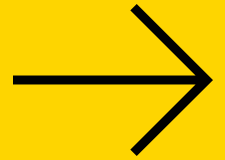


GENERATION Analysis



HOW TO UNDERSTAND THE MODERN TOURIST?



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Introduction

The tourism industry is one of the most dynamically developing sectors of the economy, generating substantial profits worldwide. However, with the evolution of technology and globalization, the needs and expectations of customers also change. Each generation has unique experiences and preferences, which influence their purchasing decisions and approach to travel.

The oldest generation considered in our analysis is the so-called baby boomers - individuals born after World War II who grew up in times of economic stability.

On the other end of the spectrum are representatives of Generation Z, born in the digital age, meaning they do not know life without constant access to technology and the internet. Between them lie Generations X and Y.

Each generation has unique characteristics and expectations, which we will attempt to present in this compilation.

We have gathered all the most important features of each age group, enabling you to understand how to meet their demands in the tourism industry.

Consequently, you will discover the latest trends and innovations dominating today's tourism and learn how to tailor your offer to meet the expectations of each customer, regardless of age.

Generation definitions





Generation Alpha
(2010 - earlier)



Generation Z
(2006 - 2003)



Generation Y
(1977 - 1995)



Generation X
(1965 - 1976)



Baby Boomers
(1946 - 1964)





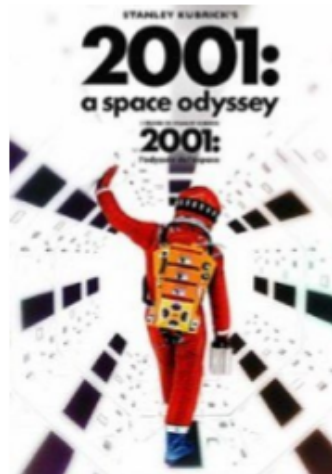
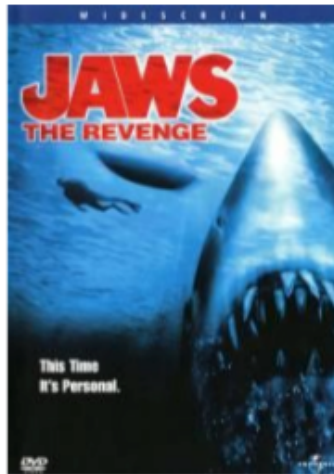
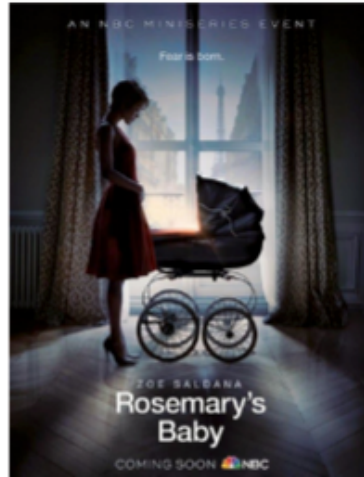
Baby Boomer



Baby boomers are the generation born during the post-war population boom. The times in which they grew up undoubtedly shaped their character and habits. The aim of this article is to offer an insight into who they are, what kind of customers they are, and what expectations they have from service providers. The increasing prosperity and social and economic transformation after World War II contributed to the baby boom, hence people born between 1946 and 1964 are referred to as “baby boomers”. The growing up years of this generation were a time of many changes and numerous social movements – the fight with racial segregation in America, women fighting for their right to vote and for equality in an increasing number of countries. The Vietnam War stirred American society, and a subculture of hippies, or ‘flower children’ emerged, and people united under the slogan ‘Make love, not war’ at demonstrations. These are also the early years of Queen Elizabeth II’s reign and the time when President Kennedy was assassinated in Dallas. Music is dominated by the Beatles and Elvis Presley and the crazy era of disco music begins. The blockbuster titles at cinemas include: 2001: A Space Odyssey, West Side Story, Rosemary’s Baby, Jaws and the first titles by Woody Allen, such as Annie Hall and Manhattan. These are the years of tremendous technological progress – the first man landing on the moon and the creation of the first Internet connection.



Baby Boomer





Generation X



The representatives of Generation X were born between 1965 and 1976..

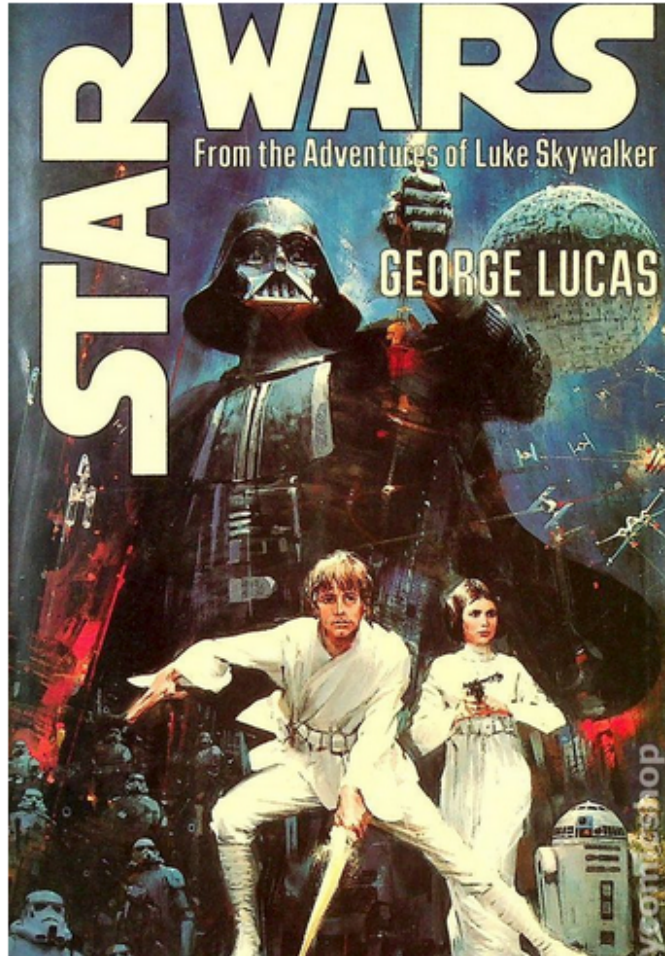
In Poland, the time of their growing up was the time of communist Poland, martial law, the rise of Solidarity and the fall of communism. The world was grappling with the Cold War, and the Berlin Wall was eventually torn down. This was a period of economic crisis, but also of many changes that inspired development. Walkmen were popularized, the first cell phones and personal computers appeared, but they were not yet available to the average citizen. The cinemas were showing *Top Gun*, *ET*, *Grease*, and *Star Wars*.. Music witnessed the advent of the Disco era with the Bee Gees paving the way.

The very term 'X' refers to some unknown quantity – it can be interpreted as a sort of confusion that this generation feels in the chaos of hard times, ongoing changes, or

simply the difficulty of categorizing the prevalent diversity. This diversity is mainly due to the fact that in their youth, the world was not yet as well connected through mobile networks and the Internet, and there was much less flow of information and trends.



Generation X





Generation Y



Millennials, also known as Generation Y, are individuals born between 1977 and 1995 (though some sources have slightly different boundaries).

They grew up during rapidly advancing technology, including the rise of video games, the internet, and personal computers. Because of this, Millennials are well-versed in technology and highly reliant on the internet, social media, smartphones, and other modern solutions. They are also the last generation to remember a time before widespread technology.

Unlike previous generations, Millennials grew up during relative peace and prosperity. Many of them do not remember the Cold War or the communist era. During their childhoods, popular music acts included the Spice Girls, Britney Spears, and the Backstreet Boys. Popular movies had *Kevin Sam at Home*, *The Lion King*, and *Back to the Future*.

Today, Millennials make up a significant part of the workforce and play an essential role in the economy.



Generation Y





Generation Z

Generation Z, also known as zoomers or the internet generation, are individuals **born between 1996 and 2012**. Unlike any previous generation, members of this group have grown up in an era of widespread internet access, making them the first generation that does not remember a time without modern technology. As children, they could watch cartoons on Netflix or YouTube using devices such as tablets or smartphones. In contrast to Millennials, who grew up during an economic boom, members of Generation Z came of age during times of change and upheaval, such as the global financial crisis and the growing importance of sustainable development. The economic difficulties experienced during their childhood, when their parents and those around them struggled with financial problems and unemployment, significantly shaped this generation. Zoomers are a generation that is **heavily involved in social and political issues**. Today, young people from Generation Z are already adult and full-fledged citizens, and their values and attitudes will significantly impact the world in the future. Gen Z is also the youngest part of the current workforce, gradually entering the job market.



Generation Y



NETFLIX

 **YouTube**



Characteristics of generations





Baby Boomer



Baby boomers are the **generation raised in the age of individualism**.

Representatives of this generation had to fight for their rights, hence their experimental and idealistic approach to life. Their parents, who still remembered the war, instilled in them a respect for success and achievements, but also for material possessions. They feel secure with their savings, which they try to spend wisely. However, they want to enjoy life and improve its quality by acquiring material goods and by travelling. Despite the fact that they are slowly leaving the labour market, **baby boomers do not perceive themselves as seniors**, and treat their upcoming retirement as a time to fulfil their dreams and as an opportunity to engage in activities they did not have time for while being professionally active.



Generation X



Generation X is typically considered **independent and self-reliant, primarily due to growing up** when parents often worked outside the home. People representing this generation are usually pragmatists, inclined to make practical life decisions often based on facts and evidence.

Another defining characteristic of this group is their pursuit of work-life balance, which may result from childhood experiences when parents were often away from home.

The generation is typically more skeptical than the Baby Boomers and Millennials, which might be attributed to the fact that they grew up during the economic crisis in the 70s and 80s, and as adults, they witnessed the 2008 financial **crisis**.

People from Generation X often possess advanced technical skills and are inclined to take action independently without technology support. It might stem from the fact that during their childhood, tech services were not as widespread as they are today.



Generation Y



Millennials place a high value on freedom, independence, and tolerance. They are more open to the world and less attached to tradition than previous generations. They are characterized by openness and self-confidence in their personal and professional lives. Unlike the previous Generation X, Millennials prefer teamwork and cooperation rather than competition in the workplace. They are demanding employees who expect to be treated fairly and fulfill their needs by their employers. As a result, their managers represented by previous generations may view them as entitled and arrogant. **Representatives of Generation Y place great importance on work-life balance**, so many of them expect the possibility of remote work and flexible working hours to balance their private and professional life. Millennials tend to be loyal to the companies they work for, just like their parents, and they are happy to take on new career challenges.



Generation Z



Generation Z has grown up in an era of widespread internet access, smartphones, and social media, making **technology a natural and integral part of their lives**. It is confirmed by a study conducted by EY Ripples and JA Worldwide, which found that 84% of zoomers willingly and freely use technological advancements. Thanks to their ability to use innovative solutions, members of Generation Z have a range of new opportunities, which they are eager to take advantage of. These young people are known for their exceptional ability to navigate seamlessly between the online and offline worlds. Generation Z is very open to the possibilities that new technologies and rapidly developing artificial intelligence offer. The study mentioned above also showed that 74% of representatives of Gen Z are willing to use automation to achieve their professional goals.



Generation Z

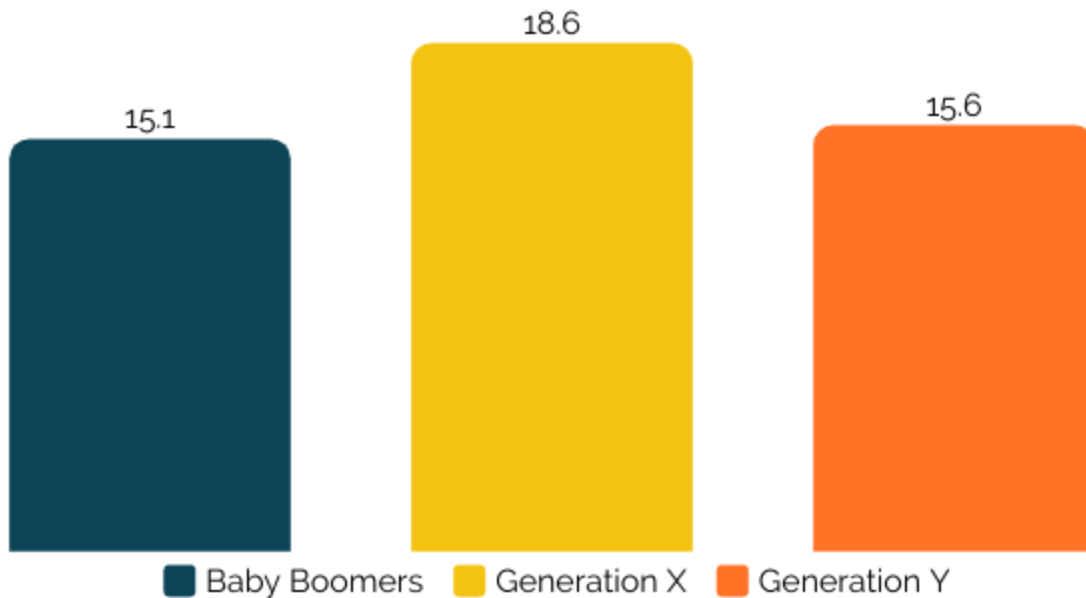


Regarding personality traits, just like Millennials, Generation Z is known for its **high level of self-confidence** in using new technologies and qualities that employers value. Similar to their predecessors, they **strongly emphasize work-life balance and believe that their professional and personal lives should complement each other**. They are not afraid of taking risks and strongly strive to be part of a group, although some relationships are transferred to the online environment. Education is critical to them, and they see it as crucial to their professional development. Most of them believe that education impacts their career success and prepares them well for achieving success in 2030. Just like for Millennials, values such as freedom, independence, and tolerance are significant for Zoomers. They are open-minded but also more realistic than the previous generation. Interestingly, 82% of Generation Z representatives hope to find a job that not only gives them fulfillment but also enables them to solve the problems facing our planet.



How each generations purchase?

Source: "Global Online Consumer Report, KPMG International, 2017





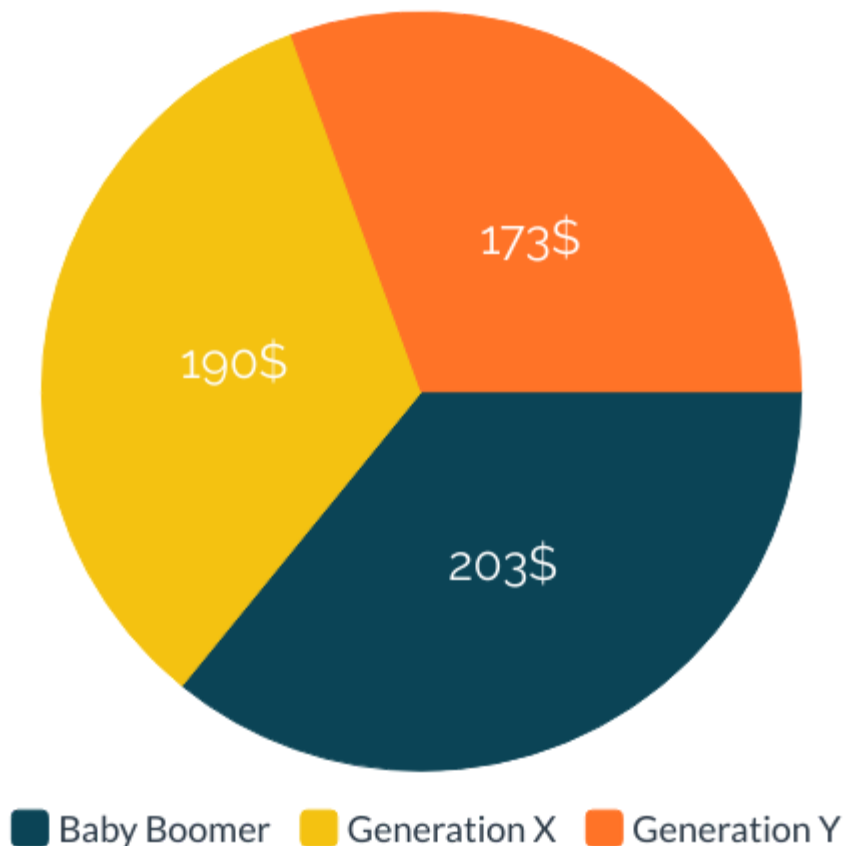
Baby Boomer

Baby boomers are the most numerous group of consumers right now. What kind of customers are they? This group has **high expectations of products and services**. They have savings, so price is not a major factor in their decisions. They often purchase luxury goods. They are susceptible to advertisements that show that a particular thing or service will improve their lives or ensure an interesting future. Even though they are close to retirement, they don't look at themselves as seniors. They are healthy and full of life and want to stay active and develop all the time. They find advertising materials that guarantee a varied life very attractive. In brick and mortar stores, **they trust the opinions of those shop assistants who are close to them in age**. They become **very attached to specific brands and places where they can purchase them**. It would seem that it is very easy to find such a customer and earn their full commitment by offering them high quality products. In European marketing, however, this group is heavily overlooked, with companies such as Nike, Sony, and Coca Cola targeting 15-35 year-olds.



Baby Boomer

Baby boomers don't treat shopping as a pleasure. They buy because they need something, they do not treat this activity as entertainment, and therefore they do not tend to look for bargains, wait for special promotions, or compare prices in different places. On the other hand, **they value short time devoted to the transaction, convenience, and high quality customer service.** They are accustomed to specific stores, including online shops.





Generation X

Xs are loyal, but also demanding customers, just like the slightly older baby boomers. They will carefully check the product and the reviews about it before they make a purchase. Trust in the brand and the supplier is very important in the decision-making process – they buy both in brick and mortar stores and online (they choose the latter increasingly more often. **They highly value the quality of a product or service.** In their choice they are guided by their own experience, the tradition associated with the brand, and its image. Interestingly, they are not blind to the opinions of younger generations either. They are more easily persuaded when a product is advertised by an expert in a given field rather than a social media influencer. **This generation is eager to learn, it is open to new technologies,** and this in turn is a good start to encourage these consumers to buy online, especially since according to research, compared to baby boomers, Generation X already declares much less of a need to personally see, touch, and check the product before making a transaction. They like to use search engines, review sites and even Facebook to verify product and service reviews. It is, therefore, worth spending a moment on how this generation finds its way in the world of new technologies.



Generation Y



Firstly, Millennials love shopping online, and when they come across something new, they quickly grab their smartphones or laptops. They grew up in an era when online stores became popular, so they are familiar with using these services. According to a KPMG report, Millennials make an average of 15.6 online transactions per year. Interestingly, this number is lower than that of older generations and higher than younger generations. When Millennials were teenagers, there was a trend towards buying branded clothing, so now, as adults, they are willing to pay more for products from their favorite companies. They also have higher expectations for service levels and are eager to spend more money in exchange for better service. According to a Salesforce survey, as many as 75% of Millennials consider their expectations for customer service to be very high.



Generation Z

Given that Generation Z grew up during a time of economic uncertainty, they are not as spendthrift as the previous generation. Representatives of this generation carefully and consciously manage their finances. Furthermore, [a First Insight report](#) shows that Generation Z is more eager to buy eco-friendly and high-quality products from socially responsible companies. As many as 73% of them are willing to pay an additional 10% for products that align with their values and political beliefs. This generation values authenticity, confirmed by American Eagle data, [according to which zoomers enthusiastically respond to “no Photoshop” campaigns](#) because they don't like artificial or overly edited images. Zoomers don't place as much importance on a brand name or prestige but on the authenticity mentioned above. They want to avoid being perceived through the prism of brands and value independence and alignment with their represented values. Although a characteristic of Generation Z is their ease of using new technologies, [they are not as eager to do online shopping as Millennials or Generation X](#). Because they are more frugal, they prefer shopping in brick-and-mortar shops as they want the ability to touch the product physically. It allows them to ensure that it meets their quality expectations.



What holidays do generations like?





Baby Boomer

Baby boomers like to follow authority figures, so they often get their holiday ideas from family and friends. The Internet has become a very important source for fulfilling these ideas. Baby boomers use it for a more 'traditional' search by getting to know what the place has to offer and how they can get there. They are less inclined to accept the offers of intermediaries who offer the entire package in one place, as younger generations do.

Baby boomers have savings and spend them thoughtfully, which is probably why they so carefully scrutinize every step of their trip and what a given place offers. However, they do not look for special bargains. Nor do they compare travel deals and their prices. Unlike other generations, the trip of a baby boomer takes longer, i.e. 7 days and longer. They also pick more distant destinations, and compared to other generations, they travel the most. Baby boomers are confident and determined tourists. They often opt for a traditional holiday, or a combination of leisure and sightseeing. Apart from relaxation, they look for additional attractions so that they can see or learn something new on their trip. They value active recreation, spending time in nature.



Baby Boomer



Interestingly, they like culinary experiences and spend more on food than on cultural attractions. Interestingly, they like culinary experiences and spend more on food than on cultural attractions. They are interested in undertakings that combine the promotion of cities with historical heritage and culinary art.

A perfect example of this is the initiative of Italian towns from the region of Puglia, which have created a joint project and promote the region and its unique recipes, attracting gourmets from all over the world. Similar ideas can be found in the tour of vineyards in French Champagne, or the trail of the Tastes of Lower Silesia where, in addition to quaint castles and picturesque views, one can enjoy local specialties such as cheese, fish, liqueurs, or mead prepared according to traditional recipes. Baby boomers are, no doubt, very demanding, but also loyal customers. Offering them a quality service may earn you their commitment for years. One does not need to convince them of the advantages offered by new technologies, but only to facilitate clear and safe access to the offered services. Internet travel portals also have the potential to interest this generation in their services. Baby boomers will love to use a clear site with complete product information and buy a holiday online.



Generation X



Xs travel more than boomers. A statistical X has a high position in the company, which involves a lot of responsibilities, so they go away for shorter periods of time – these are usually around one-week long trips. However, they will try to do it more often because it also allows them to devote time to their family – according to *Expedia's American Multi-Generational Travel Trends*- an average of four times a year. They go on holiday mainly to relax (51% of the American Generation X indicate this reason). They are also often trips to visit loved ones. This generation goes sightseeing the most. Xs generally go away with their families, so they choose summer and winter holidays.

When looking for a trip, this generation generally knows exactly where they want to go. They select good, well-established hotels after meticulously checking the facility and its reviews. They mainly use Tripadvisor for this, whereas Facebook is the most popular reference among social media. Xs are not very susceptible to advertising – they are much more likely to be persuaded by the recommendations of experts and the opinions of other tourists.



Generation Y

Millennials are currently the age group that travels the most, with an average of 5-6 trips per year. **Representatives of Generation Y are adventurous and independent**, which can also be seen in how they travel. According to Expedia's American Multi-Generational Travel Trends report, as many as 42% of Millennials from the US have traveled alone. Their travel's primary purpose is to relax, so they like to recharge their batteries at the beach or a spa. According to the survey cited above, as many as 65% of Americans representing this generation say they are currently saving for travel. When planning trips, most of them get down to it less than three months before their travel dates. Millennials prefer short trips lasting 3 to 5 days, unlike older generations. For them, a long weekend is ideal for organizing a quick trip out of town or to another country. When it comes to making travel purchasing decisions, Generation Y is the age group that is most influenced by social media. Research shows that as many as 27% have published social media posts to get opinions before booking. The most opinionated medium for them is Facebook, whose influence is indicated by as many as 64% of representatives of this generation.



Generation Z



Generation Z's representatives are curious about the world, as evidenced by data on how these young people travel. According to the [Expedia American Multi-Generational Travel Trends](#) Generation Z values gaining new experiences while traveling, such as discovering and trying new things. They often seek out off-the-beaten-path destinations and embrace a “you only live once” (YOLO) mentality. When it comes to accommodations, this generation places great importance on internet access, with WiFi being an absolute necessity [for one in three representatives of this generation](#). Interestingly, free internet access is often a critical factor in lodging. Zoomers typically travel around [3-4 per year](#). Similar to millennials, they prefer short trips, usually lasting 3-5 days. Therefore, weekends are a perfect time for them to relax. When it comes to transportation, Generation Z is [a group that prefers to travel by plane](#) – a whopping 64% of representatives of this generation choose this mode of transportation.



Generation Z

More than any other generation of travelers, Generation Z is eager to travel with their parents, as 54% admit. Parents are not only great travel companions but also often fund their trips. According to the study mentioned above, 58% of parents of Gen Z respondents covered travel expenses when they traveled together in the past year. Given that new technologies and social media are an integral part of Gen Z's life, they also significantly impact their travel decisions. Studies confirm that 67% use smartphones to find travel inspiration, while 36% choose their travel destinations based on posts published on social media. They usually find inspiration on Facebook (64%), Instagram (46%), and Twitter (35%). Gen Z is also the group that most often uses search engines when looking for their dream trips, compared to other generations. Studies show that the majority of them (53%) do so. It is an aspect that sets them apart from older generations, who usually start by checking specific travel agency websites.



How to prepare an offer tailored to each generations?





Baby Boomer



1

Select appropriate destinations

Baby Boomers typically prefer vacationing outdoors, be it on beaches, mountains, lakes, countryside, or small towns. The chosen destination should present opportunities for rest while also providing a variety of tourist attractions.

2

Offer comfortable accommodations

Baby Boomers generally show interest in staying in comfortable hotels or vacation apartments. It's crucial that the rooms are spacious, clean, and well-equipped and that the hotel staff exhibits courteous and professional behavior. Arrange thematic tours - Baby Boomers often exhibit interest in history, culture, and art. Therefore, consider organizing thematic tours, like visits to historical sites, museums, art galleries, or exhibitions. Ensure that these tours are well-organized and led by knowledgeable guides.



Baby Boomer



3

Provide comfortable travel conditions

Baby Boomers often prioritize comfort and convenience during travel. Guarantee that transportation is comfortable and safe and that the journey is well-planned and structured. Offer healthy meal options - Baby Boomers tend to be more health-conscious and often opt for more nutritious meals. So, consider including healthy food items, such as vegetables, fruits, and local products, in your travel offerings.

4

Organize entertainment and recreational activities

Baby Boomers are usually open to new experiences and keen to participate in various activities. Arrange events with live music, competitions, dance shows, wine tastings, and recreational activities such as Nordic walking or yoga.

5

Prioritize communication

Baby Boomers appreciate good contact with their vacation organizer. Ensure easy and swift access to information, which can be facilitated through phone, email, or a dedicated app.



Generation X



1

Incorporate physical activity

Generation X typically tends to be physically active and values opportunities to engage in outdoor sports and recreational activities. Hence, offering trips and outdoor activities like rock climbing, biking, hiking, swimming, kayaking, or surfing may be attractive to this group.

2

Emphasize culture and history

Generation X tends to be more interested in culture and history compared to, for instance, Generation Z. Offering trips that revolve around historical sites, museums, art, or architecture can draw this group in.

3

Ensure comfort and convenience

Generation X prefers convenient and comfortable travel conditions. Thus, providing high-quality accommodation and transportation can attract this group.



Generation X



4

Don't forget about access to technology

Generation X typically tends to be physically active and values opportunities to engage in outdoor sports and recreational activities. Hence, offering trips and outdoor activities like rock climbing, biking, hiking, swimming, kayaking, or surfing may be attractive to this group.

5

Promote individualism

Generation X is generally very independent and individualistic. Therefore, this group may attract this group by offering trips with customization options, such as self-planned itineraries, adjustable activity difficulty levels, or a choice of preferred accommodation style.



Generation Y



1

Take care of responsiveness and good user experiences

The fact that Millennials are active in using various devices for online shopping is essential. To ensure the best experience for them, you must ensure that your website is responsive and functions properly on all devices.

2

Make sure to provide top-notch customer service

For Millennials, their time is crucial. They have high expectations for customer service and **expect immediate and thorough responses**. To meet their needs, you must ensure that they can quickly get answers to their questions and contact you in multiple ways: social media, website chat, or online messengers.

3

Consider creating a customer loyalty program

This age group is also associated with all kinds of rewards for participation (e.g., in contests), which should be considered when creating an offer or marketing campaign. One of the most popular methods is a **discount** on first purchases or a voucher to be used in exchange for signing up for the company's newsletter.



Generation Y



4

Consider incorporating gamification elements

Additionally, to spark interest among Generation Y, it's worth trying out gamification elements. It is a generation that has been raised on games and is eager to take on such challenges.

For example, as a tourism industry representative, you could organize a contest for the best travel photo or the most exciting description of a dream trip. As a reward, you could offer discounts on tours or – if your budget allows – a free trip. Research shows that this generation likes to travel alone, so it doesn't have to be a standard "couple's trip".

5

Create an exclusive offer

Millennials pay attention to the brand, so **incorporating elements of exclusivity can be very effective** in this case. Some popular brands among millennials use limited edition products or services to create buzz around them. They're willing to stand in both physical and digital lines to have a chance to take advantage of these exclusive offers. With this information, you can create a limited travel offer with an additional service only available for special tours or users.

6

Make sure you're visible on social media, especially on Facebook

Research shows that when it comes to travel, Millennials often look for advice on Facebook. To capture their attention, your company should have a strong presence on the platform and allocate your advertising budget to Facebook ads.



Generation Z



1

Make your website mobile-friendly

Zoomers often use their smartphones to find travel inspiration, so you should adjust your website or app to be user-friendly for mobile devices.

2

Improve your website's position in search engines

Zoomers often use their smartphones to find travel inspiration, so you should adjust your website or app to be user-friendly for mobile devices.

3

Represent values that resonate with representatives of Generation Z

Generation Z places great importance on purchasing from companies with similar values. They pay particular attention to environmental protection and sustainability issues, so if your company represents identical values, highlight this information. You can also try to prepare specific travel offers from this perspective, for example, by selecting the most environmentally friendly means of transportation, eco-friendly hotels, and so on.



Generation Z



4

Be active on social media

As we mentioned above, social media is an integral part of the lives of the younger generation, so if you want to attract customers from Generation Z, your company should actively maintain accounts on platforms such as Instagram, TikTok, or Facebook. It would be best if you also considered creating an account on YouTube. However, remember to ensure that your content is tailored to this generation's specific characteristics and doesn't come across as too odd. The best option would be to engage their peers in such projects.

5

Collaborate with influencers

Generation Z, like no other, is susceptible to the influence of their idols. On the internet, you can find many travel influencers willing to collaborate and help promote your travel offer through their social media reach. If you're starting a business, remember that you don't have to start with huge, high-budget contracts with people with millions of followers. Sometimes it's worth collaborating with smaller personal brands that can be much more engaged in this collaboration.

6

Try unconventional solutions

In contrast to millennials, zoomers are not so interested in prestige as authenticity and experiencing new things. When creating travel offers for this group, don't focus on luxury as much as on trips that offer a chance to explore something unknown and unconventional. For example, instead of offering them a luxurious hotel, it's worth recommending something more original, like glamping or a treehouse.



Generation Z



7

Use AI and automation

As befits a generation that grew up in an age of widespread access to modern technologies, **Generation Z is eager to use innovative solutions based on artificial intelligence.** It is a big clue for companies that want to reach this generation with their offer. Nowadays, there are many possibilities when it comes to the use of AI in business, including the tourism industry. Examples could be chatbots that help find the ideal travel or intelligent search engines like [Qtravel.ai](https://www.qtravel.ai). Thanks to these solutions, your clients will quickly receive interesting information and stay with you longer.



Conclusion

As you can see, each generation has its unique characteristics and preferences. To attract as many customers as possible, your company needs to address customers' increasingly diverse needs and expectations, taking into account their distinct characteristics and preferences. Success in this field, therefore, necessitates understanding and adapting to the requirements of different age groups.

Moreover, customers increasingly expect personalized and unique travel experiences in today's world. It's also essential to invest in innovation and technology to stay relevant in the market and provide customers with unique and tailored solutions.

We believe that this study will enable you to understand your customers' needs and expectations better and will assist the travel industry in tailoring its offerings to meet the needs of each generation.

About Us

Qtravel.ai is a company revolutionizing the travel industry by providing cutting-edge, personalized travel search and discovery experiences. Our customizable AI-powered travel search engine not only aims to reduce costs but also seeks to improve customer conversion rates by offering efficient, tailor-made solutions for each individual traveler.

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