

## Generation Z, AI & Tourism 2030

### Survey 22/9/26 - 02/10/26 ☺

Generation Z, AI & Tourism 2030 Survey Thank you for taking part in this international study on Generation Z, Artificial Intelligence, trust, consumer behaviour and travel behaviour. This survey is being conducted from 22 September 2026 to 2 October 2026 by Université Paris 1 Panthéon-Sorbonne – IREST (Institute for Research and Higher Studies in Tourism), in partnership with the Global Resilience Network (GRN). So the dead-line to answer to this Survey is October 2, 23:59 pm, French Time.

#### Participation

This survey is intended for students and young adults aged 18 or over. Participation is entirely voluntary. You may choose not to answer a question or leave the survey at any time before submitting your responses, without providing a reason and without any negative consequences.

The survey should take approximately 10 minutes to complete.

#### Confidentiality and use of the data

Your responses will be treated confidentially and used solely for academic and research purposes. The findings will be analysed and presented in aggregated or anonymised form, so that individual participants cannot be identified in any publication, presentation or report.

The results will contribute to an international study and may be presented at the Global Travel Futures Forum in Paris on 28 October 2026. They may also be included in academic publications, presentations and a White Paper made available to the participating universities and partner organisations.

Only authorised members of the research team, and where appropriate authorised researchers from partner universities operating under agreed data-protection arrangements, will have access to the research data.

#### Data storage and retention

The data will be stored securely on an encrypted server or database with access

restricted to authorised members of the research team. It will be retained for 90 days and then securely deleted or permanently anonymised, in accordance with the applicable data-protection requirements and the research policies of Université Paris 1 Panthéon-Sorbonne.

No data collected through this survey will be used for commercial or advertising purposes.



Profile

1. What is your gender? \*

☐ Man

☐ Woman

☐ Non-binary

☐ Prefer not

2. How old are you? \*

☐ 18-21

☐ 22-25

☐ 26-30

☐ Prefer not to say

3. What is your nationality ? \*

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Entrez votre réponse

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4. In which institution are you studying or have you studied and in which country? \*

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Entrez votre réponse

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5. What is your current status? \*

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- ☐ Student
  - ☐ Young professional
  - ☐ Entrepreneur
  - ☐ Self-employed
  - ☐ Not currently employed

## SECTION 2 — Information Seeking

6. When searching online for important information, what is usually your first reflex? \*

- ☐ Google or another search engine
- ☐ An AI tool (ChatGPT, Claude, Qwen, etc.)
- ☐ Social media
- ☐ Ask someone I trust
- ☐ Specialized websites
- ☐ Other

7. Overall, how much do you trust the information provided by AI tools? \*

- ☐ Not at all
- ☐ Slightly
- ☐ Moderately
- ☐ Completely
- ☐ I have not used AI tools
- ☐ I don't know.

## SECTION 3 — AI Usage

8. How often do you intentionally use AI tools or AI-powered features, including those integrated into your smartphone? \*

- ☐ Never
- ☐ A few times per month
- ☐ A few times per week
- ☐ Once a day
- ☐ Several times every day (3–5 times)
- ☐ Many times every day (more than 5 times)
- ☐ I am not sure whether the features I use rely on AI

9. Which AI tools do you use regularly? (indicate as many as you use) \*

- ☐ ChatGPT
- ☐ Gemini
- ☐ Claude
- ☐ Microsoft Copilot
- ☐ Perplexity
- ☐ DeepSeek
- ☐ Qwen
- ☐ Kimi
- ☐ Mistral
- ☐ Grok
- ☐ I do not regularly use any AI tool

10. Which AI tool is your favourite, and why? \*

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Entrez votre réponse



15. Which factors influence your trust in an AI tool the most ? \*

Sélectionnez au plus 2 options.

- ☐ Speed of the process
- ☐ Quality of responses
- ☐ Company reputation
- ☐ Privacy protection
- ☐ Transparency
- ☐ Country of origin
- ☐ Popularity of the tool
- ☐ Recommendations from friends
- ☐ Price / Free access
- ☐ Other

## Area of use

16. In which areas do you use AI ? \*

- ☐ Studies
- ☐ Work
- ☐ Information search
- ☐ Personal organization
- ☐ Travel
- ☐ Shopping
- ☐ Health and well-being
- ☐ Social media
- ☐ Content creation
- ☐ Leisure
- ☐ Programming
- ☐ Other
- ☐ I do not use AI

17. For which personal purposes do you use AI, (up to 3 answers) \*

- ☐ Searching for information
- ☐ Studying or learning
- ☐ Writing, translating or summarising
- ☐ Creating images, videos, music or other content
- ☐ Organising daily life and managing personal tasks
- ☐ Planning trips and leisure activities
- ☐ Shopping and comparing products or services
- ☐ Managing finances
- ☐ Health and well-being
- ☐ Entertainment
- ☐ Personal advice or decision-making
- ☐ I do not use AI for personal purposes

## AI in the workplace

18. In the organisation where you currently work, or expect to work, how do you think AI should mainly be used? Up to 3 answers. \*

Sélectionnez au plus 3 options.

- ☐ Automating repetitive administrative tasks
- ☐ Supporting research and information analysis
- ☐ Assisting employees in decision-making
- ☐ Improving customer service
- ☐ Creating content, reports or presentations
- ☐ Supporting innovation and the development of new services
- ☐ As a training tool
- ☐ Managing operations, resources or logistics
- ☐ AI should not be used in the workplace
- ☐ AI should not be used in the workplace
- ☐ Other

19. When an organisation assesses the total cost of ownership (TCO) of an \* AI solution, which costs do you think it should consider?

TCO means all the direct and indirect costs associated with implementing and using a technology. Multiple answers are possible – select up to 4

\*

Sélectionnez au plus 4 options.

- ☐ Purchase, subscription or licence costs
- ☐ Computing, cloud and data-storage costs
- ☐ Integration with existing information systems
- ☐ Employee training and change management
- ☐ Cybersecurity and data-protection costs
- ☐ Maintenance, updates and technical support
- ☐ Energy consumption and environmental impact
- ☐ Costs linked to errors, failures or inaccurate outputs
- ☐ I am not familiar with the concept of TCO
- ☐ Other

20. When choosing an AI solution, what should an organisation prioritise? One answer only \*

- ☐ The lowest initial price
- ☐ The lowest total cost over the solution's entire lifecycle
- ☐ The greatest productivity gains
- ☐ The highest level of security and data protection
- ☐ Control and ownership of data
- ☐ The lowest environmental impact
- ☐ The best balance between cost, performance, security, data control and environmental impact
- ☐ I don't know

21. When implementing an AI solution, which approach should an organisation prioritise?  
One answer only \*

- ☐ Developing a solution entirely in-house
- ☐ The lowest total cost over the solution's entire lifecycle
- ☐ Adapting an open-source solution to its own needs
- ☐ Combining in-house and external solutions
- ☐ Choosing on a case-by-case basis according to cost, available skills, security and control over data
- ☐ The lowest environmental impact
- ☐ The best balance between cost, performance, security, data control and environmental impact
- ☐ I don't know

22. When implementing an AI solution, which approach should an organisation prioritise?

\*

- ☐ Clearly defining responsibility for each AI system
- ☐ Maintaining human oversight of important decisions
- ☐ Clearly defining which data AI systems may access
- ☐ Conducting security and data-protection assessments before deployment
- ☐ Regularly auditing performance, bias and risks
- ☐ Establishing procedures for reporting errors or harmful outcomes
- ☐ Consulting and training employees
- ☐ Ensuring compliance with applicable regulations and internal policies
- ☐ I don't know

## AI and decision-making

23. To what extent do you agree with the following statement : AI influences my decision \*

- ☐ Extremely true
- ☐ Somewhat true
- ☐ True
- ☐ Slightly not true
- ☐ Not true at all

24. In which areas does AI influence your decisions the most? Multiple \* answers are possible – select up to 3. \*

Sélectionnez au plus 3 options.

- ☐ Shopping
- ☐ Travel
- ☐ True
- ☐ Work
- ☐ Health and well-being
- ☐ Personal finance
- ☐ Leisure
- ☐ Career orientation
- ☐ Other
- ☐ AI does not influence my decisions

25. Have you ever changed your opinion after consulting an AI tool? \*

Sélectionnez au plus 3 options.

- ☐ Yes, frequently
- ☐ Yes, occasionally
- ☐ Rarely
- ☐ Never
- ☐ I don't know / I'm not sure
- ☐ Personal finance
- ☐ Leisure
- ☐ Career orientation
- ☐ Other
- ☐ AI does not influence my decisions

## AI and Shopping

26. Do you use AI when making purchases ? \*

- ☐ Regularly
- ☐ Sometimes
- ☐ Rarely
- ☐ Never

## AI and Shopping 2

27. Why do you use AI when making purchases ? \*

- ☐ Compare products
- ☐ Read and summarize reviews
- ☐ Find the best price
- ☐ Discover new products
- ☐ Validate my choice
- ☐ Generate gift ideas
- ☐ Understand technical specifications
- ☐ Other
- ☐ I never use AI for purchase

28. At what stage does AI intervene in your purchasing process ? \*

- ☐ Before the purchase
- ☐ During the purchase
- ☐ After the purchase
- ☐ Throughout the entire process
- ☐ It varies depending on the purchase

☐ Never

Have you ever asked an AI tool for advice before making an important purchase ? \*

☐ Yes, frequently

☐ Yes, occasionally

☐ Rarely

☐ Never

-- ☐ I don't know / I'm not sure

## Ai and tourism

30. AI helps me make better-informed decisions when choosing or \* purchasing travel products and services, such as transport, accommodation and activities \*

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neither agree nor disagree
- ☐ Agree
- ☐ Strongly agree
- ☐ I have not used AI for travel-related decisions

31. Do you use AI to plan your trips? \*

- ☐ Regularly
- ☐ Sometimes
- ☐ Rarely
- ☐ Never

32. For which travel-related tasks do you use AI? \*

- ☐ Choosing a destination
- ☐ Building an itinerary
- ☐ Comparing offers
- ☐ Finding accommodation
- ☐ Finding activities
- ☐ Budget planning
- ☐ Translation
- ☐ Finding restaurants
- ☐ Discovering local culture
- ☐ Other

33. How likely are you to use AI tools rather than traditional search engines \* as your main way of planning a trip? \*

- ☐ Very unlikely
- ☐ Unlikely
- ☐ Neither likely nor unlikely
- ☐ Likely
- ☐ Very likely
- ☐ I don't know

34. How likely would you be to let an AI tool automatically plan and organise \* your entire trip, including transport, accommodation and activities? \*

- ☐ Very unlikely
- ☐ Unlikely
- ☐ Neither likely nor unlikely
- ☐ Likely
- ☐ Very likely
- ☐ I don't know

## AI, society and the future

35. In five years, do you think you will use AI more than you do today? \*

- ☐ Much more
- ☐ Somewhat more
- ☐ About the same
- ☐ Less
- ☐ I don't know

36. What is your main concern regarding AI? \*

- ☐ Data privacy
- ☐ Reliability of responses
- ☐ Misinformation
- ☐ Dependence on technology
- ☐ Impact on employment
- ☐ Manipulation of information
- ☐ Cybersecurity
- ☐ Other

37. What do you think will be AI's overall impact on society over the next few years? \*

- ☐ Very positive
  - ☐ Positive
  - ☐ Nor positive or negative
  - ☐ Negative
  - ☐ Very negative
-

In one word or a short expression, what is your main feeling about Artificial Intelligence? \*

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Entrez votre réponse

39. How concerned are you about the future of a society increasingly shaped by AI? \*

- ☐ Not at all concerned
- ☐ Slightly concerned
- ☐ Moderately concerned
- ☐ Very concerned
- ☐ Extremely concerned
- ☐ I don't know

40. Please briefly explain the main reason for your answer to Q39. \*

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Entrez votre réponse