SPECIAL ISSUE:
Consuming Tourism and Hospitality Services – Perspectives from Caribbean Millennials

While there has been much research surrounding millennials in various fields including tourism, these probes- applying the tenets of generational cohort analysis- have largely assessed millennials as a homogenous group. In fact, even though some authors suggest that there are valid arguments for further segmentation, the literature has not widely reflected the idiosyncrasies likely to emerge from millennials’ different cultures, geographic and demographic characteristics. The sustained argument has instead been that the generation has sufficiently broad characteristics, such as their digital immersion and their affinity for experiential pull factors, to circumvent micro segmentation.

This call invites research on Caribbean millennials from various tourism-related perspectives to extend the knowledge in the field and to identify how the demographic, socio-cultural and geographical influences of Generation Y in the region compares and contrasts with others globally. This research will not only add to the body of literature on the subject and investigate the legitimacy of the existing *a priori* convictions, but will also substantially contribute to understanding how this segment of the region’s youth interact with the tourism and hospitality industry in various arenas. The research output could potentially also aid in improving prospects for intra-regional tourism, regional integration and Pan-Caribbean development.

The travel motivations, behaviours, consumer patterns and other trends surrounding millennial travellers have been widely researched and have assumed homogeneity among the segment with limited consideration for geographic, demographic, political or socio-cultural differences. Various time periods have been used to delineate the generation with Kotler and Keller (2012) suggesting it encompasses persons born between 1979 and 1994, Howe and Strauss (2000) proposing 1977 – 1994 and Pendergast (2010) indicating that this segment was born between 1982-2002. Sufficient research exists, such as by Kotler and Keller (2012), to suggest that while there are similarities among millennials there are also distinct and substantial differences that necessitate some level of segmentation analysis, not least for the the effective development of tourism praxis. As a corollary, the concept of generational cohort analysis argues that each generation has its own unique traits, attitudes and behaviours which govern their buying behaviours (Benckendorff 2009).

Similarly, methodological approaches to understanding millennial travel patterns and behaviours have assumed homogeneity among millennials. Some have even argued that while there are valid contentions about the flaws of generational cohort analysis in recognising heterogeneity, Millennials (Generation Y, Gen Y) have sufficiently broad core characteristics to support segmentation as a single market, such as their digital immersion and resulting implications for visitor experiences. Studies such as by Gardiner, Grace et al. (2015); Yang and Lau (2015); and Rita, Brochado et al. (2018) support this position with reference to their study of push and pull factors of Australian, Chinese, and US and UK Gen Y travellers respectively. In contrast, Vermeersch, Sanders and Wilson (2016) found that Australian Gen Y tourists demonstrate egocentric tendencies, while Veiga, Santos et al. (2017) argued that the Millennial generation generally has tendencies towards altruism, and Yang and Lau (2015) proposed that Chinese Gen Y travellers- though similar in some respects- are still distinct as they are influenced by a mixture of Confucian and Western values. Lynton and Thogersen (2010) regard them as a hybrid generation reflecting similar perspectives of frugality to the preceding generation (Gen X) while expressing traits of materialism and hedonism reported in other Millennials globally.
Despite these similar and contradictory findings, there has been little insight into Caribbean millennials and the ways in which they consume and navigate various aspects of tourism and hospitality. This issue therefore calls for papers assessing Caribbean millennials from various tourism and hospitality-related perspectives. In the context of the Caribbean being the most tourism-dependent region in the world, any analyses of the region’s youth can provide unique outlooks to advance the field of study.

Consequently, this special issue invites papers on Caribbean millennials across a number of themes as detailed below. The themes are not limited to the list below.

SUBMISSION THEMES

- Buying behaviour
- Sharing economy perspectives
- Travel Motivations
- Employment practices
- Human Resource policy
- Influence of social media on destination choice
- Technological engagement in teaching and learning
- Tourism curriculum
- Internship requirements
- Attitude towards tourism development
- Sustainable practices
- Employment choices
- Entrepreneurship
- Attitude to service delivery
- Educational immersion experiences
- Climate change perspectives and actions
- Organisational/employer/career choice.

BIBLIOGRAPHY


TIMELINES

Abstract Submission: 10 DECEMBER 2018 (250 words, 4 keywords).
Submission of Paper: 28 FEBRUARY 2019 (max. 6,000 words, excluding references).
Submission of Revisions: 30 MAY 2019.

INFORMATION FOR AUTHOR:

Abstracts and articles are to be submitted to Ms. Jacqueline Thompson at: jecs@cavehill.uwi.edu.
For additional information on the formatting of submission, please see: