ABSTRACT

Aims: The purpose of this study is to examine the travel behavior of millennial generation tourists in Gili Trawangan at the pre-, during-, and post-travel stages. This research also looks into the viability of Gili Trawangan as a small island destination.

Methodology: This study employs a qualitative descriptive approach, with data gathered through questionnaires, in-depth interviews, and literary techniques. The questionnaire was distributed in May and June, with 100 millennial generation tourists on Gili Trawangan, both international and domestic, serving as respondents.

Result: According to the findings of this study, Gili Trawangan is one of the small island destinations that offers tourism-related products such as water tourism attraction, accessibility, ancillary service, and tourist activity. On the demand side, millennial tourists who visit this island...
are productive generations who come from various large cities in Indonesia or abroad. They are considered a digital generation due to their reliance on smartphones and social media in all aspects of daily life, including work, entertainment, and travel. As a result, millennial tourists' travel decisions are heavily influenced by digital information such as social media status and digital advertisements. Although there is almost no significant difference in the travel behavior of the two types of tourists in general. However, there are some basic differences caused by socio-cultural differences and economic conditions.

Implication/Applications: This research is useful as a reference for tourism industry stakeholders on the island of Gili Trawangan to comprehensively understand the characteristics of millennial generation tourists. Theoretically, the results of this study can also enrich the existing information related to the behavior of millennial tourists, especially those who visit small island destinations.

The Originality of the Study: The small sample size and short questionnaire distribution period were two of the study's limitations. As a result, future research will be able to examine other island tourist destinations with better numbers and an even distribution of vacation sessions.

Keywords: Small Island; millennial tourist; travel behavior; tourist destination; overview.

1. INTRODUCTION

Millenials are the preferred segment among industry marketers, and they are the generation that prioritizes tourism and hospitality on their list of must-do activities [1]. Apart from having a large population (representing 31.5 percent of the world's population), they are also known to have high purchasing power (estimated at up to $200 billion) and the ability to influence others [2,3]. As a result, it is not surprising that various tourism stakeholders are attempting to attract this generation by providing a variety of appealing products and services [4]. As a generation with a heavy work schedule, they prefer to spend their free time relaxing or having fun. Small islands are popular vacation spots for this generation [5–7].

Small islands have piqued the interest of tourism academics, owing to their importance as popular tourist destinations. This phenomenon is paradoxical because small islands are frequently regarded as geographically and economically marginalized areas, despite having distinct cultural, environmental, and local products [8–11]. The Maldives, Bora-bora (French Polynesia), Palawan (Philippines), Seychelles (Kenya), Santorini (Greece), The Cock Island (South Pacific), and Bali are just a few of the world's most popular islands (Indonesia).

Indonesia, as an archipelagic country, has one of the world's largest island-based tourist sites. These topographical features encourage Indonesia to grow as an archipelago-based destination. Pahawang Island, Derawan Island, Karimunjawa Islands, Saumlaki Island, Mentawai Island, Weh Island, Nusa Penida Island, Komodo Island, Wakatobi Islands, Raja Ampat Islands, and a Marine Tourism Park (MTP) comprised of Gili Meno, Gili Air Air, and Gili Trawangan are among Indonesia's small island destinations [12].

Gili Trawangan is one of Indonesia's most popular archipelagic tourist destinations, second only to Bali, for both domestic and international visitors [13,14]. This island is well-known for providing supporting infrastructure facilities that are in high demand by a variety of tourist groups, ranging from families to millennials [15,16]. The younger generation enjoys not only a variety of water tourism activities, but also the nightlife, which is provided by a variety of bars and restaurants. This service is not widely available on other Indonesian tourist islands. One of the issues considered in the selection of this research location was the massive development of Gili Trawangan.

The pressures of commercialization of tourism [17] on small islands have posed a serious threat to the sustainability of the environmental and socio-cultural aspects of the community [9]. According to the United Nations, Small Island Developing States (SIDS, 2015) share common vulnerabilities and characteristics, such as remoteness, limited resources, vulnerability to natural disasters, vulnerability to external shocks, over-reliance on international trade, and a fragile environment [18].

In general, academics conduct studies from a supply or product perspective, focusing on tourism potential and activities, to identify the vulnerability of small island destinations.
However, in this study, the researcher examines the behavior of millennial tourists from a demand or market standpoint [10]. This tourist segment was chosen due to their known characteristics of being very tolerant, caring about socially responsible campaigns, participating in humanitarian actions, and having a strong desire to travel frequently [2]. Despite the fact that tourist behavior has been extensively researched [19–22], millennial preferences are still regarded as the industry's most recent demographic due to limited information availability [2,20,23,24]. As a result, the purpose of this research is to examine the travel habits of millennial generation tourists visiting Gili Trawangan, particularly during the pre-, during-, and post-trip stages. Furthermore, this study investigates Gili Trawangan's potential as a small island destination.

This study can be used as a resource by tourism stakeholders on the island of Gili Trawangan to better understand the characteristics of millennial tourists. In theory, the findings of this study can contribute to a better understanding of the behavior of millennial tourists, particularly those who visit small island destinations. The small sample size and the distribution of the questionnaire during a single holiday session are two of the study's limitations. As a result, future research will be able to examine other island tourist destinations with larger sample sizes and an even distribution of vacation sessions.

2. LITERATURE REVIEW

2.1 Millennial's Traveler

Many researchers, including [25,26], and most recently, have investigated generational typology [27]. They use a different classification to divide the time span of each generation. One of them is how Reeves and Oh divide generations into four groups, including the Mature Generation (1924-1945), Boom Generation (1946-1964), Generation X (1965-1980), Millennial Generation (1981-2000), and Generation Z (2001-present), which are then used to determine the millennial generation in this study.

In their book "Millennials Rising: The Next Great Generation," William Strauss and Neil Howe [28] noted that this generation uses a variety of digital communication technologies such as email, SMS, and social media platforms such as Facebook and Twitter. The millennial generation was born and raised in the digital age and with cutting-edge technology [24,28–30]. This phenomenon undoubtedly has a significant impact on the development of their behavior and personality. The fluency in digital technology is one of the positive influences of this generation's characteristics [31–33]. Bill Gates refers to this generation as Generation I, or the Information Generation.

2.2 Small Island Destination

When compared to other destinations, small island destinations frequently suffer more harmful than beneficial effects from the tourism industry. Islands have been used as tourism commodities since the mid-twentieth century [11], either as island-states (Barbados, Fiji), island dependencies (Guadeloupe, Jersey), or state islands (Okinawa, Cozumel). This phenomenon expands in tandem with the rise of tourism as a strategic commercial sector and mass industry [8,9].

Academics from various disciplines are still debating the definition and concept of "island" destinations in theory. One of the challenges is that the islands' characteristics differ from one another, and not all of them are tourist destinations. Climate, fauna, and vegetation, as well as different geopolitical, socio-cultural, economic, and environmental developments, distinguish islands. As a result, many researchers define the term "in their own terms." However, in this review, an island destination is defined broadly, as a piece of land surrounded by water with a land area of less than 10,000 km2 that becomes a tourist destination (Sharpley, 2012) [34].

2.3 Tourist Behavior

Tourist behavior, according to experts, can be assumed as a variety of tourist activities when beginning and ending their journey. The tourist demand can then be studied from a variety of perspectives, one of which is economics, to better understand a person's ability to travel, including the factors that influence their travels. While the psychological perspective investigates the motivation and behavior of tourists. One method divides travel behavior into three stages: pre-, during-, and post-travel [35–37]. The presence of stimulation and the introduction to motivation during the pre-trip period is characterized by the presence of stimulation.
and the introduction to motivation, which is continued in planning and organizing. The following phase is the during-trip phase, in which tourists enjoy the trip, followed by the post-trip phase, in which tourists return to their original location with the experiences they brought and begin to readjust to their normal lives [38–40]. [29], added that this process can also be divided into two phases, namely decision making and travel, or more specifically into the Initiation phase, information search, assessment, final decision, during travel, and post-travel. Currently, social media and electronic word of mouth have a strong influence on the travel behavior of the millennial generation (e-WOM). This phenomenon enables them to share their travel experiences on social media and has a significant impact on tourists’ awareness, expectations, perceptions, attitudes, and behavior [20,41].

3. METHODOLOGY

This study takes a qualitative descriptive approach to data collection by distributing questionnaires, conducting in-depth interviews, and reviewing reference documents [42]. The questionnaires were distributed to millennial tourists on Gili Trawangan for two weeks (May and June). Meanwhile, in-depth interviews were initiated by purposefully determining the number of informants by considering their competencies in relation to data needs [43–45]. The required documents are examined using both official documents owned by official government institutions and informal documents owned privately by certain community members. The documents used in this study are records pertaining to millennial tourist data.

The research subjects in this study were members of the Millennial Generation who visited Gili Trawangan and were born between 1981 and 2000. Since the population size is unknown, the sample size is calculated using the Rao Purba formula (42) as follows:

\[
 n = \frac{Z^2}{4(MOE)^2}
\]

Where:

- \( n \) = Sample size
- \( Z \) = 1.96 score at a certain level of significance (degree of confidence determined 95%)
- \( MOE \) = Margin of error, maximum error rate is 10%

By using the above formula, the following calculation is obtained:

\[
 n = \frac{(1.96)^2}{4(0.1)^2} = \frac{3.8416}{0.04} = 96.04 \quad n = 100
\]

As a result, the sample size is 100 people, including both foreign and domestic tourists. The triangulation technique was used to analyze data from interviews, questionnaires, secondary data, or literature. In addition, both qualitative and quantitative data are interpreted descriptively.

4. RESULT AND DISCUSSION

4.1 Gili Trawangan as a Small Island Destination

With a total area of 2,954 hectares, Marine Tourism Park (MTP) encompasses Gili Meno, Gili Air, and Gili Trawangan. Gili Trawangan is the largest of the three islands, covering an area of 3.4 km². The island of Gili Trawangan is located in Gili Indah village, Pemenang sub-district, North Lombok district, West Nusa Tenggara province. This tourist island is the best in the North Lombok district for water tourism activities like swimming, water sports, cycling, sunbathing, snorkeling, kayaking, fishing, sub-winging, and diving. Because this is a small island, modern transportation is not available. Cidomo is the only mode of transportation used by the general public and tourists (a traditional horse-drawn carriage typical of Gili Trawangan). Nonetheless, this island is one of the islands with the most comprehensive tourism support facilities, including lodging, ancillary services, tourist activities, and tourism organizations.

4.2 Profile of Respondents

According to the survey, the majority of millennial tourists who visit Gili Trawangan come from Indonesia’s major cities, such as Jakarta, Bogor, Bandung, Yogyakarta, Bekasi, and Tangerang. Meanwhile, international visitors arrive from Australia, the United States, Europe, Malaysia, Japan, and India. The following (Table 1) are some of the characteristics discovered in this study.
According to Table 1, the majority of millennial tourists who visit Gili Trawangan are productive groups comprised of students and workers, both professionals, entrepreneurs, employees, and managers. Their vacation patterns are influenced by their job profile, as they typically only take advantage of national holidays or company leave opportunities. They are also more at ease organizing their own trips (88%) and vacationing with family or friends. Their purchasing power is also quite high, which corresponds to the average price offered on Gili Trawangan. Their vacation budget is also primarily funded by work and savings, with only a small portion supported by their parents. The majority of millennial tourists (99 percent) are also active users of social media and smartphones, indicating that they belong to the digital generation [29]. Instagram (90 percent), WhatsApp (89 percent), Facebook (77 percent), Line (53 percent), and Twitter (38 percent) are among the social media platforms they use.

4.3 The way Millennials Prepare their Pre-travel

According to data collected, millennials who visit this island are more interested in visiting places they have never visited before (90 percent). Furthermore, digital information such as social media status and digital advertisement have a strong influence on this type of tourist’s travel decision-making, though other factors such as curiosity and a destination’s image remain dominant. Respondents are given the option of selecting more than one option in this section, after which they are sorted by percentage on average. Other factors influencing millennial tourists as they plan their trip are listed in the Table 2.

According to Table 2, the primary motivation for millennial travel is to refresh and restore their enthusiasm for work. This motivation is associated with their daily activities or work, particularly high-intensity routines (93 percent). As a result, they value flexibility and prefer to travel in small groups or alone (84 percent). In addition to promotions or discounts and positive feedback or comments, price and quality are still important factors that they frequently consider. Location (76 percent), facilities (70 percent), attractions (59 percent), access (52 percent), amenities (restaurants, gift shops, religious facilities, health facilities) as much as 33 percent, and services (32 percent) are some of the determining factors from a destination.

Most respondents (95 percent) prefer online media to make reservations for lodging, transportation, and tourist activities, as do most digital generations. Traveloka (78 percent) is the most commonly used online media or online travel agent, followed by Tiket.com (22 percent), Pegipegi (18 percent), Agoda (14 percent), and Trivago (13 percent). Most of them also plan vacations from one week (32 percent) to more than one month (31 percent) ahead of time. Payment methods chosen include e-banking transfers (72 percent), cash (6 percent), credit cards (30 percent), and vouchers (7 percent).

4.4 International vs. Domestic Tourist Behavior During Travel

The characteristics of millennial tourists during their trip will be compared in this section between domestic and international tourists. The purpose of this study is to better understand the differences in behavior patterns between the two types of tourists on Gili Trawangan. Some of the identified factors include the type and preferred tourist activity, length of stay, type of accommodation used, and media used to find tourist references. The following Table 3 illustrates the comparison.

The survey also discovered that the majority of millennial tourists on Gili Trawangan island stayed between 3-7 days, as many as 58 percent of respondents, 1-2 days, as many as 33 percent, and only 9 percent chose a one-day trip (without overnight). In contrast to domestic tourists who prefer homestays, international tourists prefer secure and comfortable accommodations such as five-star hotels and villas. Similarly, while most domestic tourists prefer traditional food vendors, international tourists prefer modern restaurants, bars and cafes, or even fast food. One of the reasons domestic tourists prefer traditional food over others is the low cost. However, there isn’t much of a difference between the tourism activities chosen by the two types of tourists. However, one of the differences is that while international tourists enjoy sunbathing and bicycling, domestic tourists do not. They are concerned that the sun will cause their skin to burn or brown.

Given the small size of Gili Trawangan, some tourists (66 percent) rely solely on Google Maps or local residents for information about the location of hotels, restaurants, and tourist attractions. Meanwhile, the millennial
generation’s interest in souvenirs is high, with 61 percent planning to buy something, 22 percent considering buying something, and only 17 percent saying they are not interested.

Table 1. Respondent characteristics

| Description        | Option          | Percentage (%) | Description        | Option          | Percentage (%) |
|--------------------|-----------------|----------------|--------------------|-----------------|----------------|
| Gender             | Male            | 49             | Gender             | Female          | 51             |
|                    | Female          | 51             | Origin             | Jakarta         | 24             |
| Year of birth      | 1982-1987       | 26             | West Java          | 28              |
|                    | 1988-1993       | 25             | Central Java       | 5               |
|                    | 1994-2000       | 49             | East Java          | 5               |
| Marital status     | Single          | 71             | Bali               | 5               |
|                    | Married         | 29             | Others             | 15              |
| Educational        | Senior high school | 43       | Occupation         | Students        | 23             |
| background         | Bachelor’s degree | 30           | Employee           | 40              |
|                    | Diploma         | 23             | Professional       | 9               |
|                    | Master’s degree | 3              | Manager            | 5               |
|                    | Others          | 1              | Others             | 23              |
| Travel frequency   | Once a month    | 18             | Expenditure        | < IDR 500K      | 11             |
|                    | Once a year     | 47             | IDR 500K-1,000K    | 20              |
|                    | Every 6 months  | 5              | IDR 1,000K-2,500K  | 21              |
|                    | Once a week     | 4              | IDR 2,500K-5,000K  | 24              |
|                    | Uncertain       | 26             | < IDR 5,000K       | 24              |
| Holidays member    | Friends and relatives | 50       | Financial sources | Saving          | 74             |
|                    | Families        | 40             | Fulltime job       | 38              |
|                    | Alone           | 6              | Part-time job      | 16              |
|                    | Others          | 4              | Parents            | 19              |
|                    |                  |                | Incentive          | 14              |

Source: The author’s own study, 2021

Table 2. Millenial’s pre-travel characteristic

| Description         | Option                | Percentage(%) | Description         | Option                | Percentage(%) |
|---------------------|-----------------------|---------------|---------------------|-----------------------|---------------|
| Travel motivation   | Out of routine        | 93            | Pull factor         | Curiosity             | 86            |
|                     | Relaxing              | 53            |                     | Destination image     | 57            |
|                     | Visiting friend or relative | 22       |                     | E-WOM (family, friend, relative) | 47         |
|                     | Healthiness           | 9             | Information sources | Social media          | 26            |
| Information sources | Social media          | 89            |                     | Digital Advertisement | 18            |
|                     | Website               | 78            |                     | Film                  | 12            |
|                     | Experience of others  | 37            |                     |                      |               |
|                     | Travel blog           | 23            | Type of travel      | Individual (small group) | 84         |
|                     | Travel magazine       | 20            |                     | Group                 | 16            |
|                     |                      |               | Comparison factor   |                      |               |

33
Table 3. Millennial’s on-travel characteristic comparison

| Description                  | Option                              | Percentage (%) | Domestic | International |
|------------------------------|-------------------------------------|----------------|----------|---------------|
| Type of transportation       | Fast boat                           | 56             | 89       |               |
|                             | Slow boat                           | 44             | 11       |               |
|                             | Water sport (Snorkelling, Diving, etc.) | 87             | 100      |               |
|                             | Taking picture                      | 64             | 100      |               |
|                             | Culinary tourism (Food & beverage)   | 35             | 93       |               |
|                             | Bicycling                           | 33             | 100      |               |
|                             | Cidomo (local transportation) tour  | 30             | 56       |               |
|                             | Interaction with locals             | 24             | 28       |               |
|                             | Sunbathing                          | 7              | 100      |               |
| Type of accommodation        | Homestay                            | 72             | 11       |               |
|                             | Non-star hotel                      | 33             | -        |               |
|                             | Villa                               | 21             | 33       |               |
|                             | Star hotel                          | 14             | 56       |               |
|                             | Hostel                              | 14             | -        |               |
|                             | Air B&B                             | 6              | -        |               |
| Type of restaurant           | Traditional food seller             | 73             | -        |               |
|                             | Restaurant                          | 32             | 100      |               |
|                             | Fast food                           | 26             | 28       |               |
|                             | Café or bar                         | 24             | 100      |               |

Source: The author’s own study, 2021

Table 4. Millennial’s post-travel characteristic

| Description                  | Option                              | Percentage (%) |  |
|------------------------------|-------------------------------------|----------------|---|
| What to do after travel      | Posting on social media             | 85             |  |
|                             | Share the story (WOM)               | 81             |  |
|                             | Planning another trip               | 29             |  |
| Type of social media         | Instagram                           | 92             |  |
|                             | Facebook                            | 60             |  |
|                             | Twitter                             | 19             |  |

Source: The author’s own study, 2021

4.5 Millennial’s Post-travel Characteristic

This study discovered that after traveling, millennials frequently share their experiences on social media and tell stories to their friends and relatives. This behavior makes millennials appealing to tourism stakeholders, particularly because they can be a highly effective marketing “tool” for businesses.

Table 4 confirms that this generation prefers to share their experiences via audio-visual media, particularly social media platforms that support this feature. They also frequently provide feedback or rewards (90%) for their experiences with products and services obtained through online websites (88 percent). Feedback can be given in the form of comments (48%), ratings (44%), or monetary tipping (8 percent).

5. CONCLUSION

According to the findings of this study, Gili Trawangan is one of the small island destinations with tourism supporting products such as water tourism attraction, accessibility, ancillary service,
and tourist activity. On the demand side, millennial tourists who visit this island are productive people who work as students or workers and come from a variety of major cities in Indonesia and abroad. They have a lot of money, but they only have so much free time because of their hectic work schedule. Because of their reliance on smartphones and social media in all aspects of daily life, including work, entertainment, and travel, this group can also be classified as a digital generation. As a result, millennial travel decisions are heavily influenced by digital information such as social media status and digital advertisements, though other factors such as curiosity and a destination's image remain dominant. Their motivations for traveling are mostly aimed at revitalizing a reviving their enthusiasm for work. Their proclivity for flexibility, even when on vacation, stems from the hectic pace of city life. They usually plan their own trips and travel in small groups or even alone. They actively seek information and make reservations for lodging, transportation, and tourism activities via electronic media, particularly social media and online travel agencies.

Although, in general, there is little difference between the travel habits of international and domestic tourists. However, there are some fundamental differences that are the result of socio-cultural differences and economic conditions. Some of these distinctions can be seen in how international tourists select transportation, lodging, and restaurants that can provide quality, security, and comfort. Domestic tourists, on the other hand, prioritize affordability over all other considerations. This is understandable given that the average price of products and services island of Gili Trawangan is quite high. Meanwhile, in terms of tourism activities, international tourists enjoy sunbathing and bicycling while ignoring the effect of sunlight on their skin, whereas domestic tourists do not. Following a trip, millennials frequently share their experiences on social media and tell stories to their friends and family. This behavior also makes millennials appealing to tourism stakeholders, particularly because they can be used as a very effective and low-cost marketing "tool."

LIMITATIONS AND STUDY FORWARD

The findings of this study could be beneficial to tourism stakeholders on Gili Trawangan. These findings can be used by entrepreneurs to gain a better understanding of the behavior of millennial tourists. So that they can create more accurate marketing strategies based on the millennial market segment's profile. Furthermore, small island destination managers can understand the potential impact of the type of millennial tourists based on their behavioral data. As a result, they are expected to be able to educate millennial tourists, particularly in order to ensure the long-term sustainability of natural and socio-cultural resources. This study still has a number of flaws, particularly in terms of the sample size and the island's location. As a result, additional research is expected to fill the gap left by this study and take a more comprehensive methodological approach.

COMPETING INTERESTS

Authors have declared that no competing interests exist.

REFERENCES

1. Akhoondnejad A. Analyzing the pre-travel, on-travel, and post-travel behaviors of Iran's first-time visitors. Journal of Travel & Tourism Marketing. 2015;32(8):1023–1033.
2. Ammarell G, Muslimin M, Oda S. Making a living on coral atoll: Changing strategies among millennials on balobaloang Island, South Sulawesi, Indonesia. Journal of Asian Rural Studies. 2021;5(1):1–29.
3. AP TW, Mubarak H, Riolian DL, Pardede HG, Safitri DR, Putri KZ, Kenedi MI, Shanti AGT, Afrizal, SN, Santoso NL. Associated Of Coral Reef With Reef Fish In Northern And Southern Gili Air Island And Gili Trawangan Island Lombok. E3S Web of Conferences. 2018;47:04003.
4. Arias RAC, Cruz AD. Rethinking artisan entrepreneurship in a small island: A tale of two chocolatiers in Roatan, Honduras. International Journal of Entrepreneurial Behavior & Research; 2019.
5. Azeez ZA. The Impact of Social Media Platforms on Travel Decision Making. Review of International Geographical Education Online. 2021;11(3):911–928.
6. Bakti LAA, Ciptadi G, Putra F. Resilience Thinking Approach to Protect Marine
1. Biodiversity in Small Islands: A Case of Gili Trawangan, Indonesia. IOP Conference Series: Earth and Environmental Science. 2021;933(1):012012.
2. Cohen E. Toward a sociology of international tourism. Social Research. 1972;164–182.
3. Cooper C. Tourism: Principles and practice. Pearson Education; 2008.
4. Croes R, Ridderstaat J. The effects of business cycles on tourism demand flows in small island destinations. Tourism Economics. 2017;23(7):1451–1475.
5. Croes R, Ridderstaat J, van Niekerk M. Connecting quality of life, tourism specialization, and economic growth in small island destinations: The case of Malta. Tourism Management. 2018;65:212–223.
6. Dabija DC, Bejan BM, Tipi N. Generation X versus millennials communication behaviour on social media when purchasing food versus tourist services. E+M Ekonomia a Management. 2018;21(1):191–205.
7. Damanik D, Wachyuni SS, Wiweka K, Setiawan A. The Influence of Social Media on the Domestic Tourist’s Travel Motivation Case Study: Kota Tua Jakarta, Indonesia. Current Journal of Applied Science and Technology. 2019;1–14. Available: https://doi.org/10.9734/cjast/2019/v36i60263
8. Ferries C. 60+ Millennial Travel Statistics & Trends (2020–2021). Condor Ferries; 2021. Available: https://www.condorferries.co.uk/millennials-travel-statistics-trends
9. Hakim L, Ahyadi H, Hong SK. Exotic plant in small islands: Implications for tourism destination management in Gili Trawangan and Gili Air, Lombok. Journal of Marine and Island Culture. 2017;6(1):51–64.
10. Halim HS. Scrutinizing coastal ecotourism in Gili Trawangan, Indonesia. International Journal of Marine Science. 2017;7.
11. Javed M, Tučková Z, Jibril AB. The role of social media on tourists’ behavior: An empirical analysis of millennials from the Czech Republic. Sustainability. 2020;12(18):7735.
12. Jonker J, Pennink B. The essence of research methodology: A concise guide for master and PhD students in management science. Springer Science & Business Media; 2010.
13. Jung D, Cho MH. A discovery of the positive travel experience in pre-trip, on-site and post-trip stage; 2015.
14. Ketter, E. (2020). Millennial travel: Tourism micro-trends of European Generation Y. Journal of Tourism Futures.
15. Kim DY, Park S. Rethinking millennials: How are they shaping the tourism industry? Taylor & Francis; 2020.
16. Lau CK, Fan DX, Milne S, Qiu H, Sun M. Chinese venturers to pacific small island developing states: Travel and lifestyle. International Journal of Tourism Research. 2019;21(5):665–674.
17. Leiper N. The framework of tourism: Towards a definition of tourism, tourist, and the tourist industry. Annals of Tourism Research. 1979;6(4):390–407.
18. Leong QL, Ab Karim S, Awang KW, Bakar AZA. An integrated structural model of gastronomy tourists’ behaviour. International Journal of Culture, Tourism and Hospitality Research; 2017.
19. Liu H, Wu L, Li X. Social media envy: How experience sharing on social networking sites drives millennials’ aspirational tourism consumption. Journal of Travel Research. 2019;58(3):355–369.
20. Martin CA, Tulgan B. Managing the generation mix: From collision to collaboration. Human Resource Development; 2002.
21. Mitchell R, Hall CM. Consuming tourists: Food tourism consumer behaviour. In Food tourism around the world. Routledge. 2004;72–92.
22. Mohajan HK. Qualitative research methodology in social sciences and related subjects. Journal of Economic Development, Environment and People. 2018;7(1):23–48.
23. Naidoo P, Munhurrun PR, Deegumbar P. Relationship between Quality of Life and Quality of Work life in a Small Island Destination: Millennial Employees’ Perspective. Journal of Tourism & Adventure. 2019;2(1):1–16.
24. Oh E, Reeves TC. Generational differences and the integration of technology in learning, instruction, and performance. In J. M. Spector, M. D. Merrill, J. Elen, & M. J. Bishop (Eds.), Handbook of Research on Educational Communications andTechnology. Springer. 2014;819–828. Available: https://doi.org/10.1007/978-1-4614-3185-5_66
30. Parra-López E, Martínez-González JA. Tourism research on island destinations: A review. Tourism Review; 2018.

31. Rebollo HPM. A structural model of Millennial tourist behavior towards tourism in Davao Region; 2018.

32. Sekaran U, Bougie R. Metode penelitian untuk bisnis, Edisi 4. Jakarta: Salemba Empat; 2006.

33. Setiawan B, Trisdyani NLP, Adnyana PP, Adnyana I, Wulandani HR. The Profile and Behaviour of ‘Digital Tourists’ When Making Decisions Concerning Travelling Case Study: Generation Z in South Jakarta. Advances in Research. 2018;1–13. Available:https://doi.org/10.9734/AIR/2018/43872.

34. Strauss W, Howe N. Millennials rising: The next great generation. Vintage Books New York;2000.

35. Sugiyono P. Metode Penelitian Manajemen(Pendekatan Kuantitatif, Kualitatif, Kombinasi (Mixed Methods), Penelitian Tindakan (Action Research, dan Penelitian Evaluasi). Bandung: Alfabeta Cv;2016.

36. Traveloka. Rekomendasi 11 Destinasi Pulau Terindah di Indonesia. Traveloka;2021. Available:https://www.traveloka.com/id-id/explore/destination/pulau-terindah-di-indonesia-acc/46544.

37. Wachyuni SS, Wiweka K. Kepuasan Wisatawan dalam Penggunaan E-Commerce Agoda dalam Pemesanan Hotel. Journal of Tourism Destination and Attraction. 2020;8(1):61–70.

38. Wachyuni SS, Wiweka K, Liman M. Pengaruh online distribution channels (ods) terhadap hotel revenue. Journal of Tourism and Economic. 2018;1(2):2. Available:https://doi.org/10.36594/jtec.v1i2.29.

39. Wai MKC, Husin NA, Noordin NN, Norainshah sa’arani S. Underlying effects of destination image on trip behavior among millennials visitor: A case of Langkawi Island [PhD Thesis]. Faculty of Hospitality, Tourism and Wellness; 2016.

40. Weaver DB. Core–periphery relationships and the sustainability paradox of small island tourism. Tourism Recreation Research. 2017;42(1):11–21.

41. Husein, K., Wiweka, K., Kurniawati, R., & Adnyana, I. N. (2017). The profile and behavior of SMART TOURIST*(Generation Z) in travel decision making. u: World Research Summit for Tourism and Hospitality (4th), 8-11.12. 2017. Orlando, USA.

42. Wiweka K, Arcana KTP. Rethinking the Theory of Tourism: What is Tourism System in Theoretical and Empirical Perspective? Journal of Business on Hospitality and Tourism. 2019;5(2):318–336.

43. Wiweka K, Utami FN. Komersialisasi unsur budaya kedaton sultan dan masjid sultan di ternate, Maluku Utara. Jurnal Sains Terapan Pariwisata. 2017;2(1):29–43.

44. Wiweka K, Wachyuni S, Rini N, Adnyana I, Adnyana P, Periaku berwisata Wisatawan Generasi Milenial di Jakarta Pada Era Revolusi Industri 4.0. Jurnal Sain Terapan Pariwisata. 2019;313–334.

45. Wiweka K, Wachyuni SS, Simawang SP, Adnyana P, Wihartaty E. Current Issues of Backpacking Tourism Development: Profile and Characteristics of “Sharecost” and “Opentrip” Tourist. Journal of Education, Society and Behavioural Science. 2019;1–12. Available:https://doi.org/10.9734/jesbs/2019/v30i230124.

© 2021 Demolingo et al.; This is an Open Access article distributed under the terms of the Creative Commons Attribution License (http://creativecommons.org/licenses/by/4.0), which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

Peer-review history:
The peer review history for this paper can be accessed here: https://www.sdiarticle5.com/review-history/83404