04

TECHNOLOGICAL TOOLS USED BY MILLENNIAL TRAVELLERS

HERRAMIENTAS TECNOLÓGICAS EMPLEADAS POR LOS VIAJEROS MILLENNIALS

amiranda@uabc.edu.mx
icruz@uabc.edu.mx
mramirez@uabc.edu.mx

Ana María Miranda Zavala
https://orcid.org/0000-0001-6796-2309

Isaac Cruz Estrada
https://orcid.org/0000-0002-7673-0195

Margarita Ramírez Torres
https://orcid.org/0000-0002-7628-6442

Universidad Autónoma de Baja California

Resumen

El objetivo de la investigación versa en analizar la experiencia del viajero de la generación millennials en el uso de las herramientas tecnológicas en la planeación y estancia en los destinos turísticos visitados. En la metodología, con base en 95% de confianza y 5% de error admitido, se aplicó un cuestionario a 385 individuos de la población millennials residentes de la ciudad de Tijuana, Baja California, México, que realizaron al menos cinco viajes fuera del estado de Baja California en 2019. Se realizó un análisis descriptivo de los datos y se aplicó la regresión lineal múltiple, para identificar la relación que tiene la utilización de servicios tecnológicos y apps de Internet empleadas durante el viaje con la experiencia obtenida por este segmento de la población. En los resultados, en cuanto a los servicios tecnológicos que utilizan con más frecuencia durante su visita al destino, es la geolocalización que optimiza los tiempos del recorrido en los lugares de interés. Asimismo, comparte sus experiencias y realizan recomendaciones mediante Facebook, WhatsApp, Instagram y Google. Se obtuvo una correlación media positiva entre las variables analizadas y una asociación de 34.5%: frecuencia de uso de los servicios tecnológicos y empleo de las apps con la experiencia del viaje en los millennials. Se concluye que el uso de los servicios y apps tecnológicas, resultan ser componentes claves en la experiencia positiva de los viajeros millennials en los destinos que visitan.

Abstract

The purpose of this research is to analyze the experience of the millennial traveler regarding the use of technology when planning a trip to and staying in tourist destinations. The methodology, with 95% confidence and 5% admitted error, consisted of a questionnaire applied to 385 individuals from the millennial generation residing in the city of Tijuana, Baja California, Mexico, who made at least five trips outside the state of Baja California in 2019. A descriptive analysis of the data was performed and multiple linear regression was applied to identify the relationship between the use of technological services and Internet apps during the trip and the experience of this segment of the population. The results indicated that, in terms of the technological services that they use most frequently during their visit to the destination, geolocation optimizes travel times to places of interest, while they also share their experiences and make recommendations through Facebook, WhatsApp, Instagram and Google. A positive average correlation was obtained between the variables analyzed and association of 34,5%: frequency of use of technological services and use of apps, with the travel experience of millennials. In conclusion, the use of technology services and apps turns out to be a key component in the positive experience of millennial travelers in the destinations they visit.

Keywords
Millennials, Travelers, ICT, Digital Services, Tourism.

Introduction

With the exponential increase in the use of technological tools and platforms, other niche markets have appeared, which have become both consumers and content creator. This role has promoted collaborative work on the web, pushing beyond personal interests (Feixa et al., 2016). At the same time, the revolution in Information and Communication Technologies (ICT) and its impact on children and young people has led to the need for accessing large volumes of information available on the web (Caballero & Baigorri, 2013). These digital natives have various sources of information available with a global connection, which they lean on to compare and make decisions in their daily lives (Carvalho dos Santos et al., 2015).

In this sense, it is analyzed in this case of study Generation Y, also known as millennials, are people born between 1981 and 2000. They grew up in a time of great technological advances, which has led to an intensive relationship and fascination with digital media when using the services of companies (Carvalho dos Santos et al., 2015; Díaz-Sarmiento et al., 2017). The population that makes up this segment has been substantially formed by the expansion of the Internet and the globalization of the markets, and it is characterized by having connectivity on a world scale, and by the need for access and immediacy to information (Rossi Casé et al., 2018).

Regarding tourism-related behaviors, millennials seek peculiar forms of entertainment in experiences with gratifying and meaningful purposes. Most of them plan their trips using technological resources, which also evidences different purchasing habits compared to the generations that precede them (Ordaz-Mejía & Osorio-García, 2016). Young millennials use the various applications available online as their main means of information and communication with tourism organizations, take advantage of the availability of technology to purchase the services available in the destination, and also distinguish themselves by customizing their trip to optimize time and travel more efficiently (Castro, Peñaloza & Tamayo, 2018).

It should be noted that technological innovation has become a necessity in the tourism industry, taking into account opportunities to connect people with the natural and cultural attractions of each region of the world (López-Rodríguez & López, 2018). It is essential to find the means that allow the different segments of the population to recognize, sensitize and enjoy being linked to the services and attractions of each community. The objective of this research is to analyze the experience of the millennial traveler in relation to the use of technology when planning their trip to and during their stay in tourist destinations.

Literature Review

Technological services applied in tourism

2 1st-century tourists are characterized by their search for memorable experiences that provide value through feelings obtained during the trip. ICTs have changed paradigms by eliminating physical borders, and part of the economic activity conducted with these tools is carried out by individuals from different countries (López-Rodríguez & López, 2018). Since the 80s, technologies have transformed the business practices and the structure of tourism, becoming a competitive advantage, considering their broad potential in transforming the value chain (Rodríguez-Moreno, 2018).

Within the tourism industry, it is currently possible to find various sites on the Internet with all kinds of news, applications and recommendations about the cities or communities to visit (Posso & Cardona, 2016). In addition, there are blogs with thousands of followers where individual opinions are presented, as well as tips for packing a suitcase with the essential accessories, comments on experiences of cheap places where you can eat well in destinations within the country and abroad, etc. (Castro, Peñaloza & Tamayo, 2018). ICTs are part of the changes in relationships, since they generate greater incentives for cooperation between competitors: small companies, for example, are currently grouped together to develop a common website, offering the same platform in which the

expenses of operation can be shared. This increases the opportunity to be visited, in addition to incorporating intermediaries to facilitate the marketing and distribution of the products and services offered (Rodríguez-Moreno, 2018). With technological advancement and its penetration into all aspects of human life, the tourism industry has applied a variety of technologies to facilitate travel activities to improve travelers' destination experiences (Zhang et al. 2019).

Regarding the development of Internet marketing, companies use digital tools that are constantly updated. These allow direct communication with travelers through a variety of applications (López-Rodríguez & López, 2018). The application of digital marketing in tourism, has been growing with intensity because of technological trends that adapt easily to this industry (Zhang, Cheung & Law, 2018; Nikunen et al., 2017), Apps for the traveler, search engines, data analysis to measure the experience, reservation or online sales and social networks are tools that continuously add new functions available to people (Lamberton & Stephen, 2016; Andrade, 2016). Tourism uses ICTs as one of the indispensable components to achieve its objectives. Technology does not solve all needs; however, it provides practical resources for communication and access to the information available to all people (Rodríguez-Moreno, 2018). For its part, the digital marketing strategy is used by tourist destinations in promoting their products and attractions.

Internet tools have an impact on the tourism services sector, as they are being used in electronic marketing

and online sales, which translates into income for companies (Castro, Peñaloza & Tamayo, 2018). Travelers have become active participants in the marketing process, and it is thus necessary for websites to be interactive and implement enough attention to users in order to generate trust (Melián & Bulchand, 2015). With this reciprocity between businesses and consumers in digital media, collaborative work and skills are generated with the purpose of influencing the profile of those who work in the tourism industry, especially those who are being trained as professionals in this field (Castro, Peñaloza & Tamayo, 2018).

In addition to the above, the emergence of smart cities has brought solutions for the tourism industry as they meet the needs of travelers and communities. Through monitoring, sensors, transit systems and energy management, travelers have the opportunity to make more efficient tours and decide in advance to participate in most of the budgeted activities, considering the conditions of the places where the services they are interested in are located (Quiñones, Ureña & Carruyo, 2016). The presence of the so-called smart cities is a necessity to face the challenges of the growth of cities. In them, ICTs have a preponderant place due to their ability to provide practical tools in the economic, environmental, social and tourism fields (Alvarado-López, 2018).

The popularity of smartphones among the population is part of the information sources that supply the smart systems installed in cities (Vieira, Mendes-Filho & do Nascimiento, 2017). Digital technologies used in

reservation applications, email, videoconferencing, customer administration management systems, airlines, electronic wiring, have had to adapt to mobile formats (Rodríguez-Moreno, 2018). Smartphones have had a significant impact on the travel sector, changing the emotional state and behavior of tourists through quick and easy access to destination information, allowing people to be more effective in solving problems during the trip, in addition to sharing and storing their experience in real time (Vieira, Mendes-Filho & do Nascimiento, 2017).

Technological factors that contribute to the tourist experience

Among the key components related to the growth of development opportunities in the tourism sector is the evolution of technology, promoting the development of human capital as part of this progress in the services available to travelers (Cerezo & Guevara, 2015). The Internet is one of the elements with the greatest impact on companies since the 1990s, going from being a necessity to becoming a differentiating factor (López-Rodríguez & López, 2018). In this context, tourism organizations have incorporated ICTs both in the services they provide to clients as well as in the activities that support them (Melián & Bulchand, 2015).

Technologies have facilitated access to tourist information for consumers, reconfiguring the distribution of services and enhancing it beyond the results obtained in traditional broadcast channels (Vieira, Mendes-Filho & do Nascimiento, 2017). Current consumers in this sector need to find reliable information, with easy and flexible access to obtain what they want. It is thus essential to keep the main website, as well as the social networks used by the company to share the advertising and promotional message, updated and consistent (Melián & Bulchand, 2015).

Electronic commerce and ICTs confirm the leading role in the tourism market. Through technological tools, tourists have great interactivity with companies in order to express their satisfaction with the services acquired, which has promoted collaborative work between companies and consumers in the creation of product value (Cerezo & Guevara, 2015). Changes in the way of traveling of millennial tourists take advantage of interactivity through various digital communication channels in order to meet the needs and expectations of new generations of travelers (Ralph, 2017).

Electronic commerce in the tourism industry favors accessibility for consumers, in addition to locating and acquiring the accessories that they require during their stay in the destinations visited (Daries-Ramon et al., 2016). Online sales have fostered immediacy, facilitating access to purchase and becoming a factor that drives the professionalization of technological services, which guarantee and offer security to tourists, who are confident when making their reservation of accommodation, transportation and routes through these channels (Castro et al., 2018). The figures of e-commerce in the world confirm the leading role of the Internet and ICTs in the tourism market and contemplate a positive trend, which has continued to grow in times of economic crisis (Cerezo & Guevara, 2015).

The development of smart and sustainable cities is a necessary consequence of the increasing urbanization of large metropolises, where ICTs play an important role as they are able to provide real-time information

solutions for tourists before and during their stay (Alvarado-López, 2018; Prasad & Alizadeh, 2020). The technological means incorporated in the development of smart cities include the provision of electronic guides and augmented reality to promote tourism. These programs are available on the Internet and users can access this service before and during the trip to familiarize with the destination before arrival and to give continuity to their visit (Linares & Vásquez, 2018). When used in an adequate way, technologies can provide opportunities to governments for the resilience of the spaces from the elements that contribute to the economic growth and, at the same time, mitigate and repair the interventions that break the balance with the environment, consequently improving the quality of life of their populations and providing better conditions for visitors (Linares & Vásquez, 2018). The current process of generation and diffusion of innovation is the result of the different economic and social needs to guarantee competitiveness in cities, which aims to gain benefits for all the actors involved in tourism (Alvarado-López, 2018).

Technology and the Internet play an important role in the creation and communication of significant experiences (Xiang, 2018). Therefore, it is important to know the services that are being used by travelers, which become channels to deliver offers to people interested in traveling (Orgaz & Moral, 2016).

Millennial tourists' behavior

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Tourism carried out by young people represents an important and attractive market niche for the tourism industry, given that it shows a heterogeneous behavior that for generations over 40 could be understood as liberal (Posso & Cardona, 2016). Millennials have witnessed the development of ICTs and the processing of large volumes of information on the Internet, which has allowed them to focus their search on recommendations from people in their social circle, friends and leading figures who are present on various digital platforms (Castro, Peñaloza & Tamayo, 2018). When it comes to e-commerce and Internet shopping, millennials in Latin America have surpassed individuals from other generations, which suggests an essential component in the operation of tourism companies (Valdez-Roca, 2018). The so-called Generation Y is highly influenced by technological developments: ot is the first segment of the population with a lifestyle based on the digitization of services. In addition, social networks have become an effective tool to search, share, collaborate and consume all kinds of information used in decision-making (Alan & Kabadayı, 2016; Liberato et al., 2018; Lee et al., 2020). Very little is known about the tourism behavior of the generation Y, essentially what perceived values influence their destination loyalty (Luo et al., 2018).

Due to considering millennials as a segment of the younger population, it would be expected that

they will make an insignificant number of trips for business, however, in countries such as the United States, they represent at least a third of displacement for work reasons (Valdez-Roca, 2018). Consequently, it is interesting to know the factors that lead them to select the places that meet their basic needs during their stay at the destination when meeting a business or vacation agenda (Jividen, 2017). It is difficult to predict millennials' behavior, since their decision pattern may change due to some last-minute event, someone's comment or point of view shared on the internet. Customer service and value creation have a lot of meaning for this market (Posso & Cardona, 2016).

Among the causes of this behavior, which is characterized by prioritizing the search for information and online shopping, is the fact that the millennial generation would rather have the immediacy they can find through the Internet than spend many hours in physical stores to select and decide on their purchase (Simanjuntak, 2019). This segment of the population spends a lot of time on social networks exchanging experiences. They are identified as having a high level of extraversion, which is related to the need to open up to interact with other users, with whom they exchange opinions on current issues through the different portals of the web (Alan & Kabadayı, 2016).

In addition, they are distinguished by establishing a strong friendship bond with people who socialize on the Internet. They care about what their friends think of them, which makes them take their opinions into

account when making a decision regarding the tourist services they will consume (Jividen, 2017). Even though buying through the Internet is common for millennials, they usually carefully review the payment process on platforms before securing the transaction. This mistrustful behavior is due to the information obtained from other users who have shared their experience in the transaction (Valdez-Roca, 2018).

The reputation of a company as a brand on the Internet is a fundamental component that conditions the purchase decision of the digital natives of Generation Y. Thus, the maintenance of the strategy of managing customer relations in social media becomes necessary for tourism companies (Prasad, Garg & Prasad, 2019). It is important that the organization meets the needs and expectations of this segment because millennials are less loyal to travel and accommodation companies and they are willing to change airlines or hotels if they consider that the loyalty program offers a better product as a whole (Lee, 2014).

Another characteristic of millennial tourists is that they are flexible when traveling in terms of date and destination, and that their consumption pattern is not easy to predict, since they do not have specific preferences. However, they can be influenced by the experiences reviewed on the profiles of influential people on the internet. They are also inclined to ensure time for fun during their stay at the destination (Carvalho dos Santos et al., 2015). It should be noted that they are more likely to use their miles and points redeemable for free or discounted trips instead of

charging a large number of reward points. They do not even find it important to use a specific credit card brand (Lee, 2014). Therefore, tourism companies must contemplate different dynamic tactics and strategies to earn their loyalty and try to understand their behavior, especially considering that the generations that come after them may be even more difficult to predict.

Methodology

The presented research is quantitative and was carried out by collecting and analyzing the data obtained through a constructed questionnaire with the purpose of describing (Cadena-Iñiguez et al., 2017). Correlating the variables, use of technological services and the Internet apps used during the trip have with the experience obtained. For the present study, millennials born between 1981 and 2000 were chosen as the study's population (Carvalho dos Santos et al., 2015; Díaz-Sarmiento et al., 2017). The sample was made up of residents of the city of Tijuana, Baja California, who made at least five trips outside the state of Baja California in 2019. The population of this municipality is approximately 1,773,558 inhabitants, of whom 591,336 are between 20 and 39 years old (COPLADE, 2017). These data were the basis for reaching out to the sample of 385 individuals. The instrument was applied to the population size with 95% confidence and 5% of admitted error (Fischer & Espejo, 2017; Hernández, Fernández & Baptista, 2014). This instrument was applied in January and February 2020, by simple random probabilistic sampling, the application of the questionnaire, was carried out in two of the main areas of greater affluence in the city of Tijuana (Zona Río, Downtown). The filter questions were, that the individual had made at least five trips out of the State of Baja California in 2019 and had the age of 20 to 39 years.

To obtain the information, a questionnaire which considered the sections presented in (Table 1) was applied. The first identified the brand of smartphone owned by the respondents, the platform they use to buy the plane tickets, where they stayed on the last trip and resorted format for making reservations. The second registered the frequency of access to technological services during the trip. The third section of the questionnaire contemplated the platform most frequently used to give recommendations during the trip. In the fourth, the frequency of use of digital applications while visiting the destination was reviewed. In addition, the way in which the technological services used contribute to the travel experience was qualified in the fifth section. Finally, some sociodemographic data were obtained from the surveyed sample.

Table 1. Sections of the applied questionnaire

Source: own elaboration.

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SECTIONS	TYPE OF QUESTIONS
SECTION 1: SMARTPHONE BRAND; PLATFORM USED TO BOOK THE PLANE TICKETS; MEANS USED TO FIND OUT ABOUT THE DESTINATION; LODGING PLACE; MEANS FOR MAKING THE RESERVATION.	**MULTIPLE CHOICE**
SECTION 2: TECHNOLOGICAL SERVICES USED DURING THE TRIP (TOURIST GUIDE; COMPARING PLACES OF INTEREST; PRIVATE TAXI SERVICE; PUBLIC TRANSPORT; SEARCH FOR RECOMMENDATIONS; SHARING EXPERIENCES ON SOCIAL MEDIA; SEARCH FOR RECOMMENDATIONS ON GOOGLE; SEARCH FOR RECOMMENDATIONS ON SOCIAL MEDIA; SEARCH FOR EVENT INFORMATION ON THE DESTINATION; SEARCH FOR INFORMATION ON CULTURAL AND RECREATIONAL PLACES; USE OF DIGITAL MAP; SEARCH FOR RESTAURANTS; SHARE RECOMMENDATIONS; CHECKING THE WEATHER).	**LIKERT SCALE**
SECTION 3: MOST FREQUENTLY USED MEDIUM FOR MAKING RECOMMENDATIONS.	**MULTIPLE CHOICE**
SECTION 4: FREQUENCY OF USE OF DIGITAL APPLICATIONS (FACEBOOK; TWITTER; YOUTUBE; INSTAGRAM; TRIPADVISOR; YELP; HANGOUTS; WHATSAPP; WECHAT; SNAPCHAT; TUMBLR; PINTEREST; NETFLIX; TINDER; UBER)	**LIKERT SCALE**
SECTION 5: CONTRIBUTION OF DIGITAL SERVICES TO THE TRAVEL EXPERIENCE (SHARING EXPERIENCES; MOBILIZATION IN THE DESTINATION; OBTAINING OF TOURIST INFORMATION; OBTAINING OF INFORMATION ON THE RESTAURANTS; RATING THE SERVICE OF THE VISITED PLACES; USING THE PRIVATE TAXI SERVICE FROM SMARTPHONE APP; COMPARING DESTINATIONS OF INTEREST; ONLINE SHOPPING SERVICE AVAILABLE; CHECKING THE WEATHER DURING YOUR STAY)	**LIKERT SCALE**
SECTION 4: SOCIOECONOMIC INFORMATION OF THE SURVEYED PERSON (GENDER, EDUCATIONAL LEVEL, AGE).	**MULTIPLE CHOICE**

(Table 2) presents the results of the statistical analysis of reliability with Cronbach's alpha using the IBM SPSS Statistics 20 program. For this process, the questions described in the sections of the questionnaire with the Likert scale were included. When obtaining values above 0.7, there is internal consistency (Hinton et al. 2014), which translates into good reliability for the instrument applied to the population assumed in the research.

Table 2. Reliability statistics results with Cronbach's alpha

Source: own elaboration.

TECHNOLOGICAL SERVICES USED DURING YOUR TRIP		FREQUENCY OF USE OF INTERNET APPS		CONTRIBUTION OF DIGITAL SERVICES IN THE TRAVEL EXPERIENCE	
CRONBACH'S ALPHA	NUMBER OF ELEMENTS	CRONBACH'S ALPHA	NUMBER OF ELEMENTS	CRONBACH'S ALPHA	NUMBER OF ELEMENTS
0.928	13	0.839	16	0.953	09

For the management of the database that concentrated the results obtained, descriptive statistics were applied based on the questions asked through the questionnaire in order to review trends in the use of the digital services during the trip. Subsequently, the multiple linear regression analysis was added to identify the relationship that the use of technological services and the Internet apps used during the trip have with the experience obtained by this segment of the population. The information was processed with the IBM SPSS Statistics 20 statistical program.
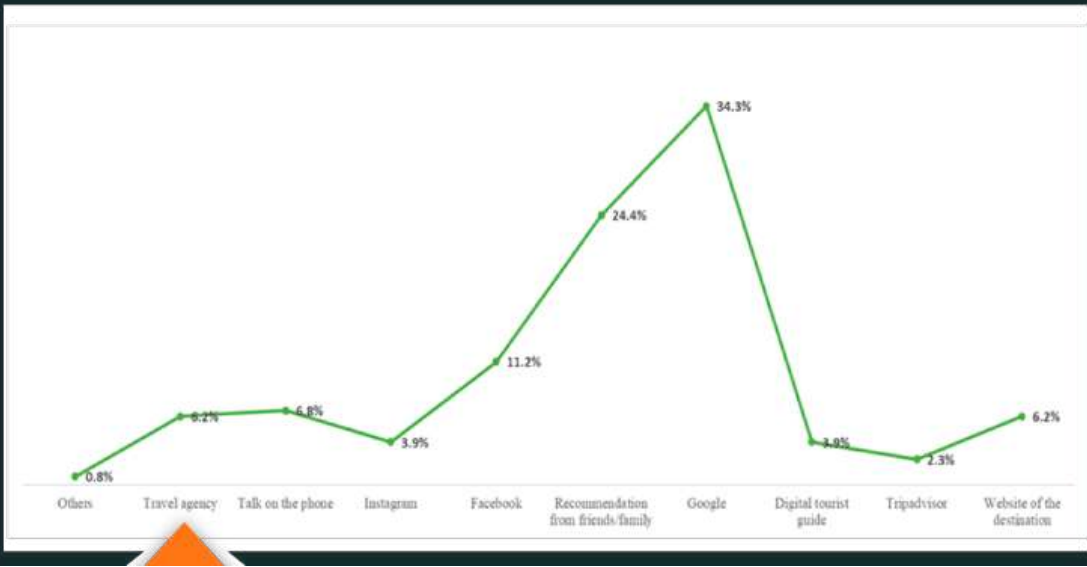
Results

For the management of the database with the results, a descriptive statistic was applied based on the questions asked through the questionnaire in order to review trends in the use of the digital services during the trip. Subsequently, the multiple linear regression analysis was added in order to identify the relationship that the use of technological services and the Internet apps during the trip have with the experience obtained by this segment of the population. The information was processed with the IBM SPSS Statistics 20 program.

When looking for information about the services and options available to visitors at the destination, young millennials mainly use the Google search engine, followed by asking family and friends for recommendations and experiences obtained from places of interest. They also find information through Facebook (Figure 1). It is worth noting the need of this segment of the population to resort to the channels necessary to anticipate their experience, having digital media as their main ally, which are characterized by containing the data that must be updated based on the strategy.

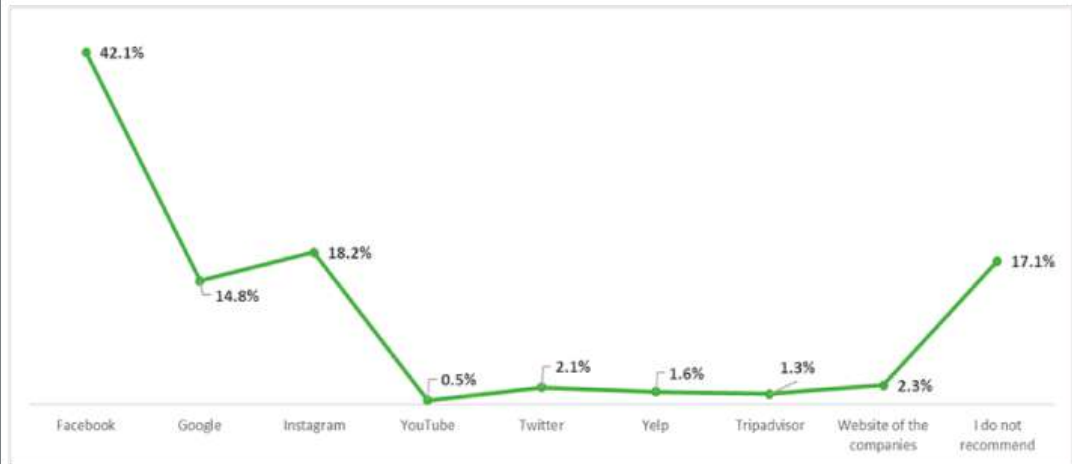*Figure 1. Most used mean to get information about the destination.*

Source: own elaboration.

Others	Travel agency	Talk on the phone	Instagram	Facebook	Recommendation from friends/family	Google	Digital tourist guide	Tripadvisor	Website of the destination
0.8%	6.2%	6.8%	3.9%	11.2%	24.4%	34.3%	3.0%	2.3%	6.2%

The most used digital tool by millennials to share experiences during the trip is Facebook. Another important percentage prioritizes this activity through Instagram, followed by Google, which is characterized by allowing comments and ratings of the various places visited (Figure 2). Moreover, 17.1% of the respondents do not share their experience during the trip. The applications for travelers, among which Yelp and TripAdvisor can be found, are not the most important for this segment of the population.

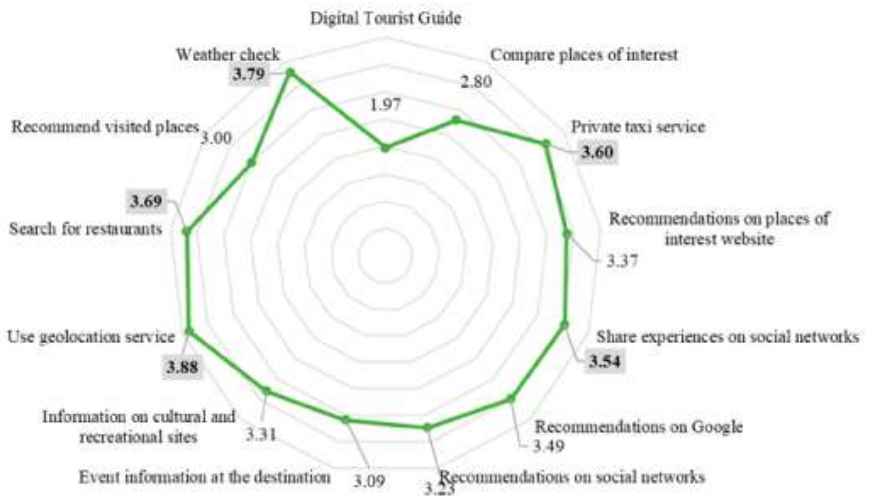*Figure 2. Means used to make recommendations during the trip.*

The frequency of use was asked on a scale of 1 to 5 based on the incidence in which millennials use technological services. Five options are shown (Figure 3). The use of a geolocation system is highlighted, which works to optimize the visitor's route and avoid the areas with the largest crowds. The weather query is also highlighted, which serves to anticipate situations that may occur during the week. Likewise, the search for restaurants turns out to be a frequently used component allowing people to find recommendations and the rating of consumers. The private taxi service by an Internet application is essential for the safety of the person and mobility in the city. In addition, it integrates sharing experiences on social networks, being one of the habits practiced by tourists today.

*Figure 3. Technological services used during the trip.*

Regarding the apps installed on the smartphone used during the trip, the frequency of use was asked on a scale of 1 to 5 based on their incidence. In the results, social networks and communication tools such as Facebook, WhatsApp and Instagram are highlighted (Figure 4). Other applications that can be considered to have important access are the private taxi services like Uber and YouTube, characterized by presenting videos that may be of entertainment and support

through audiovisual material, in relation to the options of interest to users of the millennial generation.

Figure 4. Used apps during the trip.

Source: own elaboration.
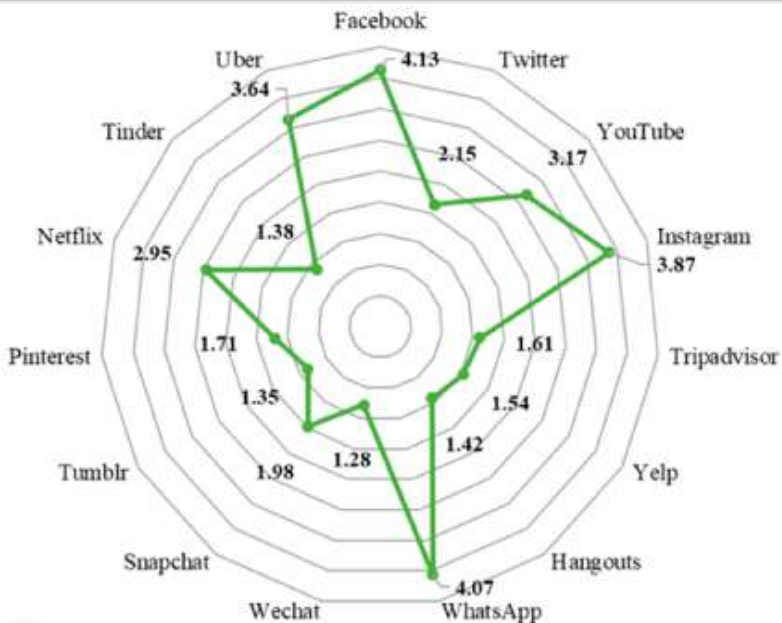
To learn about the effect of technologies on the experience of millennial travelers, a multiple regression analysis was performed (Table 3). A positive mean correlation was found (0.590) between the frequency

with which they use technological services and the use of the apps installed on smartphones (independent variables) during the trip in regard to the travel experiences of this segment of the population (dependent variable). In this result, the corrected R squared value (0.345) was also added, which implies the contribution of these variables, highlighting the total variance that is explained in the dependent variable product of the dependents. It is important to emphasize technology as a key component in the tourism industry, which is incorporated into other existing elements (infrastructure, destination demand, customer service, available attractions, etc.), which are discussed in other studies.

Table 3. Multiple regression analysis: technological services and Internet apps used - Contribution of digital services in the travel experience

Source: own elaboration.

MODEL SUMMARY				
MODEL	R	R SQUARE	R SQUARE CORRECTED	TYP ERROR OF ESTIMATION
1	0.590 [a]	0.348	0.345	0.86737
A. PREDICTOR VARIABLES: (CONSTANT), TECHNOLOGICAL SERVICES, APPS				

Associated with the result obtained in Table 4, the ANOVA test (Table 4) obtained the significance coefficient of 0.01 among the elements studied in the statistical test in relation to the independent variables (the frequency with which technological services are used; the use of the apps installed on smartphones); with the dependent variable (travel experience based on access to technologies during the stay at the destination). Therefore, it is possible to confirm the validity of the regression analysis as the linear model is adequate and significant at the 0.01 level.

Table 4. Significance: ANOVA

Source: own elaboration.

ANOVA[a]					
MODEL	SUM OF SQUARES	GL	SQUARE MEAN	F	SIG
1 REGRESSION	153.450	2	76.725	101.983	0.000[b]
RESIDUAL	287.390	382	0.752		
TOTAL	440.840	384			
A. DEPENDENT VARIABLE: TRAVEL EXPERIENCE.					
B. PREDICTOR VARIABLES: (CONSTANT), TECHNOLOGICAL SERVICES, APPS.					

Discussion

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Millennial tourists have a wide inclination for online shopping compared to the generations that precede them (Valdez-Roca, 2018), are highly influenced by technological developments, the use of digitized services is your lifestyle (Alan & Kabadayı, 2016; Liberato et al., 2018). In the results obtained in the research, travelers of the so-called generation Y prefer the immediacy and accessibility that provide you with technological services, to buy, compare prices, make reviews on tourist business websites and on social networks.

It should be noted that consumers of this generation are not used to spending many hours in physical stores to select their purchase, preferring to streamline this process through the use of technologies (Simanjuntak, 2019). In addition, they share their travel experiences on social networks and search for information on tourist business websites (Alan & Kabadayı, 2016; Melián & Bulchand, 2015). In this research the profile of the millennial traveler with residence in the city of Tijuana, the social network that most uses to make recommendations is Facebook, buy your plane tickets from the airline's website, stay in hotel or with family and friends, searches for information by Google, the apps you use most often are Facebook, Instagram, WhatsApp, Uber, YouTube, the technological services you use during your trips is search restaurants, check weather and geolocation service.

It is also important to highlight the need of the new generations of tourists to obtain information from recommendations on the Internet before making decisions on the services that are of interest to them (Castro, Peñaloza & Tamayo, 2018). Para (Orgaz & Moral, 2016) es importante conocer los servicios tecnológicos que utilizan los viajeros millennial, estos servicios se han convertido en canales de comunicación entre los clientes potenciales y los negocios turísticos. The means most used by the study population in the research to obtain data on the destination are Google, recommendations from friends or family, and Facebook, making it possible to have a perspective on events and options in the destination.

The use of ICTs in the tourism market is a positive trend for companies (Cerezo & Guevara, 2015). In addition, technology contributes positively to the traveler's experience (Xiang, 2018). Based on the results obtained in the research, it is possible to consider technologies as an essential component to benefit the experience of travelers of this generation.

Conclusions

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Regarding the behavior of millennial travelers' residents of the city of Tijuana, it is found that they prefer to book their flight through the airline's website, followed by the app installed on their smartphones. For those who choose to use hosting services in the destinations they visit, they mainly resort to the hotel's reservation site, followed by the system that offers private and tourist accommodation called Airbnb. They also resort to technological platforms that function as intermediaries in the service of accommodation (Trivago, Booking, Expedia, Kayak, Tonight Hotel, etc.).

Regarding the process to find information about the services and options available at the destination, travelers of this generation mainly use the search engine installed in Google. They also ask their family and friends about their experiences and review the available information on Facebook. One of the documented characteristics that distinguish millennials is flexibility in the way and time of traveling. Their consumption pattern is complex to predict and retain, therefore, it is necessary to maintain various active communication channels for the development of a value delivery strategy in the service, with the purpose of anticipating the trends that this segment of the population follows.

In relation to sharing through digital media their experience during the trip, they choose Facebook,

Instagram and the Google recommendation system. It should be noted that distinguished social networks for travelers (Yelp and TripAdvisor) are not preferred. In addition to the above, the applications that have the most activity during the trip are Facebook, Instagram and WhatsApp. The latter has had a favorable evolution, to the point that it is now considered a social network.

Lastly, it is important to highlight the positive average correlation that the frequency with which they use technological services and the use of apps have with the travel experience of the millennial generation. This leads it to become a key component within the elements that make a destination competitive. In addition, this creates the opportunity to use technology to benefit the sustainability of the destination. The limitations of the present research, is that only millennials residents of the city of Tijuana were analyzed, for future research to incorporate into the population of study people of the generation Y of other states of the Mexican Republic, for his behavioral analysis.

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