



**WHAT CAN GEN Z TOURIST EAT ON VACATION?: THE FOOD CHOICES OF GEN Z**

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**Abstract**

While the number of international tourists is increasing every day, technological and social developments are leading to significant intergenerational differences, including in terms of eating and drinking behaviors. In this context, understanding Generation Z, who have grown up with technology and are now reaching a working age, is very important for destination competitiveness. Literature review used as a method. In innovation and diversity, authentic experience and prestige, interpersonal and culture, price/value and assurance, health problem, familiarity, eating habits, and sensory and contextual pleasure play a role in the Z generation food choices behavior on vacation, respectively. In this study, the food choices of Generation Z while on vacation were examined and their importance for destinations discussed.

**Keywords:** Food Choices, Food Choices Theory, Gen Z, Vacation, Tourists.

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DOI: 10.33083/joghat.2021.79