

DIGITAL BEHAVIOUR IN GASTRONOMY TOURISM: MILLENNIAL TOURIST AND THEIR CONSUMPTION PATTERN

ABSTRACT

Aims: This study aims to see the consumption behaviour of millennial tourists in gastronomic tours starting from the stages before, during, and after gastronomic tours, especially in the use of information technology.

Place and Duration of Study: This research is done in Yogyakarta and Solo between February 2021 until March 2021.

Methodology: This research was conducted with a quantitative approach by collecting data using a questionnaire distributed through an online survey. There were 122 respondents who participated and answered completely. The data analysis technique used is Descriptive Statistics and Regression Analysis.

Results: The results of this study show that the majority of millennial tourists use digital media intensely before, during, and after a gastronomic tour. Digital media is used as a tool in finding local culinary information and sharing experiences. Other findings show that social media has a positive effect and contributes to determining local culinary purchasing decisions in gastronomic destinations.

Conclusions: Millennial tourists usually use digital media as a source of trusted information and as a tool for determining local culinary consumption.

Implications of this study: This research provides theoretical implications which show that millennial tourists have unique characteristics in gastronomic tourism trips. The practical implication of this research is that the findings of this study can be used as suggestions and input for local culinary entrepreneurs to adapt to the digital behaviour of millennial tourists. Entrepreneur and destination administrator need to focus on promotions in digital media in order to reach millennial tourists effectively.

Keywords: *Digital Tourism, Tourist Behaviour, Gastronomy Tourism, Millennial Tourist, Local Culinary*

1. INTRODUCTION

Gastronomic attraction has been widely used as a tourism marketing tool in various countries. According to Mohanty et al (2020), food, culture, and tourism form a gastronomic trilogy that are interdependent on each other and form a strong correlation. The gastronomic trilogy has become an effective new destination marketing pattern, as in Odisha, India, the gastronomic trilogy has a significant effect on the performance of rural tourism by international tourists. Marson (2011) states that nowadays tourists are looking for unusual and meaningful travel experiences, and gastronomic resources in an area are very appropriate because they offer experiences as well as opportunities to learn culture. Local culinary as the main product of gastronomic tourism can be packaged attractively to meet the needs of the tourist experience.

However, in this digital era, technological developments affect the behavior of tourists, especially millennial tourists. Experts classify generations by year of birth. The millennial generation is termed for those born in 1981-2000 (Reeves & Eunjung, 2007). This range is not much different from the statement of Howe & Strauss (2000) that the millennial generation was born in 1982-2000. Likewise, according to Martin & Tulgan (2002), those born from 1978-2000 are called the millennial generation. The millennial generation has the characteristics of being very dependent on the internet

and digital technology. Information is very important in making decisions for millennial tourists. Likewise in determining local culinary purchasing decisions at destinations (S. . Wachyuni et al., 2021). Local culinary has developed not only as a physiological need, but has become a tourist attraction. Along with existing developments, many tourists make food their main motivation in traveling. According to Hall et al., (2003), this activity is referred to as gastronomic tourism. In gastronomic tourism, almost all tourist activities are related to food. Wachyuni et al (2021) found that as many as 74.7% of tourists visiting Yogya and Solo were gastronomic tourists who had the main goal of enjoying local culinary at the destination.

The increasing interest of tourists towards local culinary in destinations is a great opportunity to develop gastronomic tourism in Indonesia. As stated by a culinary expert from Gadjah Mada University, Prof. Dr. Ir. Murdijati Gardjito, at the Food for Thought Session at the Ubud Food Festival, Indonesia has more than 3,259 local culinary (Lestari, 2019). The number of local cuisines with unique cultures and traditions in each region is an opportunity to develop gastronomic tourism in Indonesia. However, to make the right strategy, knowledge related to tourist behavior in gastronomic tours is needed, especially millennial tourists. This is because millennial tourists are the largest proportion of tourists at this time, as reported by the Central Bureau of Statistics in 2021, millennials are in the second highest position after Generation Z in Indonesia, which is 25.87% (BPS, 2021).

Millennial tourists have characteristics that cannot be separated from digital media (Wiweka et al., 2019). Damanik et al (2019) explained that the confirmed factors influencing the consumption pattern of millennial tourists are endogenous and exogenous factors. Endogenous factors include marital status, age group, income, gender, and Education level. Meanwhile, exogenous factors include sustainability-based tourism attraction, volunteering activities, conservation, economic sharing, and interaction with local communities. But in general, for millennial tourists, the quality of the experience from the destination is very important.

Therefore, this study aims to analyze tourist behavior related to digital media in gastronomic tours. Many studies on gastronomic themes have been carried out, but few have discussed the relationship between digital behavior in gastronomic tourism. Through this research, it will be known the consumption pattern of tourists in enjoying local culinary at the destination. In this study, the destinations that became the locus of research were Yogyakarta and Solo, which are two popular destinations in Indonesia for gastronomic tours. Yogyakarta and Solo were once designated as culinary tourism destinations by the Ministry of Tourism in 2017 (Jejakwisata.com., 2017). After knowing the behavior of tourists in using digital media and finding their consumption patterns, it can be a suggestion for entrepreneur and destination administrator as suggestions in developing a gastronomic tourism marketing strategy.

2. LITERATURE REVIEW

2.1 Millennial Generation Travel Behavior

The millennial generation is the generation with the second highest proportion after Generation Z, which is 25.87% (BPS, 2021). The millennial generation has characteristics that are fluent in digital media and almost all of their activities cannot be separated from the internet and technology (Wiweka et al., 2019). With these characteristics, as a destination administrator and tourism entrepreneur, it is necessary to adapt in order to survive with the existing changes. Based on the theory of generations, experts classify generations in groups of years of birth. Different years of birth bring up different individual characteristics according to the era at that time. According to Reeves & Eunjung (2007), the millennial generation was born in 1981-2000. This range is not much different from the statement of Howe & Strauss (2000) mentions millennials born in 1982-2000, while Martin & Tulgan (2002) mentions millennials for those born in 1978-2000.

Damanik et al (2019) stated that the millennial generation has the characteristic that they will search for information before traveling through social media. Social media is an important part of them in determining decision making. Several other studies conducted by Wiweka et al (2019) showed that the millennial generation depends on information and technology, and likes simple processes. This generation's dependence on technology greatly affects their journey from the pre-travel, on-travel, to post-travel stages. In fact, it's not just for finding information, using the internet and technology to order accommodation (S. S. Wachyuni et al., 2018) to choosing food (Kusumaningrum et al., 2019).

2.2 Gastronomy Tourism

Hall et al (2003) define food tourism into four types based on the level of tourist interest in food that influences travel behavior. The levels of interest include: (1) No interest, tourists visit restaurants just to eat; (2) Low interest, tourists visit restaurants and destinations for something different; (3) Moderate interest, this term refers to culinary tourism, tourists make eating a part of their lifestyle; (4) High interest, this term refers to gastronomy tourism where almost all tourist activities are related to food. In this study, the digital behavior of tourists is focused on gastronomy tourism because based on previous research, the majority of tourists visiting Yogyakarta and Solo are gastronomic tourists as much as 74.7% and culinary tourists as much as 15.3%. Meanwhile, non-culinary tourists are only 10% (S. . Wachyuni et al., 2021).

2.3 The Role of Social Media in Gastronomic Tourism

In traveling, there are two main phases, namely pre-trip and post-trip. Pre-trip which is characterized by stimulation and introduction of motivation and continues on planning a trip. Furthermore, post-trips where tourists return to their home areas with their travel experiences (Cooper & Chris, 1993; Leiper, 1979). However, what is no less important is the stage of the tour itself or on-trip. It is on-trip that the travel experience is obtained. Therefore, in this study, the digital behavior of tourists will be analyzed starting from the pre-travel, on-travel, and post-travel stages. This is also based on several studies which show that gastronomic experiences play an important role in travel satisfaction (Williams & Yuan, 2018). Travel experience plays an important role in destination competition and provides benefits for the development of the destination itself.

Several studies have shown that there is a digital influence on travel decisions. For example, the research by Damanik et al (2019) related to destination selection. Then the research of Prakoso & Budiono (2020) which found that social media promotion on Instagram influenced purchasing decisions for culinary products. Another study conducted by Hegyes et al also explained that although social media is a new challenge in the gastronomy industry, information technology is the most effective way in the 21st century to deliver knowledge. Furthermore, Hegyes et al (2017) suggest to business actors to conduct promotions to groups of female tourists that are very effective to reach through social media. In their research, women are using social media more frequently than men, as many as 84% of female respondents stated that information on social media is very important to them.

3. METHODS

This study uses a quantitative approach by conducting a survey to millennial tourists regarding their culinary experiences. The research instrument is in the form of a questionnaire that includes questions related to demographics, pre-travel behavior (indicators in determining culinary choices at destinations, information seeking behavior, digital media information referrals, and social media factors on purchasing decisions), on-travel behavior (booking method and on-site experience sharing behavior), as well as post-travel behavior (repurchase interest and eating experience sharing behavior to social media). Questionnaires were distributed online via WhatsApp broadcast messages to millennial tourists starting from January-March 2021. The sampling technique was purposive sampling, with the sample criteria being millennial tourists who had visited Yogyakarta and Solo for a gastronomic tour at least 1 time. Yogyakarta and Solo were once designated as culinary tourism destinations by the Indonesian Ministry of Tourism in 2017 because they have unique and diverse local culinary. Target respondents are 100 persons since according to Roscoe in Sekaran (2006), the number of respondents from 30-500 is the right number for quantitative research. The number of responders with valid answers in this survey is 122. The data analysis technique used is validity test and questionnaire reliability, descriptive statistic, linear regression test, and determination coefficient test.

4. RESULT

4.1 Respondents' Profile and Characteristics

Based on the survey, there are more female respondents than male. It shows that women dominate millennial tourist segment and are related to women's interest to gastronomy tourism. Respondents' age range is within 27-39 years old. Majority of respondents are married and highly educated. Most of them also have steady jobs. Respondents in this research tend to do culinary tourism quite often, about three times within the last three years. The area that becomes the favorite gastronomy tourism destination are Yogyakarta and Bandung. Respondents' profiles in this research can be seen on Table 1.

Table 1. Profile of Survey Respondents

Demography	Option	Percentage (%)
Sex	Female	56.6%
	Male	41.8%
	Prefer not to say	1.6%
Age	27-33 years	53.7%
	34-39 years	46.3
Status	Married	76.2
	Not Married	22.1
	Prefer not to say	1.6
Education	Associate Degree	5.7
	Bachelor Degree	38.5
	Master Degree	51.6
	Doctoral Degree	4.1
Occupation	Government Employee	19.7
	Private Employee	35.2
	Entrepreneur	32.8
	Lecturer	3.3
	Freelancer	2.5
	Others	6.6
Frequency of culinary trips 1 in 3 years	One time	4.9
	Two times	3.3
	Three times	8.2
	More than three times	73.0
Main culinary destination	Yogyakarta	64.8
	Bandung	17.2
	Solo	5.7
	Bali	3.3
	Bogor	1.6
	Others	7.4

4.2 Pre-travel Behavior

4.2.1 Indicators to determine culinary choice in the destination

Respondents are asked how much they agree on the perception indicators that determine local culinary choices in the destination. Based on data analysis result, generally, respondents agree to the perception indicators as a whole. However, sorted by the highest mean value, the uniqueness becomes the main consideration (4.62), followed by culture (4.56), authenticity (4.53), restaurant atmosphere (4.29), popularity (4.28), health value (4.25), trip companions (4.16), different eating tradition (4.07), novelty (4.05), Participation in food making process. Table 2 shows mean value of the whole tourist perception indicators toward local culinary.

Table 2. Mean value of tourists' perception of local food at destination

Indicator	Mean
Uniqueness	4.62
Culture	4.56
Authenticity	4.53
The restaurant's atmosphere	4.29
Popularity	4.28
Health Value	4.25
Traveling partner	4.16
Different Eating Tradition	4.07
Novelty	4.05
Participation in food making process	3.93

4.2.2 Tourists' Behavior toward Information Seeking on Local Culinary

To know further about the tourists' behavior in local culinary traveling, a survey related to their behavior on seeking information has been conducted. According to the survey result, as much as 86.9% of the respondents strongly agree and as much as 7.4% of them agree that seeking information related to local culinary culture is an essential activity before traveling. As much as 91% of the respondents strongly agree that seeking information on local food restaurant is also an essential thing before traveling to be used as a basis for decision making. Only a few respondents do not agree with this statement. Tourists' behavior toward information seeking on local culinary can be seen in Table 3.

Table 3. The survey results data on tourists' behavior toward information seeking on local culinary

Information Seeking	Percentage (%)		
	Agree-Strongly Agree	Quite Agree	Disagree-Strongly Disagree
Seeking information related to local culinary culture is important before traveling	86.9	7.4	5.7
Seeking information related to restaurants that serve local culinary in DTW is an important thing to do before traveling	91.0	8.2	0.8

To conduct information seeking, it is necessary to know the main information reference media used by respondents. Most millennial tourists make digital media the main source of information in seeking information on local culinary. In the second place, as much as 19.7% of respondents referred to Word-of-Mouth such as recommendations from friends and family. Furthermore, print media is the last source to be referred to seek information on local culinary for millennial tourists. The survey result data of the main information reference media can be seen on Table 4.

Table 4. The survey result data of the main information reference media for millennial tourists

The Main Information Reference Media	Percentage (%)
Digital Media	79.5
Print Media	0.8
WOM	19.7

Furthermore, another survey was conducted to discover more specifically which digital media most used by millennial tourists to seek the local culinary information. The survey result can be seen in Table 5.

Table 5. The survey result of digital media options for millennial tourists

Digital Media Options	Percentage (%)
Instagram	20.28
Search engine	19.88
Youtube	12.78
Eservices	10.55
On line booking application	8.52
Official Tourist Destination Website	6.09
TV	5.88
Food bloggers content on social media	4.46
Radio	1.01

According to Table 5, we can see that the most used digital media by millennial tourists to seek information on local culinary are Instagram (20.28%), search engines (19.88%), Youtube (12.78%). Meanwhile, the least used media are radio (1.01%) and food bloggers content on social media. Usually, millennial tourists tend to seek information posted by general users as a reference rather than by food bloggers. This is analyzed according to the percentage of who choose Instagram is bigger than the food blogger content on social media.

4.2.3 The Influence of Social Media Factors on Purchase Decisions

From the survey result related to digital media options for tourists, Instagram is the most used social media option. Furthermore, the tourists not only lean on one social media to gain information on local culinary but also check several other social media to ensure the information. Therefore, the role of social media is truly important in this digital era of gastronomy tourism. Moreover, to discover how the influence of social media factors and how much it contributes to local culinary purchasing decisions, a multiple linear regression analysis was conducted. Before conducting the regression test, a validity test was first performed on each question item. All question items are 6 questions on social media variables and 3 questions on purchasing decision variables. All question items have a value of $r_{count} > r_{table}$ (0.1778) therefore all items are considered valid. The value of Cronbach Alpha in the reliability test shows a value of $0,766 > 0,600$ therefore the questionnaire is considered reliable.

Once considered reliable and all question items are valid, it was followed by linear regression test and coefficient of determination test to determine the influence and how big the contribution of social media factors to local culinary purchasing decisions by millennial tourists. The results of a linear regression test can be seen in Table 6 and the results of the coefficient of determination test can be seen in Table 7.

Table 7. The results of the linear regression test of social media factors on local culinary purchasing decisions by the millennial generation

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,271	310		4,099	000
	SocialMediaFactors	609	070	620	8,663	000

a. Dependent Variable: PurchaseDecision

It can be seen in Table 5 that the significance value of the social media factor is $0.000 < 0.05$, which means that there is an influence of social media factors on millennial generation local culinary purchasing decisions. Then to find out how much social media factors influence purchasing decisions; a determination coefficient test is carried out. It can be seen in Table 7, R Square shows a value of 0.385, which means that the contribution of social media factors to millennial generation's local culinary purchasing decisions is 38.5%.

Table 8. The test results of the coefficient of determination of social media factors on the decision to purchase local culinary millennials

Model Summary				
Model	R	R-squared	Adjusted R Square	Std. Error of the Estimate
1	.620	.385	.380	45864
a. Predictors: (Constant), SocialMediaFactors				

4.3 On Travel Behavior

At the on-travel stage, the behavior of millennial generation tourists in gastronomic tours is described by the ordering method and the behavior of sharing experiences on site. As in Table 9, it is shown how the purchasing behavior of local culinary by the millennial generation.

Table 9. The method of ordering local culinary by millennial tourists

Method of ordering	Percentage (%)
Dine-in	93.4
Order delivery via third-party online applications	4.10
Take Away	2.46

Based on table 9, it can be seen that almost all tourists prefer to enjoy local culinary directly on the spot as much as 93.4%, only 4.10% choose to order between through online applications, and 2.46% choose take away. To find out whether tourists share their eating experiences during the consumption stage, a survey was conducted which can be seen in Table 10.

Table 10. Tourist behavior in sharing dining experiences at the consumption stage

Sharing On-Site Experience	Percentage (%)		
	Agree-Strongly Agree	Quite Agree	Disagree-Strongly Disagree
I share my dining experience on social media while consuming local culinary on-site	51.7	14.8	33.6

Based on Table 10, it can be seen that as many as 51.7% agree-strongly agree that they share their dining experiences on social media when consuming local culinary on-site, 14.8% quite agree, and 33.6% disagree-strongly disagree. This shows that there are tourists who do not share any experiences at the consumption stage through social media.

4.4 Post Travel Behavior

To find out millennial tourists after culinary tours or post-travel behavior, they analyzed their repurchase interest and behavior in sharing their dining experiences on social media. The results of the post-travel behavior analysis can be seen in Table 11.

Table 11. Repurchase analysis and sharing of dining experiences to social media at the post-travel stage

Post - Travel Behavior	Percentage (%)		
	Agree-Strongly Agree	Quite Agree	Disagree-Strongly Disagree
I will repurchase local culinary at the destination on my next visit	77.8	20.5	1.6
I will share this local culinary experience to digital media	67.2	32.8	8.2

Based on Table 11, it is analyzed that the majority of millennial tourists (77.8%) agree-strongly agree that they will make a purchase of local culinary on their next visit. Meanwhile, 20.5% stated that they quite agreed and only 1.6% stated that they did not agree to strongly disagree. As for knowing the digital media used to share experiences, it can be seen in Table 12.

Table 12. The main digital media for sharing local culinary experiences

The main digital media for sharing experiences	Percentage (%)
Instagram	89.3
Facebook	5.7
WhatsApp	3.3
E-Services	0.8
Others	0.8

According to Table 12, Instagram is a social media platform mostly used by millennial tourists to share their meal experience, around 89.3%. Meanwhile, approximately 5.7% tourists used Facebook, 3.3% used WhatsApp, 0.8% used e-services, and 0.8% used other social media platforms.

5. DISCUSSION

5.1 Millennial Tourists Profiles and Characteristics in Gastronomic Travel

According to the result, demographically the majority participants of millennial tourists are women. A study by Pujiyati (2013) also has similar result, woman tourists are dominating culinary activities in Semarang. It defines that women interest in gastronomic travel is higher than men. It is confirmed by Hegyes' research that stated women has more interest to information of gastronomic in social media. However, Rahma et al (2017) research stated that percentage difference between men and women in gastronomic travel does not significantly high, thus it can be declared that gastronomic travel is everyone needs regardless of gender. According to age range percentage, younger millennials (27-33 years old) are higher than older millennials (34-39 years old). It showed that gastronomic travel has a high opportunity in the future, since younger millennials will be dominated for years ahead.

Meanwhile, based on marital status, the majority of millennials tourists are married (76.2%). It portrays that gastronomic travel is chosen by young millennials couple when they are visiting a tourism destination. According to Rahma et al (2017) research, married tourists have more exciting experience motivation rather than unmarried tourists, which is showed by their tendency to look for information of culinary tourism. Married tourists also have higher togetherness motivation rather than unmarried tourists. It shows that married tourists consider culinary activities as togetherness moment with their partner or family.

Based on Education parameter, the majority of tourists have good Education level, most of them have finished master and bachelor education. It gives the overview that millennial tourists who

do gastronomic travel have high intellectual. It is reinforced by Damanik et al (2019) research, it stated that Education level will affect consumption pattern and motivation of millennials when traveling. Millennials will visit quality destination that deliver unique and quality experience to them. Millennials are also concern about the destination safety and hygiene. Therefore, culinary owners should adjust their culinary product in accordance with millennial tourists needs and preferences that dominating the current population in Indonesia. The majority of millennial tourists already have a job and dominated by private sector employees (35.2%) and business owners (32.8%). It shows that tourists have high productivity, and according to Damanik et al (2020), they are willing to spend more money for good quality experience they can experience.

Regarding the frequency of culinary activities, the majority of tourists that have done them 3 (three) times in a year are 73%. Yogyakarta and Bandung are the favorite gastronomic travel for millennial tourists, and Solo in the third place. Yogyakarta and Bandung have various traditional culinary dishes, beverages, and main courses. Solo comes in the third place; it is possibly because Solo does not have many tourist destinations compared to Yogyakarta. Meanwhile, beside gastronomic travel, millennial tourists usually enjoy nature, culture, and other tourist destination.

5.2 Digital Millennial Tourists Behavior in Gastronomic Travel and Their Consumption Pattern

5.2.1 Pre-Travel Stage

The study analyzes digital behavior of millennial tourists on gastronomic travel and their consumption pattern on the pre-, on, and post-travel stages. On pre-travel stage, millennial tourists' perception is analyzing toward local culinary, information searching behavior, digital media references, and the analysis of social media aspect on purchase decision. The result of tourists' perception that the most considerable values for tourist when selecting local culinary are uniqueness, culture, and authenticity. These top three indicators are the focus of millennial tourists when discovering different dish experience. It is supported by Scarpato, the uniqueness value of traditional dishes preparation and serving could become an attraction for tourists (Fields, 2002). Williams & Yuan (2018) also stated that one of the most essential gastronomic experience indicators is authenticity. It is reinforced by Wachyuni et al (2021) research that shows the authenticity, emotion, and sociability values are necessary aspects in establishing gastronomic experience.

In associate with searching behavior of local culinary information, there only a few tourists that did not searching for information before visiting the destination. Most of tourists are agree that information searching is necessarily done in order to decide which gastronomic destination they should visit. Supported by Wiweka et al (2019) research that stated generally speaking millennial tourists can not be separated with Internet and digital media, whether in daily activities or while traveling. Even to decide travel destination in general (Damanik et al., 2019) to photography services while traveling (Yenny et al., 2020). The behavior displays a firm relation between millennial tourists and digital media, this finding will, then, become necessary information for business owners that they have to plan more aggressive strategy in digital promotion.

Information reference media that mostly utilized, based on this study survey, is Instagram, and then Search Engine and Youtube. Instagram is on the third place of the most used apps in Indonesia (WeAreSocial, 2021). According to Wachyuni & Priyambodo (2020), Instagram becomes the favorite since it can send pictures, videos, and captions as well as location and hash tag features. These features help user in searching any informations. Search engine and Youtube typically are utilized to search for more detail informations and to validate them. Moreover, based on linear regression analysis shows that social media aspect influence a purchase decision. Social media contribution on purchase decision of local culinary by millennial tourists is 38.5%. It is reinforced by Purwaningdyah, (2019) research, it stated that social media could improve the sale of culinary products. This finding is confirmed by Wachyuni & Priyambodo (2020) research that implied positive impact of celebrity endorsements in Instagram on purchase decision of restaurant products. Another study done by, implied that digital media contributes more to the sale rate of packaged culinary, that is 60.2%. It becomes a highlighted information for business owners and destination management the importance of social media now to attract millennial tourists.

5.2.2 On-Travel Stage

Furthermore, On-travel Stage helps discover consumption methods of tourists' choices and their behaviors in sharing their diet experience while in local culinary destination. Millennial tourists

prefer dine-in rather than take-away or delivery. It is because of they can take an actual experience with different dining atmosphere. The study by Wachyuni et al (2021) stated that restaurant atmosphere becomes an indicator influence gastronomic experience when savoring Gudeg Yu Djum, one of favorite culinary destination in Yogyakarta. Dining atmosphere and togetherness with friends and family are an importance moment for them, thus dine-in becomes their preference on gastronomic travel.

Live or Instastory features on social media, such as Instagram, Facebook, and WhatsApp allow millennial tourists to share their dining experience. In associate with share behaviors when savoring the meals, half of millennial tourists (51.7%) stated agree-strongly agree that they share dining experience while savoring their dishes in the destination. According to Augustinah & Widayati (2019), sharing experience directly through story becomes popular among the users of Instagram and other social medias with the feature. Meanwhile, the rest of them pick quite agree-disagree. It shows that not every millennial tourist like to share their experience in social media when they are savoring their food. They focus on savoring local culinary with its uniqueness and culture.

5.2.3 Post-Travel

The next stage of traveling is post-travel, this stage is the follow-up of their experience in On-travel stage. In post-travel, analysis on repeat purchase interest of millennial tourists is done. Based on survey result, the majority of participants agree-strongly agree to repeat purchase local culinary in Yogyakarta and Solo on their next visit. Consequentially, it shows millennial tourists' satisfaction in gastronomic travel at Yogyakarta and Solo. According to Mas'ud et al (2018), consumer satisfaction has an effect on repeat purchase at cafés and restaurants.

Furthermore, the development of many social media platforms allows millennial tourists to share their travel experience easily. The research result shows that the majority of participants are agree-strongly agree to share their local culinary experience to digital media. According to Wachyuni & Yusuf (2021), tourist motivation uploading food pictures in social media is to capture the togetherness as the realization of tourist social-life, food documentation, food art, relaxation, as references, and to prove their existence.

Furthermore, the survey defines that digital media mostly used to share gastronomic travel experience is Instagram (89.3%). The rest of them share the experience on Facebook, WhatsApp, and e-Services. Instagram is on the third place of the most used social media in Indonesia (WeAreSocial, 2021). Instagram offers photo and video sharing features that can be observed by other users (Hakim et al., 2019). Rochmawati (2018) In addition to that Instagram usually utilizes to share the art of food picture or food photography. Instagram also allows users to share their pictures and can be accessed by users worldwide with hash-tag and geo-tag features to help other users discover specific culinary information.

CONCLUSION AND RECOMMENDATION

The study describes that digital behavior of millennial tourists on gastronomic travel starting from pre-travel, on-travel, and post-travel stages. The study delivers theoretical implication showing that millennial tourists have unique characteristic in gastronomic travels. On every travel stage, tourists cannot be separated from the Internet and social media. The study also shows findings that social media has positive influence and contributes in purchase decision of local culinary in the destination. Digital media is utilized from searching process of local culinary information on pre-travel stage, sharing the experience of savoring food during on-travel stage, and sharing the experience after gastronomic travel on post-travel stage.

Practical implication of the study is that it can be the suggestions or inputs for the owner of local culinary to be able to adapt with digital behavior of tourists. Local culinary owners in tourism destination are suggested to improve the promotion on digital media so it could attract more millennial tourists. The study also suggests management and authorities of the destination to plan a micro-small-medium business assistance program in an effort to promote gastronomic tourism, particularly at Yogyakarta and Solo, as well as Indonesia in general. Next study recommendation is researching other aspects that influence gastronomic traveling behavior of millennials that have not been researched in the study.

COMPETING INTERESTS DISCLAIMER:

Authors have declared that no competing interests exist. The products used for this research are commonly and predominantly use products in our area of research and country. There is absolutely no conflict of interest between the authors and producers of the products because we do not intend to use these products as an avenue for any litigation but for the advancement of knowledge. Also, the research was not funded by the producing company rather it was funded by personal efforts of the authors.

REFERENCES

- Augustinah, F., & Widayati. (2019). Pemanfaatan media sosial sebagai sarana promosi Makanan ringan kripik singkong di kabupaten sampan. *Jurnal Dialektika*, 4(2).
- BPS. (2021). *Hasil Sensus Penduduk 2020 Berita Resmi Statistik No 07/01/Th. XXIV 21 Januari 2021*. <https://puslitjakdikbud.kemdikbud.go.id/produk/artikel/detail/3133/gen-z-dominan-apamkannya-bagi-pendidikan-kita>
- Cooper, & Chris. (1993). *Tourism Principles and Practice*. Longman.
- Damanik, D., Wachyuni, S. S., Wiweka, K., & Setiawan, A. (2019). 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*, 36(6), 1–14. doi: 10.9734/CJAST/2019/v36i630263
- Damanik, J., Pitanatri, P. D. ., Priyambodo, T. ., Wachyuni, S. ., Budiawan, Akbar, R. ., & Wibowo, M. . (2020). Buy or Bye? Indonesian Millennial Tourists' Motives and Consumption Patterns. *Proceedings of 8th ITSA Biennial Conference*.
- Fields, K. (2002). Demand for the gastronomy tourism product: motivational factors. In *Tourism and Gastronomy* (pp. 37–50). Routledge.
- Hakim, M. F., Suardana, I., & Suwena, I. . (2019). Motivasi Wisatawan Berbagi Pengalaman Wisata Melalui Instagram. *Jurnal IPTA*, 196.
- Hall, C. M., Sharples, L., Mitchell, R., Macionis, N., & Cambourne, B. (2003). *Food tourism around the world: Development, management and markets*. Butterworth Heinemann.
- Hegyesh, E. ., Mate, B., Vafael, S. ., & Farkas, M. . (2017). The Role of Social Media in Gastronomy Tourism. *Applied Studies in Agribusiness and Commerce – APSTRACT Center-Print Publishing House, Debrecen*, 11(3–4), 95–104.
- Howe, N; Strauss, W. (2000). *Millenials Rising: The Next Generations*. Vintage Books.
- Jejakwisata.com. (2017). *Surabaya Menuju Kota Gastronomi*. <http://www.jejakwisata.com/studies/kajian-pariwisata/88-surabaya-menuju-kota-gastronomi-dunia>
- Kusumaningrum, D. A., Wachyuni, S. S., & Nathania, S. (2019). The Influence of Blogger Food Content in Selecting Healthy Culinary (A Case Study: Food Blogger “Anak Jajan”). *Tourism Scientific Journal*, 4(2).
- Leiper, N. (1979). The Framework of Tourism: Towards a Definition of Tourism, Tourist, and the Tourist Industry. *Annals of Tourism Research*, 6(4), 390–407.
- Lestari, M. (2019). *Coba Tebak ada Berapa Jumlah Kuliner di Indonesia*.
- Marson, D. (2011). From mass tourism to niche tourism. In S. Robinson, Heitmann, & P. U. C. Dieke (Eds.), *Research themes for tourism* (pp. 1–15). Oxfordshire: CAB International.
- Martin, C. ., & Tulgan, B. (2002). *Managing The Generational Mix*. HRD Press.
- Mas'ud, A. ., Rombe, E., & Nainggolan, E. . (2018). Pengaruh Kepuasan Konsumen Terhadap Perilaku Pembelian Ulang Konsumen Pada Cafe dan Resto Bangi Kopitiam di Kota Palu. *Jurnal Ilmu Manajemen Universitas Tadulako*, 4(1), 71–80.
- Mohanty, P. ., Rout, H. ., & Sadual, S. . (2020). Food, Culture, and Tourism: A Gastronomy Trilogy Enhancing Destination Marketing, Case Study of Odisha, India. *International Journal of Tourism & Hospitality in Asia Pasific*, 3(1). <http://ejournal.aibpm.org/index.php/IJTHAP/article/view/721/702>
- Prakoso, C., & Budiono. (2020). Pengaruh promosi media sosial Instagram, store atmosphere dan cita Rasa produk terhadap keputusan Pembelian pada restoran ayam geprek Juara di Rawamangun. *Repository STIE*. http://repository.stei.ac.id/2468/1/2116000058_Artikel_Bahasa_Indonesia_2020.pdf
- Pujiyati. (2013). *Studi potensi wisata makanan(food tourism) dalam pengembangan pariwisata di kota*

- semarang provinsi jawa tengah [Universitas Negeri Yogyakarta]. <https://eprints.uny.ac.id/10334/>
- Purwaningdyah, S. (2019). Pengaruh electronic word of mouth dan food quality terhadap keputusan Pembelian. *Jurnal Manajemen Maranatha*, 19(1), 73–80. <https://doi.org/ISSN 1411-9293>
- Rahma, N., Susilowati, I., & Purwanti, E. . (2017). Minat Wisatawan terhadap Makanan Lokal Kota Semarang Tourists' Interest to Local Food in Semarang. *Jurnal Ekonomi Dan Pembangunan Indonesia*, 18(1), 53–76.
- Reeves, T. C., & Eunjung, O. (2007). *Generational Differences. Handbook of Research on Educational Communications and Technology*.
- Rochmawati, I. (2018). Kualitas Visual dan Representasi Foto Makanan Kuliner Bandung di Instagram. *Universitas Komputer Indonesia*, 2.
- Sekaran, U. (2006). *Metode Penelitian Bisnis*. Salemba Empat.
- Wachyuni, S. ., Priyambodo, T. ., Widiyastuti, D., & Sudarmadji. (2021). Culinary Consumption in Digital Era: Tourists' Typology and their Characteristics. *Journal of Education, Society and Behavioural Science*, 34(6), 47–61.
- Wachyuni, S., Demolingo, R. ., & Wiweka, K. (2021). Gastronomy Tourist's Experience: Evidence from Gudeg "Yu Djum" Yogyakarta. *Tourism Research Journal*, 5(2).
- Wachyuni, S. S., & Priyambodo, T. K. (2020). The Influence of Celebrity Endorsement in Restaurant Product Purchase Decisions Making. *International Journal of Management, Innovation & Entrepreneurial Research*, 6(2), 45–54. <https://doi.org/https://doi.org/10.18510/ijmier.2020.625>
- Wachyuni, S. S., Wiweka, K., & Liman, M. (2018). Pengaruh Online Distribution Channels (ODS) Terhadap Hotel Revenue. *Journal of Tourism and Economic*, 1(2), 1–9.
- Wachyuni, S., & Yusuf, L. (2021). Camera Eat First: Tourist Motivation in Sharing Food Photograph on Instagram. *International Journal of Tourism and Hospitality Review*, 8(1), 62–70.
- WeAreSocial. (2021). *Most Used Social Media Platforms*. Indonesian Digital Report 2019, Data Pengguna Internet Dunia Tahun 2019
- Williams, H. A., & Yuan, J. J. (2018). Attributes Of Memorable Gastro- Tourists ' Experiences. *Journal of Hospitality & Tourism Research*, XX(X), 1–22. <https://doi.org/10.1177/1096348018804621>
- Wiweka, K., Wachyuni, S. S., Rini, N. A., Adnyana, I. N., & Adnyana, P. P. (2019). PERILAKU BERWISATA WISATAWAN GENERASI MILENIAL DI JAKARTA PADA ERA REVOLUSI INDUSTRI 4.0. *Jurnal Sains Terapan Pariwisata*, 4(3), 313–334.
- Yenny, M., Wiweka, K., Wachyuni, S. S., & Adnyana, P. P. (2020). How are Holiday Photography Startups "Disrupting" Indonesia Tourism Business? *South Asian Journal of Social Studies and Economics*, 62–77.