

The Profile and Behaviour of ‘Digital Tourists’ When Making Decisions Concerning Travelling

Case Study: Generation Z in South Jakarta

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Abstract:

Generation Z is predicted to be tourism’s main target market in the next five to ten years. This generation’s social behaviour is relatively different to that of its predecessors, especially as they grew up and developed in the technological era. Market behaviour concerning tourism is important information for tourism industry stakeholders. They are required to always anticipate and adapt to changes in market behaviour or tourists especially how generation Z organizes their travels (pre-trip, during the trip, and after the trip). This research seeks to identify these behaviours and to describe the media this generations uses. The sample for this research is made up of adolescents who were born between 1995 and 2000 and live in South Jakarta. A qualitative descriptive approach was used for this research, while the data analysis technique uses the triangulation method, or in other words by synchronizing various data sources such as interviews, literature studies, and questionnaires. The study found that Generation Z can be categorised as ‘digital tourists’ as they are highly dependent on and intensively use (six to 16 hours per day) technologies such as gadgets, social media, and the Internet. When travelling, they are more likely to utilise online media than conventional travel agencies to search for information and make reservations. Meanwhile, during their trip, Generation Z tends to obtain ‘direct contact’ with local people, having an interest in culture and culinary areas. In addition, whether a location is ‘Instagramable’ or not is a very important factor as most of their activities involve documenting images or videos and publishing these on their social media accounts. In general, due to their characteristics, this generation can be called ‘Incipient Mass’ tourists.

Keywords: generation Z, digital tourists’ behaviour, making decisions and travelling

1. Introduction

Based on 2017 data, the number of Internet users in the world is 3,885,567,619, which is 51.7% of the total population of the world. Specifically, the data outlines that Asia contributes the most Internet users at 49.7%, with Europe contributing 17%, Latin America 10.4%, Africa 10%, and North America 8.2% [69]. However, when viewed according to market penetration, the population of North America leads with 88.1%, followed by Europe (80.2%), Australia (69.6%), Latin America (62.4%), and the Middle East (58.7%). Meanwhile, Internet users in Asia only amount to 56.7% (1,938,075,631 users) of the total Asian population [69].

Although market penetration figures in Asia are still lagging behind, due to their sizable population, Asian countries still make up the main market of Internet users worldwide. One country that has a rapid growth of Internet users is Indonesia, with it having a growth rate of 6.535% from 2000 to 2017. The number of Internet users in Indonesia has reached 132,700,000, which is 50.4% of the total population of Indonesia. This figure makes Indonesia the fifth largest Internet users in the world, below China, India, America, and Brazil [69]. Since the early phase of Internet development in Indonesia in the 1990s, the number of Internet users has increased rapidly. This occurred alongside the expansion of the middle class, the country's economic growth, and the democratisation process [2].

Today's rapid advancement of information and technology encourages the development of business transformation based on the digital economy and electronic commerce, which is mainly supported by the development of a digital generation population as a potential market. Tourism (e-tourism) is one industry that has been affected by the shift in tourist orientation, with the market today tending to have a varied and individual segment ([44]; [26]; [27]; [49]).

It is not only the technological aspect that is having an influence, even the current pop culture influences tourists' decisions regarding destinations to visit [32]. This phenomenon shows that information technology has become an effective medium in attracting tourists to visit a tourist attraction. Therefore, the various segments of the tourism industry need to pay more attention to their customers not only in relation to demographic factors, but also in relation to daily habits, most of which are digitally based. For example, hotels prefer to do marketing through online travel agents (OTAs) because it is considered more effective and efficient [39]. This is because OTAs provide a lot of information that tourists need [8].

The hospitality industry (including tourism) now needs to recognise that each generation, such as baby boomers, Generation X, and millennials, has different characteristics, especially with regard to their behaviour in the workplace ([13]; [68]; [46];

[64]). Reeves and Oh [46] categorise the generations into four groups: mature generation (1925-1945), boom generation (1946-1964), Generation X (1965-1980), millennial generation (1981-2000), and Generation Z (2001- present). While Kruger and Saayman [31] argue that those born between 1982-2002 are Generation Y. In America, the current generation is known as the Net Generation, Generation Y, Echo Boomers, N-Geners, Nexters, the Internet Generation, or Millennials [48].

Currently, Generation Y is a major target market because it includes a wide network of people, leans towards hedonism and has considerable spending power compared to other generations [24]. Therefore, this generation is seen as important and influential in the current era ([58]; [4]). Li, Li, and Hudson [33] argue that this generation has a lot in common with Generation X, especially in terms of preferring nuanced trips and shopping. While Sri [50] states that the new generation of tourists, Asian Millennial Travelers (AMTs) or Millennial Asia are predicted to control the development of the tourism industry. This is expected because the number of young tourists has now reached a quarter of the population of the Asian region as a whole.

The use of gadgets such as personal computers and smartphones at home and school and in the work environment has created a shift in economic foundation from the way products and services are manufactured, distributed, and sold to the way in which they are sought and consumed ([5]; [38]; [41]). This era has opened up many opportunities, but it has also brought about various risks for those who cannot keep up with changes or adapt ([21]; [44]; [26]).

Current research is related to how tourists are influenced and what influences them when they make travel decisions. It has started receiving attention from academics ([14]; [62]; [59]; [27]). This is because research related to human behaviour when searching for information through online media related to travel can contribute to future research ([25]; [17]). This study is important because Cohen [10] argues that the motives and behaviour of tourists searching for experiences is very varied, for example to recreation and seek new experiences, to do various things out of their habit, with reasons to get recognition from the social environment. Therefore, understanding the various types of travellers by studying their behaviour in travel, is one way to get a clear picture of what they expect and want while visiting a destination.

Based on data on the distribution of people who travel from the Ministry of Tourism (2014), those from Generation Z, which is aged 15 to 24 years old, originating from DKI Jakarta have the lowest percentage compared to the other four provinces, namely West Java,

Bali, Central Java, and Yogyakarta. Although those in Generation Z are not old enough to be financially independent, this phenomenon is certainly surprising considering that Jakarta is the capital, is supported by technological advances, and is a more modern environment.

The limited number of previous studies that examined the behaviour of Generation Z tourists in the digital era prompted researchers to study the area in depth. This information is important for government and tourism stakeholders as a reference for recognising the characteristics and behaviour of Generation Z tourists. The results of this study can be used as a basis for the consideration of tourism product development to determine marketing strategies that correspond with millennial generation market segments. Academically, this research can enrich research databases related to market behaviour (tourists), especially in the current digital era. A limitation of this study is the limited number of samples and respondents, so further research is required to be able to study a wider scope of the millennial generation. In addition, the determination of a sample that is evenly distributed among each region of Indonesia would help the generalisation process, especially regarding digital tourist behaviour.

2. Literature Review

2.1 Internet of Things

Rapid technological advancement, known as the Internet of Things (IoT) era, has encouraged the tourism industry to adapt the Smart City model that has been implemented in destinations, hotels, restaurants, forms of entertainment, and tourist attractions ([62]; [9]; [18]). Smart Tourism aims to improve the quality of the tourist experience by adapting to the development of information and technology in the world ([61]; [3]; [34]). In addition, this concept is also believed to encourage economic growth, prosperity, energy efficiency, and sustainable development ([54]; [38]).

The IoT is an era where Internet infrastructure is capable of connecting every Internet-based electronic gadget so that it interconnects, making it easier to exchange data [20]. While Madakam, Ramaswamy and Tripathi [35] argue that the IoT is a smart and open network that is comprehensive and has the capacity to automatically organise, share information, data and resources, and react and act in the face of situations and changes in environment. In the future, the IoT will gradually bring about technological changes in our everyday lives, which in turn will help make our lives simpler and more comfortable.

2.2 Generation Z

Generation Z, also known as Digital Natives, emerged after Generation X and grew up with challenges relating to terrorism and environmental sustainability, on the other hand

they also grow and develop in an era where electronic media (gadgets) and digital technology (the Internet and social networking sites) are growing very rapidly. Due to their high interest in information and technology, this generation is considered to be more flexible, smarter, and highly tolerant because of their broad insights [49].

Generation Z is the first generation that grew up during an era of information and technology development. Understanding how they make decisions can provide clues about the media they use, their expectations, and how to measure their satisfaction and loyalty as consumers [12]. This generation tends to be difficult to generalise because of a high difference in lifestyle, motivation, and habits. Although, in general, their values and common experiences are the same, the millennial generation is not homogenous with the previous generation ([56]; [49]). Reeves and Oh [46] note that the current generation (millennials) is mostly very loyal, looking for work that is valuable or beneficial to their lives, upholding the hero, and always giving feedback whenever and wherever they are.

The generations that grew up in the Internet age are more interested in the verbal and visual world. In addition, most of their free time is spent on social media and they have little time for outdoor activities. They are largely educated and fond of new experiences when it comes to both their social lives and employment ([56]; [49]).

2.3 Tourist Behaviour

Ali [1] argues that tourist behaviour is a complex psychological response that arises in the form of individualised behaviour or action that is directly involved in making decisions for product purchases such as travel and while travelling until the moment they return after a sightseeing trip.

Tourist decision-making behaviour can be divided into three specific sections: pre-visit, on-site or during the trip, and post-visit or after the trip [11]. But, according to Djeri et al., [14] tourists make travelling decisions in five phases, namely: need awareness, information search, estimation of alternatives, purchase, and purchase evaluation. As for Gao & Bai, [16] they argue that due to technological advances, consumers now have more choices before they buy. In addition, Pal [43] states that the younger generation has a unique communication language and their own style and media, especially concerning technology. He describes the characteristics of Generation Z as:

- follow technology-based games,
- addicted to various online devices (especially smartphones),
- more responsible and concerned with the environment,

- easily adapt to technological developments, and
- always keep in touch with friends through social media networks.

Tourists' motives can be divided into two possibilities: allocentris, where they only want to visit places that are not yet known, are adventurous, and want to take advantage of facilities provided by local communities, or psychocentris, where they only want to visit a tourist destination that already has facilities that are of the same standards as in their country (Plog, 1972 in [55]).

Cohen [10] divides the characteristics of tourists into several typologies:

- a drifter is a tourist who wants to visit an area that is not yet known and travels in small quantities,
- an explorer is a traveller who arranges his own journey, utilises facilities with local standards, and has a high level of interaction with the community,
- an individual mass tourist is a traveller who hands over travel arrangements to travel agents and visits familiar destinations, and
- an organised mass tourist is a tourist who only wants to visit a tourist destination that has been known and has the same facilities as their place of origin, with the trip always being guided by a tour guide.

3. Method

To study generation Z travel behaviour, this study used a descriptive method with a qualitative approach.. Descriptive research is research that describes certain characteristics, the characteristics of a phenomenon, or problems that occur [52].

Data collection was aimed at people who form part of Generation Z and reside in South Jakarta, with them being born between 1995 and 2000 and currently aged between 17 and 22 years old. This was because people are considered able to provide reliable information from the age of 17 years. The data collecting techniques used were the distribution of questionnaires to the 130 respondents and the interviewing of the respondents. These six sources have been given R codes and will be referred to as those hereafter.

The sample determination method used was simple random sampling. The researcher distributed an electronic questionnaire link via email and several social media accounts, such as WhatsApp, Facebook, LINE, and Instagram, for four months from February 2017 to May 2017. The questionnaire was based on a type of tourist theory and covered the behaviour of tourists concerning travelling, including before, during, and after a trip. Some questions were adjusted to Generation Z's habits. As many as 130 respondents completed the distributed

questionnaire, thus the data can be categorised as data that is feasible for processing and analysing.

Interviews were conducted with six respondents: R1 was born in 1995, R2 was born in 1996, R3 was born in 1997, R4 was born in 1998, R5 was born in 1999, and R6 was born in 1997. For respondents under the age of 17, the researcher received approval from their parents to conduct interviews and use the information provided.

The data was analysed using the triangulation technique [53], which is performed by comparing the data resulting from the interviews with other resources on Generation Z in South Jakarta. This technique was chosen because it was considered to be the right approach to describe the data, which was obtained from various sources. The data obtained from the results of the questionnaire, interview manuscripts, and various secondary data from various literature was connected or compared. The data interpretation results are then presented in a narrative or descriptive form supported by statistical data in the form of diagrams.

4. Result and Discussion

4.1 Profile of Respondents

This study's respondents are from Generation Z and thus were born between 1995 and 2000 and they reside in South Jakarta. The number of respondents is 130. Their profile can be seen in the table below.

Table 1
Distribution of the Respondents (n=130)

Employment Status	%	Education	%
Student	67	High school	2.3
Part-time job	7	Senior high school	62.3
Full-time job	18	Graduate	35.4
Unemployed	8		
Year of Birth		Marital Status	
1995	71	Single	100
1996	13	Sex	
1997	5	Male	31.5
1998	3	Female	68.5
1999	3		
2000	5		

Source: Primary data, 2017

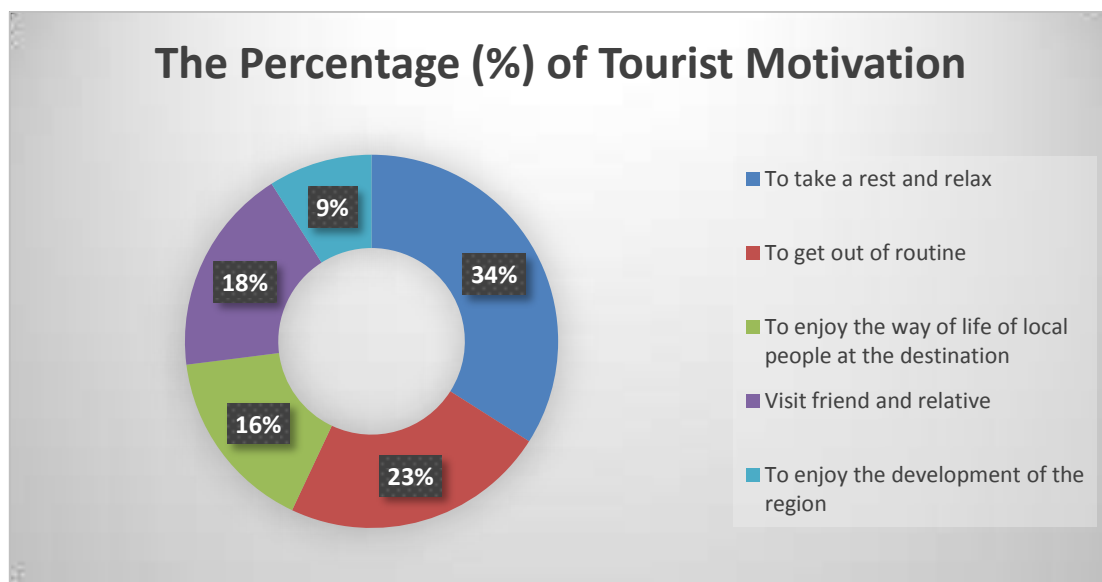
a. Characteristics of Generation Z People from South Jakarta When Making Decisions Concerning Travelling

i. Characteristics before the trip

Based on the results of the questionnaire, most (92%) of Generation Z prefer to visit

destinations they have never visited before, with the main motivation being to enjoy their leisure time through rest and relaxation (34%). R5 states that the reason why they choose a new destination is to get new information, to explore, and to get to know the new things in the tourist area. While R1 says that their motivation for taking a trip is to have a break from everyday life and to just be happy. Similarly to R1, R4's motivation for travelling is to go for a walk and to get refreshed and not to find out about other places, with them saying "the main purpose was for refreshing and walking". 23% of respondents want to break their routine to get their enthusiasm for work back again and only 16% aimed to witness the way of life, customs and culture of the local society.

Chart 1
Respondents' Motivations



Source: Primary data, 2017

The majority of respondents (82.3%) prefer travelling in small groups (as individuals) or with a maximum number of five people, while travelling in big groups is less desirable (17.7%). According to R4, the reason why they prefer to travel in a small group consisting of four people is "if the group is too small, then it would be too quiet, whereas if the group is too big, it would be too crowded". Meanwhile, regarding travel partners, 46.2% of respondents choose to travel with their family, 53.1% of respondents choose to have their friends as travel companions, and only 0.8% choose to travel alone. This directly influences how they plan their trip, with 94.6% of respondents preferring to plan their own travel through online

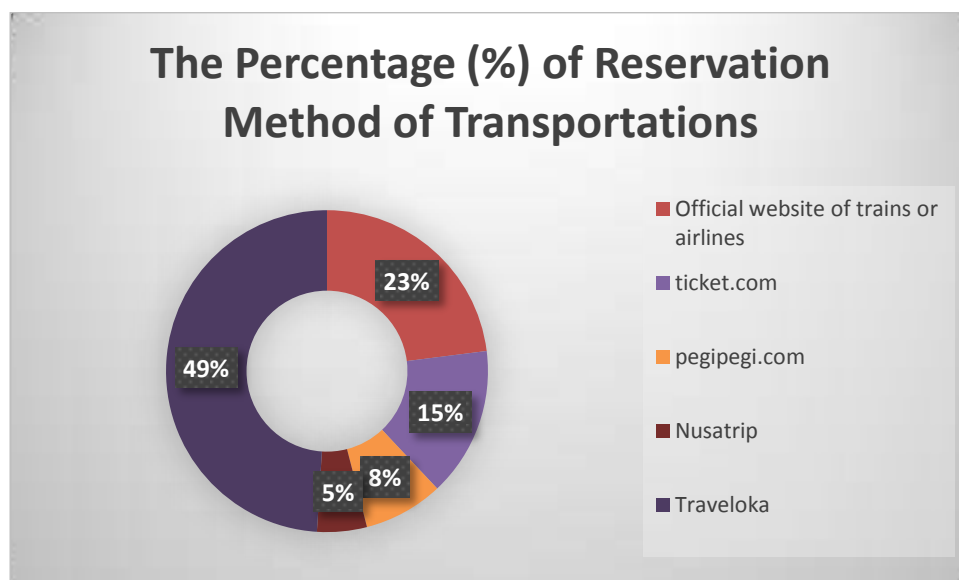
reservations and only 5.5% of respondents still using conventional travel agents. R1 states, “I prefer to plan myself, because if I have to go to a travel agency, it will be more complicated, especially if I have to come to the bureau first. Meanwhile, if I choose via online, I can choose according to what I want.” Furthermore, domestic tourist destinations are the destinations favoured the most by respondents (78%), with the most favoured destination being Raja Ampat. This is probably because Raja Ampat is still considered ‘authentic’ or original and is not visited by many tourists.

ii. Characteristics during the trip

Based on the data gathered from the questionnaires, 69% of the respondents say they use airplanes as their mode of transportation when touring, while 27% use land transportation, with 15% using trains and 12% cars, while only 4% use water transportation such as ships. During the interview, R4 stated that they used a bus for close-range travelling and an airplane for long distance travelling, noting that it “depends on the distance” and that “if it is the bus, then the journey can be enjoyed, while airplanes are used for time efficiency”. The most widely used booking mediums are Traveloka (49%), the official website of trains or airlines (23%), and ticket.com (15%), with the rest making up 13%: pegipegi.com (8%) and Nusatrip (5%).

Chart 2

Transportation Reservation Method

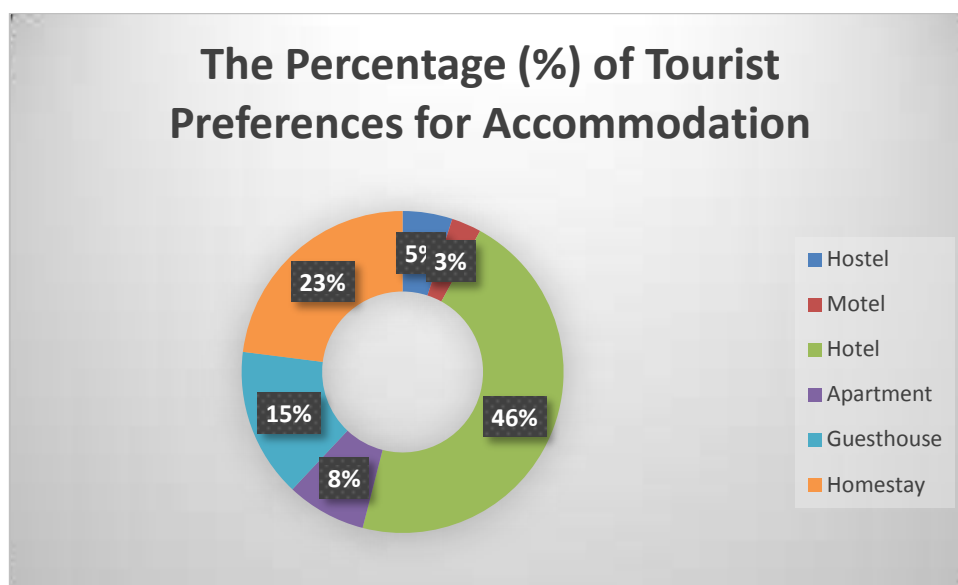


Source: Primary data, 2017

Based on the results of the interviews, Traveloka is more widely used because it is

considered reliable, practical, familiar, easy to use, and more comprehensive. As for accommodation, 46% of respondents choose to use a hotel as their lodging when travelling. This is because Generation Z mostly travels with family or parents and their parents are after comfort so they choose a hotel as the place to stay. Yet, interestingly, Generation Z has started to name homestays (23%) and guest houses (15%) as their preferred accommodation with the introduction of these types of accommodation as comfortable places to stay at competitive rates.

Chart 3
Accommodation Preferences of Generation Z



Source: Primary data, 2017

The most widely used booking sites are Traveloka (46%), Agoda (23%), and Airbnb (16%), with the rest making up 15%: Trivago (8%), Misteraladin (5%), and Rajakamar (2%). Based on the type of reservation media used, it is not surprising that homestays and guest houses have begun to become more popular with the help of the Airbnb application and booking site.

Culinary tours are one of Generation Z's favourite attractions, with as many as 79% of respondents noting that they are very interested in trying local food and local specialties. Meanwhile, only a small number (15%) are after everyday food and fast food (6%). Generation Z's favourite attractions are varied, ranging from nature-related attractions (38%) to traditional cultural attractions (34%) and man-made attractions (23%), with other attractions making up 5%.

While in a tourist destination, the activities conducted by the Generation Z tend to be more ‘contemporary’ and different from other generations. Although 29% of respondents do fewer activities and just enjoy the atmosphere and relax, 20% of them are curious and want to get to know new places. However, some of them (49%) do photo activities (30%) and post on social media (19%) about doing these activities. With this kind of activity, tourist attractions need to better accommodate their behaviour and habits by providing interesting spots or spots that are known as being Instagramable. This was reinforced in the interviews. R4 states, after they reach the site, they “look at whatever is there, take photos of the moment, enjoy the atmosphere and then check in on the path”. This is in line with what Kyle Wong [65] notes on the Forbes website: that Generation Z wants a good story to share on social media. As for the duration or length of stay, Generation Z’s length of stay is classified as quite high at three to seven days (78%) as most of them are students who have enough time during school holidays to go away for this length of time.

iii. Characteristics after the trip

Furthermore, after they travel, Generation Z (114 respondents) often chooses to share their travel experiences by telling a friend or relative about them and posting about them on their social media (98 respondents). This characteristic is consistent with Bolton et al.’s [4] opinion that Generation Y uses social media at a high intensity for contributing, sharing, consuming, searching, participating, and playing.

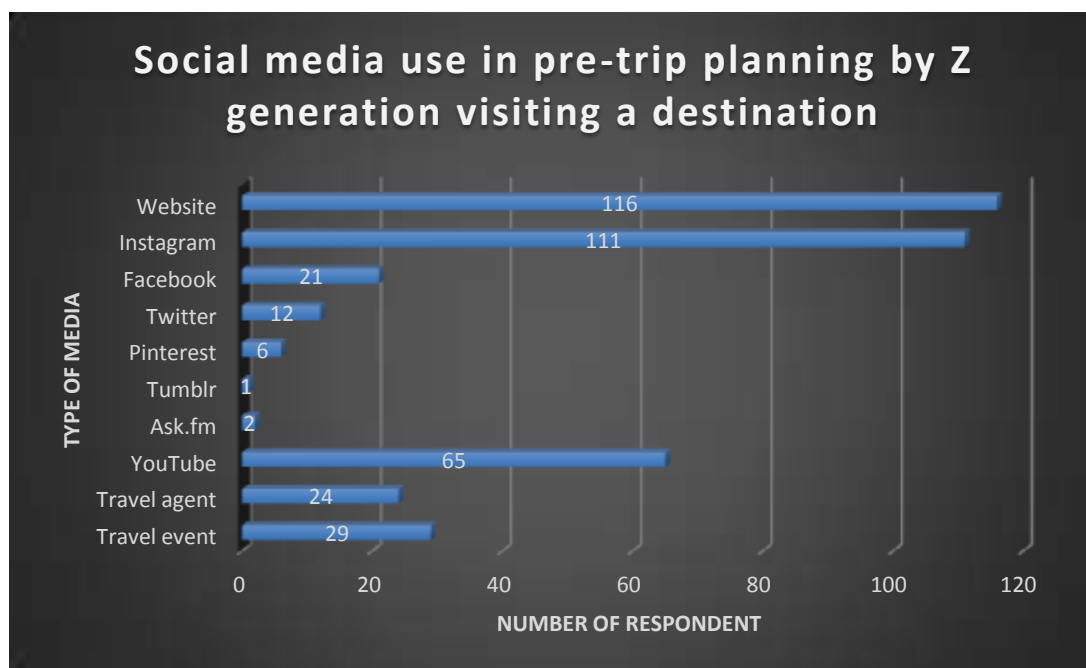
b. Media Used by Generation Z in South Jakarta

Based on the data tabulation, Generation Z can also be called the ‘digital generation’, with every respondent having their own phone and most of them (68.5%) owning their own laptop (personal computer). They are accustomed to high-intensity gadget and Internet usage, with 44.6% of the respondents spending six to ten hours per day using them and 26.6% spending 11 to 16 hours per day using them. In fact, 13.1% of the respondents spend more than 16 hours a day using them and only 16.2% use them less (one to five hours a day). As for their favourite activities while using gadgets and the Internet, they are using social media (96%), getting the latest news and information updates (85.4%), music streaming (81.5%), video streaming (74.6%), shopping (60%), and food reference hunting (59%). Less than 50% of the respondents perform activities such as looking for fashion and education references, planning holidays, playing games, writing emails, and writing blogs. The most widely used social media is Instagram (97%), followed by Facebook (76%), Path (68.5%), Twitter, and Snapchat (60%). Based on this data, it can be concluded that Generation Z is a generation capable of multitasking; they can read, talk, watch, and listen to music at the same time

(Sudrajat, 2012).

When it comes to searching for information on travel destinations, the majority of the respondents use websites (89%), Instagram (85.4%), or YouTube (50%). It is surprising that only 24 respondents would hire a travel agent bureau.

Chart 4
Media Used by Generation Z to Search for
Tourism Destination Information



Source: Primary data, 2017

These are not only used to look for information; Generation Z also utilises similar media to share their travel experience during and after their tour. The media used includes Instagram (97.7%), Path (38.5%), Snapchat (33%), and Facebook (25.4%). This use should be taken note of by conventional travel bureau stakeholders to ensure they always innovate, especially regarding the promotion media used.

This data shows how social media currently plays an important role in shaping the image of a tourist destination, especially concerning the opinions of travellers, with both positive and negative opinions being distributed instantly ([28]; [15]; [44]; [42]). This phenomenon encourages tourism stakeholders to respond more quickly ([64]). This should be a serious concern for conventional travel agency entrepreneurs in terms of always innovating,

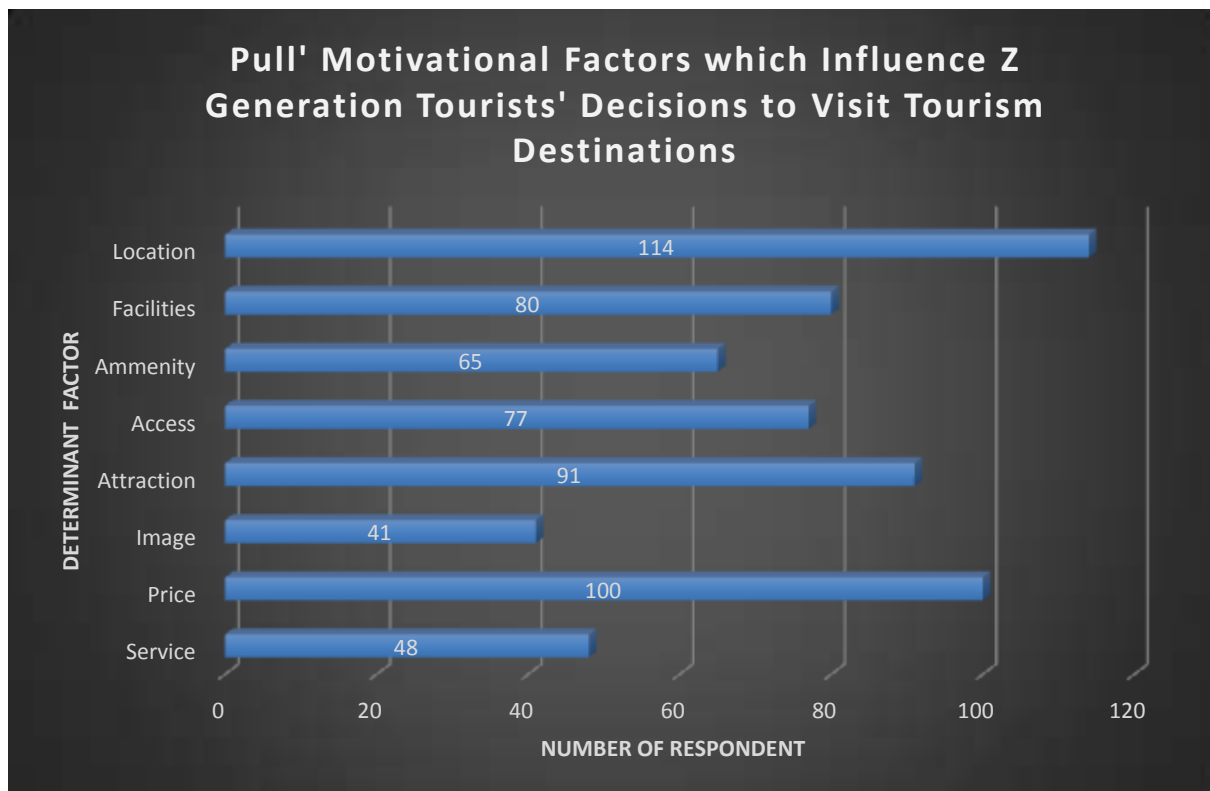
especially relating to the media campaign used.

c. Factors Affecting Where Generation Z Travels

The influencing factors that determine where Generation Z travels to can be said to be different from the previous generation, which accentuates service. Generation Z tends to focus on the location (87.7%), the price (76.9%), the attractions (70%), and the facilities (61.5%). Only 36.9% of respondents considered the service quality and only 31.5% of respondents are influenced by image.

Chart 5

Factors Influencing Generation Z's Choice of Tourism Destination



Source: Primary data, 2017

This data was reinforced by the interviews. R5 states, “Price comes first, then facilities. Price is number one because the budget will adjust to the destination.” Because some of Generation Z are students and they have no income yet, when choosing a travel destination, they tend to compare prices (125 respondents) and then quality (107 respondents), promotion and the amount of positive comments (81 respondents). As for tourist attractions, culture is still the main factor (104 respondents), then social factor (73

respondents), mass media factor (53 respondents), and personal or individual factor and psychology factor (46 respondents each).

This data suggests that price may affect travellers' choice of tourism product such as accommodation, where prices generally describe the level (star). Therefore, prices and products are an interconnected entity [37]. Djeri et al. [14] add that although income is not the main factor affecting travellers' decisions when travelling, this factor is strong enough to influence their consideration processes [38].

In general, this study found several facts. As some of Generation Z are senior high school students and graduate students and some have just started working, either full time or part time, it's no wonder that their motivation for travelling is to break out of their routine and to relax. These motives are different to those of previous generations. Generation X and Y travelled with the motive of visiting friends and family. This reason for travelling affects their choice of location, with Generation Z tending to choose places that have never been visited or that have minimal facilities, while previous generations were more interested in going to places that had been visited by other people because of the availability of adequate facilities. As for making reservations, booking and sharing experiences, the present generation, either Generation Z or other generations, generally utilises technology. However, there are several differences concerning the media used. Generation Z is more familiar with Instagram than other social media applications. As for the duration of Generation Z's travel, it is generally three to seven days. This can be said to be reasonable considering that they are students and have more free time than those in the workforce. However, this also has an impact on the factors that influence the choice of destination, as prices are a priority. This decision is greatly influenced by their income, which still comes from their parents.

5. Conclusion

Generation Z and the respondents of this research can be categorised as being part of the digital generation, as their usage of (six to 16 hours per day) and proximity with technology, such as gadgets, social media, and the Internet, is intense. Every respondent is an active technology user and on average, they have more than five types of social media (Instagram, Facebook, Path, Twitter and Snapchat) and can perform various activities at the same time – social media surfing, information updating, music and video streaming, online shopping, and food referencing. As for travel destination information searching, the majority of the respondents utilises websites, Instagram, and YouTube. What is surprising is that only 18% of the respondents still hire travel agent bureaus. As for the factors that influence Generation Z's choice of travel destination, other than location, these include the price, the

attractions, and the facilities. The price factor is a prominent factor, with the majority of Generation Z being students and not having their own income yet.

Based on the section explaining the results and the discussion, it can be said that this research discovered Generation Z's characteristics when it comes to determining tours, with these being categorised into three phases: before, during and after a trip. Generally, Generation Z in South Jakarta can be said to display the characteristics of incipient mass tourists (Smith, 1977), who tend to conduct travels individually or in small scale groups and look for travel destinations with standard facilities that still offer authenticity. The most favoured destination in the country to visit is Raja Ampat, which is considered to be a natural destination that has not been exploited yet. As part of the digital generation, Generation Z uses online media to search for information and make reservations rather than using conventional travel agents.

Another interesting characteristic is the activities conducted during their travels. Although the mode of transportation chosen depends on the distance of the destination, for long distance travel, flying by airplane is the most chosen transportation mode because of its efficiency. As described earlier, when making reservations for either transportation or accommodation, this generation uses online media such as Traveloka, Agoda, Airbnb, and even official transportation company websites. As for accommodation, hotels are still the most chosen option as the majority of Generation Z still travels with family. Some of this generation has started to travel individually and they often stay at homestays and guest houses. When travelling, Generation Z tends to want to have direct contact with the locals, with this being supported by their interest in culture and food. If categorised according to Cohen's groupings (1972), Generation Z would be categorised as explorers, who are tourists who plan their own trips, uses standard facilities, and have a high level of interaction with locals. Even so, interesting locations or Instagramable spots play a major role in the current generation's choice of destination. This phenomenon is very common, considering that other than relaxing, the majority of the generation's activities are documenting their trip through pictures and video and sharing their travel experience on their social media accounts. This activity is continued upon their return from a tourist destination.

In conclusion, Generation Z in South Jakarta has a similar motivation for travelling. Their main goals are to break out of their routine, to do things that are relaxing, and to have fun. In terms of electronic media used, they tend to be use technology to facilitate their travels all the way through from searching for information, considering recommendations,

comparing, ordering, and paying to sharing experiences and giving appreciation. In addition, they prefer applications that offer conveniences and are attractive in appearance.

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