

DIGITAL BEHAVIOUR IN GASTRONOMY TOURISM: THE CONSUMPTION PATTERN OF MILLENNIAL TOURISTS

ABSTRACT

Aims: This study aims to analyse 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 and March 2021.

Methodology: This research was conducted with a quantitative approach by collecting data using a questionnaire distributed through an online survey. One hundred twenty-two respondents participated and answered thoroughly. The data analysis technique used is Descriptive Statistics and Regression Analysis.

Results: This study shows that most millennial tourists use digital media intensely before, during, and after a gastronomic tour. Digital media is used to find local culinary information and share experiences. Other findings show that social media positively contributes to determining local culinary purchasing decisions in gastronomic destinations by 38.5%.

Conclusions: Millennial tourists usually use digital media pre-, on-, and post-travel. Digital media is used as a source of trusted information and 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 every phase of gastronomic tourism. 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. Entrepreneurs and destination administrators must focus on digital media promotions to effectively reach millennial tourists.

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

1. INTRODUCTION

The 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 is interdependent and forms a strong correlation. The gastronomic trilogy has become a compelling 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 tourists are looking for unusual and meaningful travel experiences nowadays, and gastronomic resources in an area are very appropriate because they offer experiences and opportunities to learn about the culture. As the main product of gastronomic tourism, local cuisine can be packaged attractively to meet the needs of the tourist experience.

However, in this digital era, technological developments affect the behaviour of tourists, especially millennial tourists. Experts classify generations by year of birth. The millennial generation was 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 to 2000 are the millennial generation. The millennial generation has the characteristics of being very dependent on the internet and digital

technology. Information is essential in making decisions for millennial tourists and determining local culinary purchasing decisions at destinations (Wachyuni et al., 2021). Local cuisine has developed not only as a physiological need but has become a tourist attraction.

Along with existing developments, many tourists make food their primary motivation in travelling. According to Hall et al. (2003), this activity is called 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 primary goal of enjoying local culinary at the destination.

The increasing interest of tourists in local culinary destinations is a great opportunity to develop gastronomic tourism in Indonesia. A culinary expert from Gadjah Mada University stated, 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, knowledge related to tourist behaviour in gastronomic tours is needed to make the right strategy, especially for millennial tourists. This is because millennial tourists are the most significant 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. 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. Nevertheless, in general, the quality of the experience from the destination is significant for millennial tourists.

Therefore, this study aims to analyse tourist behaviour related to digital media in gastronomic tours. **Many studies on gastronomic themes have been carried out, but few have discussed the digital behaviour in gastronomic tourism. Through this research, the consumption pattern of tourists enjoying local culinary at the destination** will be known. In this study, the destinations that became the locus of research were Yogyakarta and Solo, 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 behaviour of tourists in using digital media and finding their consumption patterns, it can be a suggestion for entrepreneurs and destination administrators as suggestions in developing a gastronomic tourism marketing strategy.

2. LITERATURE REVIEW

2.1 Millennial Generation Travel Behavior

The millennial generation has 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 destination management and tourism entrepreneurs, it is necessary to adapt to survive the existing changes. Based on the theory of generations, experts classify generations as years of birth. Different birth years 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) mention millennials born in 1982-2000, while Martin & Tulgan (2002) mentions millennials as those born in 1978-2000.

Damanik et al. (2019) stated that the millennial generation has the characteristic that they will search for information before travelling through social media. Social media is an essential part of them 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 significantly affects their journey from the pre-travel, on-travel, to post-travel stages. It is not just for finding information, using the internet and technology to order accommodation (Wachyuni et al., 2018) to choose food (Kusumaningrum et al., 2019).

2.2 Gastronomy Tourism

Hall et al. (2003) define food tourism into four types based on tourist interest in food that influences travel behaviour. 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 refers to gastronomy tourism, where most tourist activities are related to food. In this study, the digital behaviour 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% (Wachyuni et al., 2021).

2.3 The Role of Social Media in Gastronomic Tourism

According to Pearce (2005), there are five phases in travelling, including 1) Pre-purchase stage, 2) Travel to destination, 3) On-site experience, 4) round trip component, 5) Recall and recollecting stage. The conclusion is that there are three essential phases of travelling, namely pre-, on-, and post-travel. Pre-travel is characterised by stimulation and introduction of motivation and continues planning a trip. However, the tour stage or on-travel is no less critical, which is that the travel experience is obtained. Furthermore, post-trips is a phase where tourists return to their home areas with travel experiences. 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 benefits the development of the destination itself.

Therefore, in this study, the digital behaviour of tourists will be analysed starting from the pre-travel, on-travel, and post-travel stages. Related to the purchasing behaviour, there are several phases based on Kotler & Armstrong (2018), starting from need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behaviour. With the development of technology, tourists rely heavily on information on the internet at every stage of their trip. 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. Wachyuni et al. (2018) explain digital influence on accommodation selection. Meanwhile, Prakoso & Budiono (2020) found that social media promotion on Instagram influenced purchasing decisions for culinary products.

Another study conducted by Hegyes et al. (2017) 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 that business actors conduct promotions to groups of female tourists that are very effective to reach through social media. Women are using social media more frequently than men; as many as 84% of female respondents stated that information on social media is essential to them.

Many research on gastronomic themes, but most discuss strategies for developing gastronomic tourists in destinations (Bertan, 2020; Horng & Tsai, 2012; Kowalczyk, 2014). In addition, many studies discuss gastronomy marketing in general (Primasari & Siswojo, 2012; Suteja & Wahyuningsih, 2019). There is a tiny amount of research that discusses tourist behaviour. Gálvez et al. (2017) discusses the behaviour of American tourists towards Ecuadorian cuisine, including interest, expenditure, and return visit index. In his research, the digital behaviour of tourists in culinary tours has not been discussed. Furthermore, Kusumaningrum & Wachyuni (2020) discusses specifics related to promotions on online food delivery (Go-Food) applications in influencing purchasing decisions. Likewise, Dewi (2018) analyses the specifics related to the effect of advertising on Instagram on purchasing decisions. There are still few studies analysing the relationship between digital media and travel behaviour. There have not been many studies that have comprehensively analysed digital tourists' behaviour in gastronomic tours, starting from the pre-travel, on-travel, to post-travel stages. Therefore, this research will fill the gap in previous studies.

3. METHODS

This study uses a quantitative approach by conducting a survey of millennial tourists regarding their culinary experiences. The research instrument is in the form of a questionnaire that includes questions related to demographics, pre-, on-, and post-travel behaviour. Pre-travel behaviour consists of indicators in determining culinary choices at destinations, information-seeking behaviour, digital media information referrals, and social media factors on purchasing decisions (Kotler & Armstrong, 2018; Tsiotsou & Wirtz, 2015). On-travel behaviour includes booking methods and on-site experience sharing (Pearce, 2005; Wachyuni & Yusuf, 2021). Then post-travel behaviour consists of indicators of repurchase interest and eating experience sharing behaviour on social media (Kotler & Armstrong, 2018). This questionnaire uses a nominal and ordinal scale with a Likert scale of 1-5 (*strongly disagree-strongly agree*). Questionnaires were distributed online via WhatsApp broadcast messages to millennial tourists from January-March 2021. Based on the validity and reliability test, all the items of the questionnaire were valid and reliable, so that it can be continued to the subsequent analysis

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 one 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 cuisine. Target respondents are 100 persons since, according to Roscoe in Sekaran (2006), the number of respondents from 30-500 is the correct number for quantitative research. The number of responders with valid answers in this survey is 122. The data analysis technique used is validity and questionnaire reliability, descriptive statistics, linear regression, and determination coefficient tests.

4. RESULT

4.1 Respondents' Profile and Characteristics

Based on the survey, there are more female respondents than males. It shows that women dominate the millennial tourist segment and are related to women's interest in gastronomy tourism. Respondents' age range is between 27-and 39 years old. The 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 areas that have become the favourite gastronomy tourism destination are Yogyakarta and Bandung. Respondents' profiles in this research are shown in 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 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 the data analysis result, generally, respondents agree with the perception indicators as a whole. However, sorted by the highest mean value, the uniqueness becomes the primary 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 the food making process. Table 2 shows the mean value of the whole tourist perception indicators toward local culinary.

Table 2. Mean value of tourists' perception of local food at the 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
Travelling partner	4.16
Different Eating Tradition	4.07
Novelty	4.05
Participation in the food-making process	3.93

4.2.2 Tourists' Behavior toward Information Seeking on Local Culinary

To know further about the tourists' behaviour in local culinary travelling, a survey related to their behaviour in seeking information has been conducted. According to the survey result, as much as 8.20% of the respondents strongly agree, and 36.06% of them agree that seeking information related to local culinary culture is an essential activity before travelling. As much as 52.46% of the respondents strongly agree, and 37.70% agree that seeking information on local food restaurants is also an essential thing before travelling to be used as a basis for decision making. Only a few respondents disagree with this statement. Tourists' behaviour toward information seeking on local culinary can be seen in Table 3.

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

Information Seeking	Percentage (%)
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	Strongly Agree	Agree	Quite Agree	Disagree	Strongly Disagree
Seeking information related to local culinary culture is essential before travelling	8.20	36,07	7.38	4.92	0.82
Seeking information related to restaurants that serve local culinary in DTW is a crucial thing to do before travelling	52.46	37.70	1.64	0.82	0

To conduct information seeking, it is necessary to know respondents' main information reference media. Most millennial tourists make digital media the primary 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 seek information on local culinary for millennial tourists. The survey result data of the leading information reference media can be seen in Table 4.

Table 4. The survey result data of the leading 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 which millennial tourists most use digital media to seek local culinary information. The survey result can be seen in Table 5.

Table 5. The survey result on 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 analysed according to the percentage who choose Instagram is more significant 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 significant in this digital era of gastronomy tourism. Moreover, a multiple linear regression analysis was conducted to discover how the influence of social media factors and how

much it contributes to local culinary purchasing decisions. Before conducting the regression test, a validity test was first performed on each question item. All question items are six questions on social media variables and three questions on purchasing decision variables. All question items have a value of $r_{count} > r_{table}$ (0.1778); therefore, all items are 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 were valid, it was followed by a linear regression test and coefficient of determination test to determine the influence and how enormous 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 coefficient of determination test results can be seen in Table 7.

Table 6. The results of the linear regression test of social media factors on local culinary purchasing decisions by the millennial generation

Coefficients						
Model		Unstandardised Coefficients		Standardised 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 the millennial generation's local culinary purchasing decisions. Then, a determination coefficient test is performed to find out how much social media factors influence purchasing decisions. 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 the millennial generation's local culinary purchasing decisions is 38.5%.

Table 7. 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 behaviour of millennial generation tourists in gastronomic tours is described by the ordering method and the behaviour of sharing experiences on site. Table 8 shows how the purchasing behaviour of local culinary by the millennial generation.

Table 8. 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 9.

Table 9. Tourist behaviour in sharing dining experiences at the consumption stage

Sharing On-Site Experience	Percentage (%)				
	Strongly Agree	Agree	Quite Agree	Disagree	Strongly Disagree
I share my dining experience on social media while consuming local culinary on-site	27.87	22.95	14.75	15.75	18.03

Based on Table 9, most tourists strongly agree (27.87%) and agree (22.95%) that they share their dining experiences on social media when consuming local culinary on-site. Whereas 14.75% of respondents entirely agree, 15.75% disagree, and 18.03% strongly disagree. This result shows that tourists do not share any experiences at the consumption stage through social media.

4.4 Post Travel Behavior

To find out millennial tourists after gastronomy tours or post-travel behaviour, they analysed their repurchase interest and behaviour in sharing their dining experiences on social media. The results of the post-travel behaviour analysis can be seen in Table 10.

Table 10. Repurchase analysis and sharing of dining experiences on social media at the post-travel stage

Post-Travel Behavior	Percentage (%)				
	Strongly Agree	Agree	Quite Agree	Disagree	Strongly Disagree
I will repurchase local culinary at the destination on my next visit	42.62	34.43	20.49	1.64	0
I will share this local culinary experience to digital media	36.07	30.33	24.59	4.10	4.10

Based on Table 10, it is analysed that the majority of millennial tourists strongly agree (42.62%) and agree (34.43%) that they will make a purchase of local culinary on their next visit. Then the majority of millennial tourists strongly agree (36.07%) and agree (30.33%) will share local culinary experience to digital media; only a few stated that they did not agree to disagree strongly. Knowing kind of digital media used to share experiences, can be seen in Table 11.

Table 11. The primary digital media for sharing local culinary experiences

The leading 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 11, Instagram is a social media platform used mainly by millennial tourists to share their meal experiences, around 89.3%. Meanwhile, approximately 5.7% of 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 of millennial tourists are women. A study by Pujiyati (2013) also has a similar result, and Women tourists dominate culinary activities in Semarang. It defines that women's interest in gastronomic travel is higher than men's. It is confirmed by Hegyes' research that stated women have more interest in information of gastronomic on social media. However, Rahma et al.'s (2017) research stated that the percentage difference between men and women in gastronomic travel does not significantly high. Thus it can be declared that gastronomic travel is everyone's 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, most millennials tourists are married (76.2%). It portrays that gastronomic travel is chosen by young millennials couple when they are visiting a tourist destination. According to Rahma et al. (2017) research, married tourists have a more exciting experience motivation than unmarried tourists, which is shown by their tendency to look for information on culinary tourism. Married tourists also have higher togetherness motivation rather than unmarried tourists. It shows that married tourists consider culinary activities as togetherness moments with their partner or family.

Based on the Education parameter, most tourists have good Education levels; most of them have finished their master's and bachelor's education. It gives the overview that millennial tourists who do gastronomic travel have high intellectual. It is reinforced by Damanik et al.'s (2019) research, which stated that Education level would affect millennials' consumption patterns and motivation when travelling. Millennials will visit a quality destination that delivers a unique and quality experience. Millennials are also concerned about destination safety and hygiene. Therefore, culinary owners should adjust their culinary products to follow millennial tourists' needs and preferences that dominate the current population in Indonesia. Most millennial tourists already have a job and are 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 a 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 favourite gastronomic travel for millennial tourists, and Solo is in third place. Yogyakarta and Bandung have various traditional culinary dishes, beverages, and main courses. Solo comes in third place; it is possibly because Solo does not have many tourist destinations compared to Yogyakarta. Meanwhile, besides gastronomic travel, millennial tourists usually enjoy nature, culture, and other tourist destinations.

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

5.2.1 Pre-Travel Stage

This study analyses the digital behaviour of millennial tourists on gastronomic travel and their consumption pattern during the pre-, on, and post-travel stages. In the pre-travel stage, millennial

tourists' perception is analysed toward local culinary, information searching behaviour, digital media references, and the analysis of social media aspect on a purchase decision. The result of tourists' perception that the most considerable values for tourists when selecting local culinary are uniqueness, culture, and authenticity. These top three indicators are the focus of millennial tourists when discovering different dish experiences. Scarpato supports it; the unique value of traditional dishes preparation and serving could become an attraction for tourists (Fields, 2002). Williams & Yuan (2018) also stated that one of the essential gastronomic experience indicators is authenticity. Wachyuni et al.'s (2021) research reinforces that authenticity, emotion, and sociability values are necessary for establishing gastronomic experience.

In association with the searching behaviour of local culinary information, only a few tourists did not search for information before visiting the destination. Most tourists agree that information searching is necessary to decide which gastronomic destination they should visit. Supported by Wiweka et al. (2019), research stated that millennial tourists generally could not be separated from the Internet and digital media, whether in daily activities or while travelling. Even to travel destinations in general (Damanik et al., 2019) to photography services while travelling (Yenny et al., 2020). The behaviour displays a strong relationship between millennial tourists and digital media. This finding will, then, become necessary information for business owners that they have to plan a more aggressive strategy in digital promotion.

Based on this study survey, information reference media that are mostly utilised are Instagram, and then Search Engine and Youtube. Among Indonesia's most-used apps, Instagram is in third place (WeAreSocial, 2021). According to Wachyuni & Priyambodo (2020), Instagram has become a favourite since it can send pictures, videos, captions, and location and hashtag features. These features help the user in searching for any pieces of information. Search engines and Youtube are typically used to search for more detailed information and validate them.

Moreover, linear regression analysis shows that social media influences a purchase decision. Social media contribution to purchase decision of local culinary by millennial tourists is 38.5%. Purwaningdyah's (2019) research reinforces it, and it states that social media could improve the sale of culinary products. This finding is confirmed by Wachyuni & Priyambodo (2020) research that implied the positive impact of celebrity endorsements on Instagram on purchase decisions of restaurant products. Another study implied that digital media contributes more to the sale rate of packaged culinary, which is 60.2%. It has become a highlighted information for business owners and destination management regarding the importance of social media to attract millennial tourists.

5.2.2 On-Travel Stage

Furthermore, the On-travel Stage helps discover consumption methods of tourists' choices and their behaviours in sharing their diet experiences while in a local culinary destination. Millennial tourists prefer dine-in rather than take-away or delivery. It is because they can take an experience with different dining atmosphere. The study by Wachyuni et al. (2021) stated that restaurant atmosphere becomes an indicator that influences gastronomic experience when savouring Gudeg Yu Djum, one of the favourite culinary destinations in Yogyakarta. The dining atmosphere and togetherness with friends and family are important moments for them; thus, dine-in becomes their preference in gastronomic travel.

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

5.2.3 Post-Travel

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

Furthermore, the development of many social media platforms allows millennial tourists to share their travel experiences more accessible. The research result shows that most participants agree-strongly agree to share their local culinary experience with digital media. According to Wachyuni & Yusuf (2021), tourist motivation for uploading food pictures on social media is to capture the togetherness as the realisation 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 experiences is Instagram (89.3%). The rest of them share their experience on Facebook, WhatsApp, and e-Services. Instagram is in third place as 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, Instagram usually utilises to share the art of food pictures or food photography. Instagram also allows users to share their pictures and can be accessed by users worldwide with a hashtag and geo-tag features to help other users discover specific culinary information.

CONCLUSION AND RECOMMENDATION

The study describes the digital behaviour of millennial tourists on gastronomic travel starting from pre-travel, on-travel, and post-travel stages. This research also shows that digital media and the internet play an essential role for millennial tourists to ensure a satisfying gastronomic experience. For example, at the pre-travel stage, local culinary information following their perceptions found in this study, namely uniqueness, culture, and authenticity. At the on-travel stage, social media is also used to actualise themselves when consuming local culinary at the destination. Furthermore, in the post-travel stage, social media is also used to express experiences after gastronomic travel.

The study delivers theoretical implications showing that millennial tourists have a unique characteristic in gastronomic travels. Tourists cannot be separated from the Internet and social media on every travel stage. The study also shows findings that social media has a positive influence and contributes to the purchase decision of local culinary in the destination. This study also shows that digital media are the most widely used by millennials to find gastronomy information at the pre-travel stage and share their experiences at the post-travel stage. This study fills the gap in previous research reviewed through the literature review. Not many studies have analysed the digital behaviour of millennial tourists at each stage of their trip and their consumption pattern in gastronomy tourism.

The practical implication of the study is that it can be the suggestions for the small and micro enterprises to adapt to the digital behaviour of tourists. Local culinary entrepreneurs in tourism destinations are suggested to improve the promotion of digital media so it could attract more millennial tourists. The study also suggests that management and authorities of the destination plan a micro-small-medium business assistance program to promote gastronomic tourism, particularly in Yogyakarta and Solo and in Indonesia in general.

The limitation of this research is that it only analyses social media factors on purchasing decisions for millennial tourists. Then, the research method used is only quantitative, while it will be more profound if there are qualitative data. The results of the interviews will give deep insights into the research discussion. The following study recommendation is to research other factors that influence the gastronomic travelling behaviour of millennials that have not been researched in the study. Furthermore, mixed-method research can be conducted to deepen further research.

Consent

As per international standard or university standard, respondents' written consent has been collected and preserved by the author(s).

COMPETING INTERESTS DISCLAIMER:

Authors have declared that no competing interests exist. The products used for this research are commonly and predominantly used products in our area of research and country. There is 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 litigation but the advancement of

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