curious about technology compared to other generations.
- They will have less human contact than previous generations.
- They will be a more entrepreneurial generation.

### **3. CONSUMER BEHAVIOR OF GENERATION ALPHA AND TOURISM INDUSTRY**

Consumer behaviour refers to the act of choosing, buying, and utilizing a product or service to fulfill one's wants or needs (Huang and Lu, 2017: 8). Cohen et al. (2014: 872-875) indicated that perceptions, attitudes, personality, motivations, trust, self-concept, decision-making values, satisfaction and loyalty are the most significant key concepts of consumer behaviour. In this context, pre-travel, during and post-travel mental activities such as information source, travel activity preference, motivation, destination selection and destination evaluation are all included in consumer behaviour (Huang and Lu, 2017: 8). Consumer behaviour is affected by many factors such as includes cultural (habits, values, attitudes etc.), economic (price, purchasing power etc.), personal (education, lifestyle, gender, age etc.), social (e.g. family and position in society etc.), and psychological (perception and skills etc.) (Juvan et al., 2017: 24). According to generation theory, each generation is expected to exhibit similar behaviour and consumption patterns that are similar among themselves but different from previous and subsequent generations. Generalizations of a generation's core values and attitudes exist, and this provides clues for behaviour (Li et al., 2013: 148).

Generation Alpha is now seen as brand influencers, a consumer segment and a target market (McCrindle, 2020: 6). They prefer to live a luxurious life and have spending power. Although alpha kids have independent choices, they are technology-oriented. It is predicted that this generation will use artificial intelligence in all their purchasing plans in the future (Thomas et al., 2020: 78). For example, within 10 to 20 years, Generation Alpha will use a mobile device, tablet or computer (21%), a physical store (19%), their minds (11%) and a voice assistant (9%), and 8% of Alphas will experience virtual reality and augmented reality (AR). They want to shop with reality (Wunderman Thompson, n.d.:21). It is estimated that Generation Alpha will be the most sought-after target consumers by marketers in the current period. Therefore, marketers are expected to develop technology and invent innovative products for Gen Alpha (Thomas et al., 2020: 78).

Members of Generation Alpha are expected to increase their influence on their parents' decisions (Thomas et al., 2020: 82). According to research conducted in the United States, four out of every five children of Generation Alpha have a significant influence on their family purchase decisions, and each year, \$500 billion in purchases are impacted by children under the age of 12 (Alborton Record, 2022). These experiences are reflected in the retail world as well. 81% of millennial parents in the US say their children influenced their final purchasing decisions. 70% of millennial parents stated that they shop for their child's favourite character or TV series. Frankly, generation alphas are already influencing e-commerce purchasing decisions even if they don't yet own a wallet (Wixecommerce, 2023). 46% of children under 16 in the US and UK have direct access to an Amazon Prime account, and the site is this generation's favourite place to spend Money (Spectra, n.d.). Similarly, a study conducted by Wunderman Thompson

found that most children have heard of Amazon and 72 % have expressed their liking for it as a company. Amazon is one of the most recognized and loved brands for Generation Alpha. It was revealed that 90% of 13-16-year-olds and respectively 88% of 10-12-year olds and 74% of 6-9-year olds have heard of Amazon (Wunderman Thompson, n.d.: 16-17).

Technology is utilized by consumers for a variety of consumption-related tasks and entertainment purposes, such as gathering information, making purchases, and sharing experiences and opinions. The widespread usage of technology by an increasing number of consumers may maybe more apparent in product categories like tourism. To be effective in tourism marketing, one must have a comprehensive understanding of how technology changes and, as a result, shapes tourism consumer behaviour. Today, tourists can obtain travel information and share their travel experiences via social networking sites, technology-mediated outlets of companies and destinations, and blogging and micro-blogging/video-sharing websites. With the increase in content on these media and the presentation of information evolving to be more inventive and user-friendly, tourists' dependence on online resources is likely to increase. For example, social media has a significant impact on tourism consumer behaviour. It serves as a platform for both information sharing and tourist experiences among consumers (Cohen et al., 2014: 889). Social media is also very effective on Gen Alpha. Most Alphas (57%) state that seeing advertisements on social media encourages them to purchase these products (Wunderman Thompson, n.d.:14).

Travel technology, travel habits, travel trends, and even travel mobility depend on generational differences that exist between groups of people. These differences can sometimes lead to big consequences in the travel industry, such as where they go, what they do, and how they achieve their travel goals. Considering all this, one should look at Gen Alpha and consider the future of the travel industry and whether they will change the travel industry (Travel Technology & Solutions, n.d.).

Generation Alpha may be thought of as still kids, but their digital knowledge is much better than previous generations, making them extremely valuable in the age of travel technology (Smartvel, 2023). With travel being a racing game for companies in the industry, some major players like Expedia are wasting no time crunching the numbers and understanding the behaviour of Gen Alpha travellers across the touchpoints of their journeys (Smartvel, 2023). In a study titled "Generation Alpha & Family Travel Trends" conducted by Expedia Group on parents with children or grandchildren born after 2010 in Australia, USA, Canada, Japan, China, Germany, Brazil, Mexico, United Kingdom and Australia, the following results were obtained (Expedia Group, n.d.:1-40):

- Generation Alpha takes more than three family trips a year, and the majority of these trips are domestic, with an average of 6.9 days.
- During family trips, families mostly want to go to a place where there will be activities for the whole family, where their young children will enjoy, where they are child-friendly, where they do not have to worry about the safety of their children and where children demand it.
- While travelling, Gen Alpha mostly engages in activities such as watching online videos, taking photos or videos, playing games, video calls with family and friends from home, text messages, researching nearby activities, reading online articles and using social media.
- 60% of travel ideas come from both adults and children.
- Families mostly prefer theme parks, outdoor activities, water activities and historical places during their holidays.
- Family travel decisions are influenced by children.
- Generation Alpha's views on travel are influenced by what they see, images or information highlighting kid-friendly activities/attractions, travel-related images or information they see on TV, things they hear from friends and/or things they learn at school and things they hear from other family members.
- Even if Gen Alpha influences the travel decision, adults make the final decision.

**Table 3:** An Overview of The Key Characteristics of Generation Alpha As Hotel Chain Customers.

|  |
|--|
| They are likely to focus on new experiences and experiments  |
| Likely, they were quite experienced with travel and technology from a very young age.  |
| Because they have access to anything, anywhere, anytime, they are likely to seek innovation, and originality, or have a strong desire to produce it. |
| They will underestimate technology more than ever  |
| Chain hotels will offer them a more diverse and complex product than ever before.  |

Source: Sima, 2016: 472.

Generation Alpha is expected to be more enthusiastic about personalized vacation destinations and travel experiences than Millennials or Generation Z (Bagci, 2020). Gen Alpha has been very experienced in travel and technology from a very young age. Since they can access everything, from anywhere, at any time, they seek innovation, and originality or have a strong desire to produce it (Sima, 2016:472). Therefore, the tourism and travel

industry must take this desire of Gen Alpha into account and offer trips not only to popular destinations but also to more remote destinations. Smaller towns, more rural areas and places previously overlooked by major tourist destinations will become more popular as Generation Alphas desire to find unique experiences off the beaten path (Bagci, 2020).

HomeAway, in partnership with YouGov, an independent market research firm, conducted a survey with 2,813 children (ages 6 to 18) and parents in the United States and Europe and found the following key findings (HomeAway, 2015:1-3):

- 85% of parents in the US, 76% in the UK, 86% in France, 95% in Germany and 94% in Spain tell their children about where they want to go on holiday recognizes the right.
- The majority of parents in the U.S. let their children decide about vacation activities (77%), itinerary (53%) and even the type of destination (49%).
- Family togetherness is seen as important by children. Half of the children surveyed see family togetherness as the top priority for holiday travel.
- More than half of children (55%) want to invite their friends to their holidays.
- Approximately one-third of children (32%) would like to bring their pets on their ideal holiday, while 22% say it annoys them to leave their pets at home on holiday.
- US kids are looking for adventure on their holidays and want an exciting place to stay.
- Children mostly want to experience new adventures on holiday (60 %) and do things they cannot do at home while on holiday (63 %).
- Kids want to stay in unique accommodations with a hilltop castle (37 %) or treehouse (29 %), among other options like planes, boats and trains.
- In the USA, 37 % of children and 75 % of parents want places with pools during their holidays. 21 % of children want a pool with water slides.
- While 54% of children between the ages of six and 12 and 27% of young people between the ages of 13 and 18 prefer travel destinations with theme parks, young people prefer to go to a country abroad as their destination choice.

#### **4. RESULT AND IMPLICATIONS**

Generation describes a group of people who were born in the same period and were influenced by the same social and external influences during their formative period and therefore acquired similar experiences. Each generation has similar attitudes, values, expectations and behaviours that distinguish it from other generations. These differences between generations also affect their consumer behaviours.

Generation Alpha, who was born in the 2010s and later, is expected to be the longest-living, most knowledgeable and culturally rich in world history. Generation Alpha was born in the years when the most popular products such as iPad and Instagram were introduced to the whole world, and this made them the most technologically equipped and knowledgeable generation compared to other generations. In addition, this generation is characterized as a generation that is very thoughtful and sensitive to social events and also attaches great importance to family and friendship.

Each generation has similarities in terms of wants, needs, attitudes, values, expectations and experiences, and this affects their consumer behaviour. These differences between generations are also reflected in the consumer behaviour of Gen Alpha. Although Generation Alpha has not yet gained economic independence, they can influence their families' purchasing decisions. The consumer behaviour of Gen Alpha is highly influenced by technology, sustainability concepts and influencers in the technological world.

When it comes to tourism and travel, parents take into account the decisions of Generation Alpha and family trips are shaped according to the demands of the Alpha members. The travel decisions of Generation Alpha are greatly influenced by the images they see online highlighting activities for children and the information they hear from their friends. Generation Alpha is generally interested in personalized products during their holidays and cares about different adventurous activities that they cannot do at home. That's why Generation Alpha is more interested in theme parks, outdoor activities, water activities and historical sites, kid-friendly activities and unique accommodations such as airplanes, towers and treehouses. For all these reasons, understanding the travel behaviour of Gen Alpha is very important for the future of the tourism and accommodation industry and for gaining a competitive advantage.

By looking at the consumer behaviour of Generation Alpha, it may be useful for companies operating in the tourism and travel industry to implement the following strategies to effectively reach Gen Alpha:

- Gen Alpha is a generation that is technology-oriented and spends a lot of time on technology. To effectively reach Gen Alpha, videos, social media, games and online entertainment environments should be rearranged in line with their wishes and needs.
- Gen Alpha is interested in personalized holiday products that include more fun and adventure. Therefore, companies need to add child-friendly activities to their services and products and organize their physical environments for children.
- Gen Alpha is interested in unique and unusual destinations. Therefore, travel companies need to offer trips not only to popular destinations but also to more unique and different destinations in their holiday programs.
- In addition, the travel decisions of Gen Alpha may be affected by the influencers they see on social media. Considering this situation, tourism marketers need to use social media phenomena and create their marketing strategies in this direction to effectively reach Gen Alpha
- To effectively reach alpha children, innovative advertisements on TV, advertising, social media and online environments, using Disney, Spider-Man and various cartoon characters popular with children can be an effective strategy. Additionally, giving toys of such characters as gifts can increase loyalty to companies.

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## CONFLICTS OF INTEREST

The author certifies that they have NO affiliations with or involvement in any organization or entity with any financial interest (such as honoraria; educational grants; participation in speakers' bureaus; membership, employment, consultancies, stock ownership, or other equity interest; and expert testimony or patent-licensing arrangements), or non-financial interest (such as personal or professional relationships, affiliations, knowledge or beliefs) in the subject matter or materials discussed in this manuscript.

## AUTHORS' CONTRIBUTIONS

B. D. E.: Conceptualization, Review of Literature, Methodology, Data curation, Analysis and interpretation, Writing- Original draft preparation. Writing- Reviewing and Editing, Funding Project Management, Consulting, Final approval.

## ETHICAL STATEMENT

Ethics Committee approval is not required for this study in accordance with the **Ethical Principles and Publication Policy** of the Journal of Eurasia Tourism Research (JETouR) because of it has used research data before 2020 and produced from doctoral studies.

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