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Article

The Influence of New Technologies on Tourism Consumption Behavior of the Millennials

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THE INFLUENCE OF NEW TECHNOLOGIES ON TOURISM CONSUMPTION BEHAVIOR OF THE MILLENNIALS

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Abstract

The advent of new technologies has generated a series of mutations in the dynamics and structure of production and consumption at both global and tourism destinations level, increasing competition manifested on the tourist market, prompting efforts (concerns) from tourism service providers to diversify their offer, on the one hand, and to understand and investigate the needs, changing requirements of consumers (tourists), on the other hand. Studies of international tourist flows indicate that Millennials, also named the Y Generation – young people between 18 and 30 years old – will be the most dynamic component of the tourism market in the next decade. This article aims to analyze how new technologies influence the tourism consumption behavior of the members of the Millennials generation in Romania. Thus, a quantitative research, a survey, was conducted based on a questionnaire that had as objective the identification of electronic equipment, the applications, the ICT sources used by young people in the stages of planning, booking and development of the journey. The hypotheses tested the link between the importance given to technological resources and the extent to which young tourists are willing to share travel experiences later. Results of the research led to the development of a set of suggestions for key players in the tourism market.

Keywords: Millennials, generation Y, youth tourism, tourism consumption.

JEL Classification: L83, M31, M37.

Introduction

Tourism practiced by young people in the mid-1990s represented either a declining market or a stationary one, on the background of an ever time lower number of young people in Europe.

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Subsequently, the magnitude of this tourism form was generated by several factors, among which the following can be mentioned (Moisă, 2015):

- expanding opportunities for travel that were previously available only to travelers from classes with higher standards;
- an increasing proportion of young people with comprehensive training in the field of tertiary level education;
- growth of parents' revenue;
- increased distance traveled by buses especially by young travelers;
- increased number of suppliers for specific products for young people and students who travelled;
- Internet amplexity etc.

This article aims to analyze the way in which the new technologies influence the tourism consumption of Millennials, also known as Generation Y. Its members are the people born between 1982 and 2004 (Barnes and Noble, 2016). The term was used by William Strauss and Neil Howe in the paper entitled "Generations: The History of America's Future, 1584 to 2069" published in 1991, and they later expanded the research in the paper "Millennials Rising: The Next Great Generation", which appeared in 2000.

Since 2000, Millennials, otherwise known as Generation Y, has gained significance for most commercial brands, which assured it an important role in companies' concerns regarding access to new technologies and innovation.

This scientific approach is deemed necessary taking into account, on the one hand, technological advances and dynamics of contemporary society, along with the major differences between the way generations act, and on the other hand, the relative lack of studies and analysis about the Millennials generation, both in the Romanian as well as in the international scientific literature. Further details will be presented on the specific characteristics of tourism consumption of Millennials generation, as evidenced in the literature, followed by the presentation of the survey type research, conducted among young tourists from Romania. A set of proposals emerged based on the results of the analysis, that regard the ways in which main agents on the tourism market can adapt to the requirements and specifics of behavior of people covered by this survey.

1. Literature review

Youth tourism has taken, over time, an upward trend with strong dynamics in recent years as a result of mutations recorded in supply diversification, on the one hand and the increase in people mobility, on the other hand.

International studies which have been performed starting with the year 2012 (YouthTourism, 2012) show that young people travel in order to experience a different culture, learn a language, volunteer, find a job or study (Khoshpakyants and Vidischeva, 2012), as they are keen to experience different lifestyles and meet new people (Maoz, 2006). Tourism therefore largely promotes youth social opportunities (Obenour, Patterson and Pedersen, 2004).

In Romania, youth tourism is included in the category of social tourism, along with other forms of the same (Ionescu, 2000): journeys through state social security, by harnessing the

places owned by unions, holidays for school students and preschoolers in camps of the Ministry of National Education, youth tourism, camping tourism, agro-tourism, social tourism in cottages, tourism for elder people.

World Youth Student and Educational (WYSE) Travel Confederation (WYSETC, 2016) and the World Tourism Organization (WTO) estimate that the current size of the global tourism market for young people, represented by people aged between 15 and 29 years, covers approximately 23% of the total number of arrivals and international tourists (WYSETC, 2015), and that by 2020 the number of this kind of travelers will reach about 300 million. The age range was first established in 1985 by the UN General Assembly and falls within the range of people aged 15-24 years (Matias, Nijkamp and Sarmiento, 2013).

According to WYSE, youth tourism includes individual travel for periods of less than a year, motivated by the desire to experience other cultures, to gain experience and to benefit from opportunities for formal and informal learning in a different environment than the usual one (Evisontourism, 2013).

Moreover, in recent years the share of young travelers has not only increased, but has been also diversified due to the growing number of young people in emerging economies. In these circumstances, the recorded dynamics contributes to a sustainable valorization of travel destinations which are less popular, preferred by young travelers, which justifies researching travel preferences in order to meet the growing requirements thereof. The most popular tourism forms fall mainly within the category of trips for knowledge, which bear the imprint of social and cultural particularities of demand of the emitting countries (Angel, 2015) and the average length of stay records higher values than in the case of traditional forms of tourism. Meanwhile, youth tourism generates advances in technology, by encouraging innovation, given their consumer preferences and habits - online reservations, interaction with fellow travelers through social networks, use of mobile devices and applications for planning and conducting travel etc. Lastly, young people contribute to the development of specific infrastructure consisting of hostels, restaurants, leisure centers, etc., and therefore their contribution to economies and communities is significant (Moisã, 2016). The Millennials have a definite impact on the economy in a period of globalization which is influenced by ample technological changes and economic difficulties (Goldman Sachs, 2016)

Technology experts, Millennials can easily use online travel aggregators such as Expedia or Priceline to book a trip for leisure, but for purchasing a tourism product they prefer a travel agent, given the lack of experience in knowing tourist destinations. In 2014, 28% of Millennials (16-35 years) used agents, compared to 13% of baby boomers (50-65 years) and 15% of Generation X (36-49 years) (Evisontourism, 2016).

A study by the Boston Consulting Group (2012) identified several inherent characteristics of Millennials – they are consumers who have confidence in their power to influence and in the recommendations from friends, they are natively digital in terms of how to use technology in a multitasking way, they show a strong personal interconnectivity and they share travel experiences (Benckendorff, Moscardo and Pendergast, 2010).

The term "Millennials" has been associated with a number of "tags" such as GenMe, The Entitled Generation, Generation Y, netGeneration, GenNext, Digital Generation, Echo Boom Generation (Luttrell and McGrath, 2015).

However, the concept has been assigned some specific features of the sub-groups (Floroi, 2012), as shown in table no. 1.

Table no. 1: Sub-groups of Millennials

Sub-groups of Millennials	Key statements
Hip-ennials (29%)	“I can make the world a better place.”
Millennial Moms (22%)	“I love to work out, travel and pamper my baby.”
Anti-Millennials (16%)	“I’m too busy taking care of my business and my family to worry about much else.”
Gadget Gurus (13%)	“It’s a great day to be me.”
Clean and Green Millennials (10%)	“I take care of myself and the world around me.”
Old School Millennials (10%)	“Connecting on Facebook is too impersonal, let’s meet up for coffee instead!”

Source: Floroi, 2012

Moreover, Millennials are considered to be a progress factor, as they generate new ideas, and their creativity ensures sustainability and generally revives the economy (Okere, 2016). At the same time there is a low loyalty of young people towards their employers. According to a Deloitte study conducted this year (Deloitte, 2016), 44% of the interviewed youth intend to change job places within the next 2 years, which determines a new approach of the business environment with regards to the leadership policy.

A marketing approach (Buru, 2015) indicates a number of characteristics of the Millennials generation. They represent an active audience that wants to collect experiences. Subsequently, they share the experiences with family and friends, online, and such experiences are also an inspiration for other people from their generation. They prefer active involvement in marketing campaigns and are willing to provide personal data only to brands that prove that they can provide tangible benefits in exchange for this information: special offers, discount coupons corresponding in shopping preferences etc. They also prefer to first consult with their friends, family or online communities they belong to. For them, shopping has become a social experience, as confirmed by numerous fashion blogs and the increased popularity of the app Pinterest, and they are involved in many aspects of the community they belong to an extent greater than previous generations; they prefer teamwork to individual work. Moreover, young people represent a well-informed audience, endowed with critical sense, and knowing the rights they have as consumers manifests itself as both a feature and a must (Nistoreanu, 2004).

Knowledge about the Millennials` profile and consumption behavior lags the attention of marketers, which gives way to a number of concerns regarding permanent adaptation to consumer requirements. An example of this is the Agile Data (Buru, 2015) that collects quantitative and qualitative data on previous purchases generating patterns of purchasing that a company, agency or brand, receives directly or indirectly from consumers and that they can capitalize quickly in order to generate new marketing campaigns.

Tourism consumption behavior of young people (Evisiontourism, 2014a) has influenced decisively on a number of issues regarding the tourism products which are specifically designed by hotel chains and hostel accommodation. Also, youth preferences regarding the

use of gadgets put their mark on the marketing policies of companies in the hospitality industry as well as some service sectors (e.g. air transport).

So far, studies (Fromm, 2014) have shown that we are witnessing a series of mutations in terms of consumption behavior of young people. There is a shift regarding online privacy, users focus more on the benefits obtained from the online exchange of personal information than the possible risks. Also, they prefer social announcements that replace those that have become classics, like banners, due to the fact that the smaller size is better suited for smartphones. *The widespread use of images* and their dissemination through social networks gain momentum, Instagram is a media channel commonly used by Millennials. However, *the increasing use of mobile devices* causes concern among tourism service providers in terms of optimizing platforms. Last but not least, *Facebook* is a tool to search for information for a large segment of customers. This is especially true for Millennials, as stated in a study by G/O Digital, i.e. 62% of this market uses to search for any type of product before purchasing and 58% of consumers who want to buy or book a product in one of these, visits before their profile on the social network, in 80% of cases to consult *the reviews of other customers*, looking also on sites for reviews. (Evisontourism, 2014b)

The increasing share of the online environment in the consumption behavior is recorded as a trend in Romania. A study (ANCOM, 2016) conducted in 2015 by the National Authority for Management and Regulation in Communications (ANCOM) shows that three quarters of people visit daily or almost daily the virtual environment via the mobile internet. Another 15% use it 2-3 times a week. Frequency of daily use of mobile Internet is slightly higher in urban areas (80%) than in rural ones (72%). Also, EY Romania (2015) has published a study conducted in the summer of that year, on a sample of 1,040 respondents, regarding the use of mobile devices in Romania (Lungu, 2016). The most important findings refer to the fact that the majority of respondents own a smartphone (87%) and check between 11 and 50 times a day their mobile devices (52%). The large number of used applications is explained by various categories of which they are part: 66% of respondents use apps in the business category, 60% in the Photo & Video category, 46% in the category of music and entertainment; the lowest values of used applications are registered for the categories lifestyle (28%), health & fitness (25%) and sports (17 %).

Given that the process of planning a trip becomes more complex, the young tourist gets to use on average nine sources of information, of which the main source is the Internet, which is therefore the most effective promotional channel which generates information particularly useful to develop policies and strategies based on the dynamics of this market. (Timea, 2015) At the same time, young people use a variety of channels in the purchase process, price and quality are important factors considered when making the purchase decision (Vasiliu et al., 2016).

In summary, it can be appreciated that youth tourism market segment is growing, a trend accompanied by a series of changes in the behavior of consumption. The conceptual definitions aim towards delimiting the age range of Millennials and their characteristics but also at the changes in consumer behavior and trends that are emerging in the future. In this regard, a particular importance is attributed to decisive factors in choosing a tourism product or service - the price and the possibility to book it online via mobile devices. Also, for the collection and selection of information required in choosing holiday destinations sites that contain reviews and user comments are widely used. Not least, among the methods used to share the travel experiences, social networks hold an important place.

2. Methodology

The research conducted in this article aims to study and analyze tourism consumption behavior among young tourists, members of Millennials generation in Romania.

Thus, the main purpose of the research was to study and analyze the influence of new technologies – TIC on the tourism consumption behavior of Millennials generation. The research objectives aimed to identify the:

- equipment owned and used daily;
- used applications and the frequency of use;
- methods used in planning, booking and travel;
- main resources used in the purchase decision;
- parameters of the budget and the payment methods used in connection with the trip.

For this purpose a survey among young people from the Romanian Millennials generation was conducted and a questionnaire was developed, containing 15 questions, most of them closed, with multiple possibilities of answer choices. This research method is a good choice because the survey allows a rigorous approach and verification of logical explanations, as it makes possible to investigate several concomitant variables, the possible determinants of events, phenomena or processes. In addition, the option to survey results from the nature of the research purpose, namely, the need to investigate a large group of young people and their opinion about the specifics of their tourism consumption behavior and the influence of new technologies - ICTs on it.

In addition to the questions that have targeted socio-demographic characteristics of respondents, the main variables of the study were related to:

- ICT equipment owned / used daily;
- favorite social networks and average duration of their use;
- the main reasons for which social media sites are chosen;
- the importance of online information obtained through various means such as photos, comments, videos or ratings in the purchasing decision of tourist services;
 - means used in planning, booking and conducting a journey;
 - the use extent of digital check-in in places like cities, hotels, airports, railway stations, roads, restaurants, museums and other cultural sites, clubs, bars;
 - the share extent of the online travel experience through photos, comments, videos or ratings;
 - the primary means or instrument used to pay for products and services related to acquisition and development of a journey.

The questionnaire was applied both online and in hard copy among young people, members of the Millennials generation. The research was performed in November and December 2015.

A total of 387 questionnaires were filled-in, all of which were valid in terms of the respondents belonging to the Millennials generation. Based on the registered data the following chosen variables are statistically described and the following alternative hypothesis are verified: We want to check the following alternative hypotheses: the

importance placed by Millennials on different online sources (photos, comments, videos and ratings) in travel decision-making influences the degree to which they are willing to share online travel information through photos, comments, videos and ratings, that is:

H1 The importance placed by Millennials on online photos in travel decision-making influences the degree to which they are willing to share online travel information through photos;

H2 The importance placed by Millennials on online comments in travel decision-making influences the degree to which they are willing to share online travel information through comments;

H3 The importance placed by Millennials on online videos in travel decision-making influences the degree to which they are willing to share online travel information through videos;

H4 The importance placed by Millennials on online ratings in travel decision-making influences the degree to which they are willing to share online travel information through ratings.

The null hypothesis establish that there is no correlation between the importance given by the Millennials to various online resources and the extent to which they are willing to share online information about their journeys.

The results of the survey, their analysis and the proposal based on the research are presented below.

3. Results and discussion

The results are based on the answers of 387 respondents, students and young professionals. A control question was used in order to verify if all of them were included in the Millennials category. Based on the control question, more answers have been eliminated from the analysis. Eventually, the 387 valid responses belong to the respondents who fall into the Millennials generation.

Firstly, the study has aimed towards identifying the ICT equipment owned and used daily by the Millennials, but also at highlighting the ownership rights of different electronic devices and their daily use (as shown in table no. 2 and figure no. 1). Therefore, 59 percent of all respondents have a desktop computer, 93 percent own a laptop, 51 percent a tablet and 97 percent have a mobile phone with internet connection.

Some of these devices have long become popular among Millennials and the daily usage differs based on their type. 32 percent use the desktop, 72 percent the laptop, 21 percent the tablet, and 97 percent the mobile phone with internet connection.

Table no. 2: Electronic devices owned and used daily by the Millennials generation in Romania

Equipment	Own the equipment		Use daily the equipment	
	Respondents	%	Respondents	%
Desktop	230	59	125	32
Laptop	361	93	278	72
Tablet	197	51	82	21
Mobile phone with internet connection	376	97	375	97

It becomes evident that young adults are highly reliant on their mobile devices and the internet connection is a must in their daily lives.

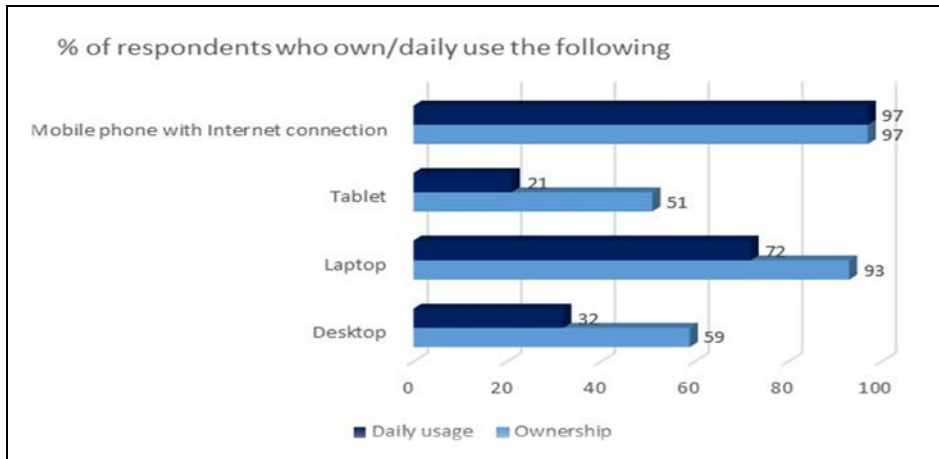


Figure no. 1: Ownership and daily usage of electronic devices among Millennials in Romania

Secondly, the research has aimed at the identification of preferred social networks and the average use by the members of the Millennials generation. The respondents declare they generally spend more than 1 hour per day on social media sites. Slightly above 98 percent use Facebook, 53 percent use Instagram and only 9 percent prefer Twitter, as seen in figure no. 2 and figure no. 3. Other social media sites mentioned by the respondents are LinkedIn (almost 20 percent), Pinterest, Swarm, Twitch, Snapchat and Tumblr.

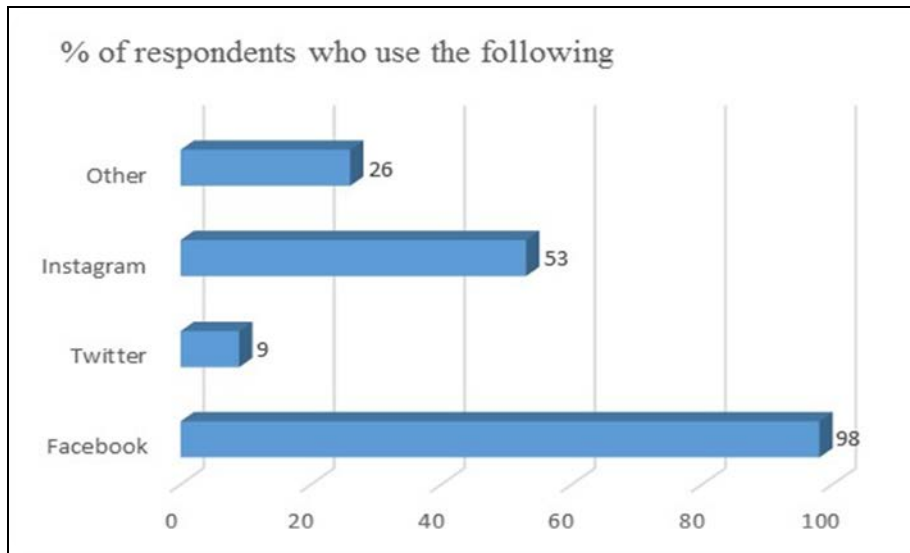


Figure no. 2: Usage of social media among Millennials in Romania

Almost half of users (44%) spend from one to three hours per day on social media, 26 percent spend from three to five and 17 percent more than 5 hours per day.

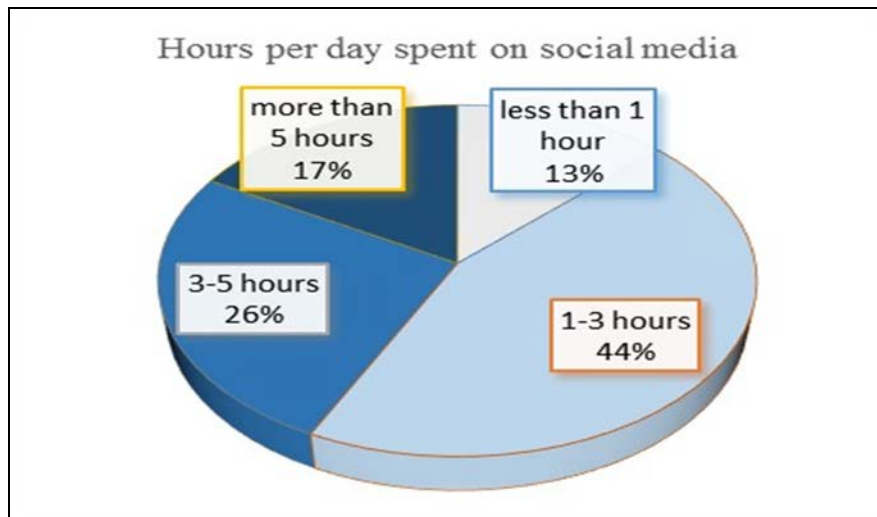


Figure no. 3: Usage of social media among Millennials in Romania

Thirdly, the identification of the main reasons for which social media sites are used has represented a third research direction. Social media is used for different reasons, but Millennials in Romania mainly use it to communicate and send direct messages (92%), see posts such photo or video (52%), share photos and videos (48%), share information and/or links (47%), organize meetings with friends and relatives (44%), spend their free time in a pleasant way (31%) and to find or maintain professional contacts (25%) (table no. 3 and figure no. 4).

Table no. 3: Main reasons for using social media sites

Main reasons	Respondents	%
Possibility to communicate and send direct messages	356	92
To see video and photo posts	200	52
To share photo and video posts	185	48
To share information and links	182	47
To organize meetings with friends and relatives	171	44
To spend free time in a pleasant way	121	31
To find and keep professional contacts	98	25
Commercial purpose	63	16
To find information about organizing and developing a trip	41	11

Only slightly above 16 percent declare they use social media for commercial purposes and only 10.7 percent utilize it to get information about/for journeys. Therefore, although

according to the specialized literature (Timea, 2015) the Internet is the main source used to obtain information used in the process of organizing a trip, this does not represent an important reason to use social networks by the members of the Millennials category in Romania.

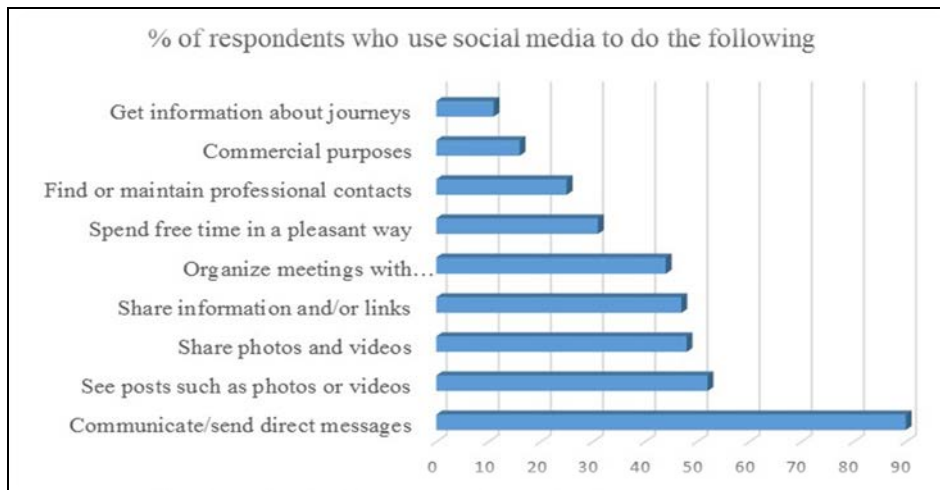


Figure no. 4: Main reasons for social media use among Millennials in Romania

Fourthly, this research studies the importance given by the young people to information obtained online through photos, comments, videos and ratings in the process of buying tourism products

Therefore, figure no. 5 illustrates the importance granted to different online sources in travel decision-making of young adults. It is noteworthy that these online information sources play a significant role in the decision-making process in tourism, more than 40 percent of respondents considering photos, comments and ratings important and more than 35 percent very important in the buying decision. Videos also weigh in this decision, with 45 percent important and 23 percent very important ratings.

Even though 67 percent of the respondents said would be willing to spend a vacation of five to seven days without accessing the Internet, the widespread adoption of it has had an impact on their lives. Now, they expect to be able to use it daily, including while on vacation. The respondents indicated they utilize different mobile apps for travel purposes such as hotelscan, Booking, TripAdvisor, TouristInfo, Moovit, Google Maps, Waze, AccuWeather. Among these, the most mentioned are Google Maps, Booking and TripAdvisor.

Fifthly, the Millennials are characterized by the need to access and share information, so the question is what do they do when they plan a trip or how do they reserve a vacation? Moreover, how do they use online sources while travelling? In Romania, according to the survey results depicted in figure no. 6, they seem to use a lot of online sources in all the travel stages. For travel planning, they use to a higher degree Facebook, Twitter, Booking.com, TripAdvisor and the websites of hotels and travel agencies. For reservation, Booking.com and the websites of hotels are used by more then half of the respondents.

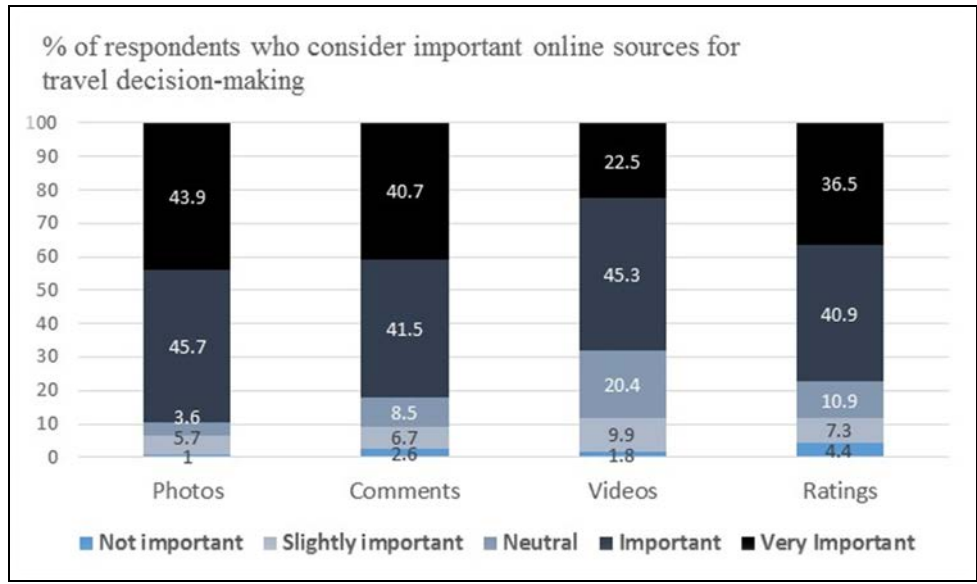


Figure no. 5: Importance of online sources for travel decision-making of Millennials

During the actual journey, 49 percent of the respondents post on Facebook and 31 percent use restaurants websites. Furthermore, TripAdvisor and websites of hotels and clubs are used by slightly more than 20 percent of the Millennials from Romania. Interestingly, on average, these online resources are used less on the actual journey than before leaving. These new resources are preferred in the information and planning stages, which is in line with other findings of this study, namely the importance given to photos, comments and ratings in travel decision-making.

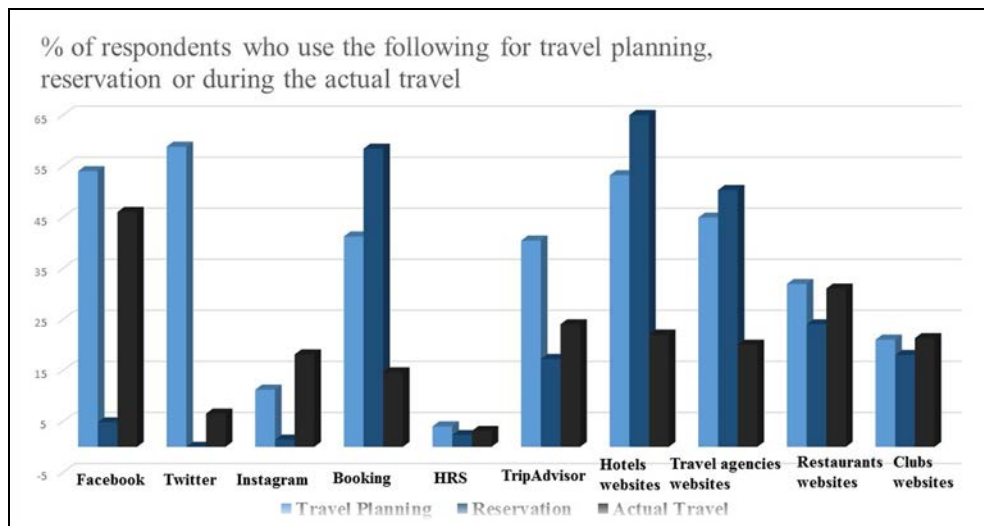


Figure no. 6: Online sources used for travel and travel planning

Sixthly, according to the study, the Millennials from Romania do not feel the need to always inform their friends and other online users about the places they visit while being there. The digital check-in is frequently used (almost every time or every time) by slightly above 40 percent of the respondents only for cities, restaurants and clubs (see figure no. 7). And slightly above 40 percent say they never or almost never use the digital check-in in hotels, airports, railway stations, roads, museums and other cultural sites. But we have to acknowledge that more than 20 percent of the respondents employ this tool from time to time in all the places included in the study. Overall, the digital check-in is used with different frequency by more than half of the Millennials from Romania (68% for cities, 55% for hotels, 56% for airports, railway stations, roads, 70% for restaurants, 58% for museums and other cultural sites and 63% for clubs and bars).

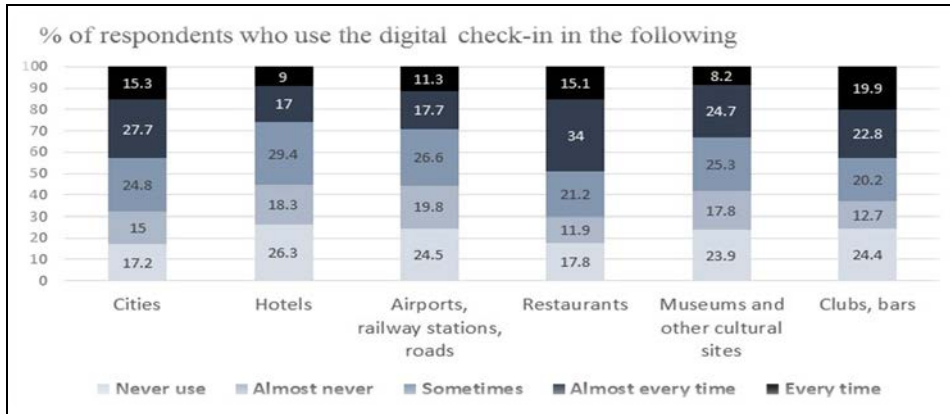


Figure no. 7: Use of digital check-in by Millennials from Romania while travelling

Seventhly, regarding the degree of online sharing of travel experiences through photos, comments, videos and ratings, the results show that photos are prominently used by respondents with 85 percent of them posting photos at least from time to time (figure no. 8). Explicitly, 21 percent post photos sometimes, 30 percent almost every time and 34 percent every time. Comments are also important, more than half of the respondents sharing this type of information at least sometimes. Sharing videos and giving ratings are preferred by a lower number of young people.

With regard to the payment methods, the young people prefer to pay cash the services needed while travelling. 61 percent of the respondents chose to pay cash, 30 percent by card and 7 percent by bank transfer. Only 2 percent use PayPal for travel purposes. The average daily amount they are willing to spend on a trip is slightly above 200 lei for national tourism and approximately 90 Euros for abroad journeys.

When asked about their preferences related to holiday time, 67 percent of respondents said they would be willing to spend their holidays five to seven days without Internet access, 35 percent without using their mobile phone and 83 percent without getting in touch with other users online.

With regard to the average amounts of money available to young respondents, two did not provide an answer. Based on the 385 responses received, 21 respondents (5.4%) reported incomes below 200 lei, 70 (18.1%) from 201 to 450 lei, 97 (25.1%) from 451-900 lei, 111

(28.7%), from 900 to 1,800 lei and 86 (22.2%) over 1,800 lei. Almost 44 percent of respondents (43.6%) are employed and 75.5 are percent female.

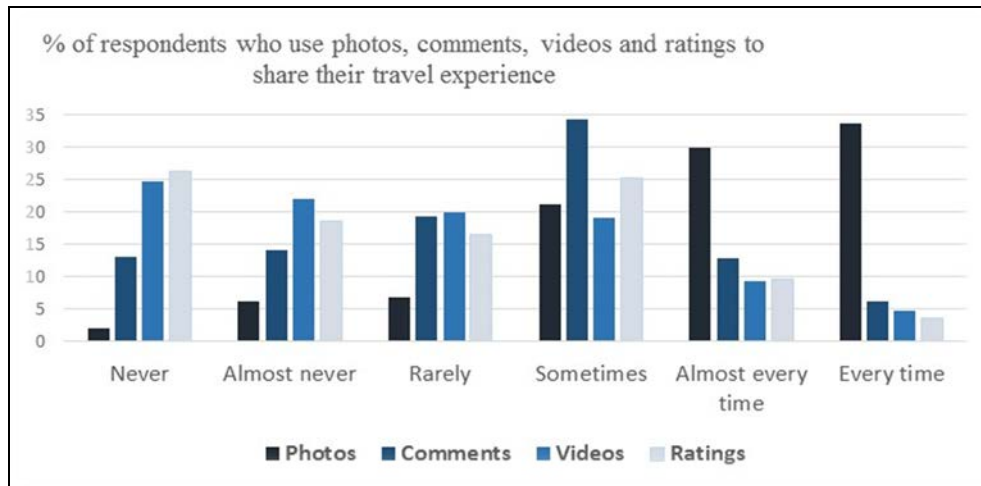


Figure no. 8: Online sharing of travel information by Millennials from Romania

• Correlation between variables

The established hypothesis will be tested using the Pearson correlation coefficient (as seen in table no. 4).

Table no. 4: Correlations between the importance place by Millennials on different online sources and the degree to which they are willing to share online travel information

	The degree to which they are willing to share online travel information							
	through photos		through comments		through videos		through ratings	
	R	Sig.	R	Sig.	R	Sig.	R	Sig.
the importance placed on online photos in travel decision-making	.197(**)	.000	.135(**)	.009	.119(*)	.021	.078	.129
the importance placed on online comments in travel decision-making	.127(*)	.013	.123(*)	.016	.037	.480	.220(**)	.000
the importance placed on online videos in travel decision-making	.115(*)	.025	.090	.081	.160(**)	.002	.044	.394
the importance placed on online ratings in travel decision-making	.056	.278	.027	.605	-.004	.945	.270(**)	.000

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

The Pearson correlation coefficients fall in the range 0.1 and 0.3, which indicates a direct, but low correlation, between the studied variables. Based on these results (Table 4), there is statistical support for Hypotheses 1, 2, 3 and 4, which are accepted. The importance placed by Millennials on different online sources such as photos, comments, videos and ratings in travel decision-making influences to a lesser extent the degree to which they are willing to share online travel information through photos, comments, videos and ratings. First, the importance placed on online photos in travel decision-making is low correlated with the degree to which they are willing to share online travel information through photos (coefficient of .197, significant with $p < .01$, H1 accepted). Second, the importance placed on online comments in travel decision-making is also low correlated with the respondents' willingness to willing to share online travel information through comments (coefficient of .123, significant with $p < .05$, H2 accepted). Third, the importance placed on online videos in travel decision-making is low associated with the travelers' willingness to upload videos about their journeys experiences (coefficient of .160, significant with $p < .01$, H3 accepted). Fourth, the importance placed on online ratings in travel decision-making influences the degree to which they are willing to share online travel information through ratings, these two variables proving to have the strongest positive correlation (coefficient of .270, significant with $p < .01$, H4 accepted).

It must be emphasized that these correlations are weak, the influence of the importance given by Millennials to various online resources such as photos, comments, videos and evaluations in the travel decision making, on the degree to which they are willing to share online information about the trip is small.

Therefore, the null hypotheses are rejected concluding that there is correlation between the importance placed by Millennials on different online sources used in travel decision-making and the degree to which they are willing to share online information about their journeys through different means, helping other travelers to get relevant information needed in their decision-making processes.

Conclusions

Millennials generation is certainly an important niche whose consumption habits and associated issues should not be ignored. This scientific approach enables the development of suggestions for certain stakeholders in the tourism market: on the one hand, at travel agencies, on the other hand at tourism service providers.

According to the Order 65/2013 and related methodological norms, in Romania there are two types of travel agents: operators and retailers. Creating the travel packages and choosing the service providers are in the first category, while the second deals with selling on tour operators' account. Consequently, the suggestions are based on the research undertaken and are aimed towards the tour operator agencies.

A first aspect to focus on is the answer to the question about spending a 5-7 days holiday without access to Internet. Although it is a truism that Millennials are permanently connected to the Internet (see the answers to the question about the number of hours spent daily on line), they are willing to give up the habit for a considerable period of time. It can be appreciated, based on the information obtained from the National Institute of Statistics, that while the average length of stay is 2.48 days, tourism agencies can easily create

products aimed at young people in areas where Internet access is not possible. This should be understood as a different experience, not a lack of common facilities.

A second issue to focus on is the motivation of young people to use social networks. Thus, despite the fact that they visit them often (Facebook leads seconded), they rank lowest for investigations on travel. To gain ground, tour operators will carry out appropriate promotional campaigns for the Millennials generation.

Another important conclusion for the Millennials generation relates to photos. Thus there is a close link between information obtained through the online photos and future posting of pictures from the journeys undertaken. Tour operators will select with great care the services providers, especially for complex travel packages. Images should be a reflection of reality. Insofar as the budget allows, travel agents should personally evaluate the equipment and services.

Tour operators will avoid suppliers who obtain low scores (i.e. below 7.5 on Booking) and will inform customers about the low level of appreciation made by other consumers. It has been shown that young people for whom ratings play an important role in the purchasing decision will post assessments after the trip.

The use of video presentations of the travel agent or the marketed products must undergo qualitative criteria and content. A picture is worth 1000 words is a Chinese saying, and more harmoniously arranged pictures could bring 1,000 tourists.

The future is online, even for payments. According to the research, the percentage of Millennials in Romania who still use cash is high (over 60%). For tour operators it is easier to receive the money directly in their account, because they also generally pay providers this way. This helps to save time by reducing the time spent going to the bank to deposit the money in the account. The management of tourism agencies needs to carry out an analysis in this respect, in order to reflect the costs of paying cash. Afterwards, they can choose to encourage payment by credit card or bank transfer.

Another aspect is linked to rewarding customers who post photos and comments. Therefore, they will be encouraged to repeat this action on other occasions. For fairness purposes, this will be done after posting.

Tourism service providers are essential in tourism activities. Without them, the act of consumption cannot be carried through. Naturally, the quality level of services determines reactions from the beneficiaries. Service providers have to post on sites truthful information. Young Millennials pay attention to photos, comments, likes and will treat with great exigency any major differences. A correct information will create realistic expectations, while incorrect information will cause negative reactions. In a sensory industry such as tourism, providers must be very careful. Dissatisfied tourists can attract negative image capital through postings, pictures or even videos.

It is difficult to satisfy various requirements and demands of tourists. But this is the current customer profile and therefore, a reality. This is why providers will try to resolve in situ the inherent problems occurring during travels, in order to avoid the situation when the tourist leaves with a negative impression.

The digital check-in is a way Millennials use to inform virtual friends about their whereabouts. A simple click on that location should lead to accurate, updated information

about the hotel, restaurant, bar, museum, etc. A supplier will manage this issue seriously, because it is an indirect way of promoting, which involves minimal costs.

Tourism is highly mobile, influenced by a multitude of extremely varied factors: technology, fashion, terrorist attacks, income levels etc. Consequently, research related to segments of demand is extremely useful for market actors. In this case, the Millennials generation consumers have provided relevant information, which can be integrated in the supply of service providers and of packaged travel. In the future, research may resume, aiming at possible changes in tourism consumer behavior, as people from this generation pass in other stages of life. Also, this research may be the support of comparison for tourist consumption habits of other generations (X or Z in the coming years).

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