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# The Role of The Millennial Generation in Improving The Tourism Sector Economy in a Sustainable Manner

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## Abstract

Youth collaboration in the ASEAN region is an important key in realizing a sustainable economy towards the tourism sector. Youth as agents of change have a strategic role in driving sustainable and development-oriented initiatives. This paper reviews how collaboration among youth in the ASEAN region can be a key driver in improving the tourism sector in a sustainable manner. First of all, collaboration among ASEAN youth plays an important role in addressing common challenges faced by member countries. With the exchange of experiences and knowledge between youth from different countries, creative solutions can be generated to strengthen tourism infrastructure, address climate change, and promote environmental sustainability. In addition, through collaboration, ASEAN youth can build strong networks in the tourism sector. This makes it possible for youth from different countries to support each other in developing sustainable tourism projects, including the development of tourist villages, training for local tourism actors, and promotion of responsible tourism. Collaboration also facilitates the exchange of cultures and traditions among ASEAN youth, which in turn can enhance the attractiveness of tourism in the region. By promoting cultural diversity and local heritage, youth can create unique and meaningful tourism experiences for travelers. Not only that, collaboration among youth can also play an important role in increasing the involvement of local communities in the tourism industry. Through participatory programs involving youth and local communities, awareness of the importance of sustainable tourism can be raised, while the economic benefits generated from tourism can be equitably disseminated. Finally, ASEAN youth collaboration can strengthen cultural diplomacy and regional cooperation in the tourism sector. Through student exchanges, arts and cultural festivals, and joint tourism projects, youth can strengthen the bonds between nations and promote peace and cross-cultural understanding in the ASEAN region. Thus, ASEAN youth collaboration has great potential in realizing a sustainable economy towards responsible and highly competitive tourism. A strong commitment from governments, non-governmental organizations and the private sector is needed to support and facilitate this collaboration to achieve the common goal of sustainable tourism in the ASEAN region.

**Keywords:** Collaboration; Millennials; Tourist; Sustainable Economy

## 1. Introduction

In an era of globalization and ever-evolving technology, millennials have become a major force in changing the global economic landscape. As a generation that grew up in the digital age, millennials have not only changed the way we work and interact, but have also made significant contributions in various sectors of the economy. The tourism industry is not only the backbone for many global economies, but also offers great potential for sustainable economic growth. In this context, the role of millennials in steering the tourism industry towards sustainability is becoming increasingly important. With a tendency to seek experiences that are authentic, sustainable, and impactful, millennials have great potential to influence traveler behavior and business practices in the tourism industry.

This paper will delve deeper into the role of millennials in sustainably improving the tourism sector's economy. We will explore how this generation shapes traveler trends and preferences, drives innovation in tourism products and services, and promotes environmentally friendly and sustainable business practices. With a better understanding of how the millennial generation plays a key role in the tourism industry, it is hoped that this paper can provide valuable insights for stakeholders.

## 2. Literature Review

In the context of the millennial generation's role in the sustainable tourism industry, some important concepts and theories include the concept of sustainability in tourism, which includes environmental, social, and economic aspects (UNWTO, 2019). The environmental aspect involves practices that reduce the negative impact of tourism on the environment, such as the use of renewable energy, good waste management, conservation of natural resources, and preservation of ecosystems. Meanwhile, the social aspect emphasizes the welfare and respect for local communities. This includes tourism development that enriches local culture, ensures community participation in decision-making, and improves the living standards of local people. The economic aspect focuses on creating sustainable economic benefits for all stakeholders, not just for certain parties. This includes economic empowerment of local communities, equitable profit sharing, and investment in infrastructure that supports long-term economic growth.

Consumer behavior theory, particularly in terms of millennial tourists' preferences and motivations (Lehto & Lehto, 2019). Consumer behavior theory is a framework that studies how individuals make decisions in choosing products or services. In the context of consumer behavior theory, it is important to understand that individual preferences and motivations are influenced by various factors, including culture, personal values, past experiences.

The concept of innovation in tourism products and services, including the implementation of digital technology and sustainable tourism experiences (Gretzel et al., 2015). An example of the concept of innovation in tourism is that digital technology can be used to improve the efficiency and convenience of the tourist experience. For example, mobile applications that provide interactive travel guides, easily accessible payment systems, or the use of augmented reality to provide a more engaging travel experience. By applying the concept of innovation in tourism products and services, the ultimate goal is to enhance the traveler experience while considering environmental sustainability and the well-being of local communities. This allows the tourism industry to continuously evolve and adapt to changing trends and market needs.

Several previous studies have tried to answer questions related to the role of the millennial generation in the sustainable tourism industry. For example, research by Hjalager (2010) investigated the preferences and behaviors of millennial tourists in relation to environmental sustainability. In addition, research by McCabe (2019) analyzed the contribution of millennials in sparking innovation in environmentally friendly tourism products and services. Millennials have a clear preference for travel destinations that offer experiences that are unique, sustainable, and have a positive social and environmental impact. Innovations in the tourism industry led by millennials have opened up new opportunities for the development of more sustainable products and services (Gretzel et al., 2015, p. 128).

## 3. Research Methods

The data required in this scientific work are primary data and secondary data. The data used is obtained using the survey method using a questionnaire containing a list of questions as the main instrument in collecting primary data. The measuring instrument of this paper uses a Likert scale to measure attitudes, opinions and a person or group of people about social phenomena (Sugiyono, 2006). Measurement will be carried out by providing a choice of tiered numbers ranging from 1 for answers strongly disagree with up to number 4 for answers strongly agree. The questionnaire will be distributed to respondents through an online questionnaire. The online method is done by distributing online questionnaires through social media and chat applications, so that it is expected to reach a wider range of respondents. To reduce bias in filling out the questionnaire, a filter question will be given that determines whether the respondents who answer the questionnaire match the criteria set in the sample selection in this study.

The target population in this study is Indonesian generation tourists, namely the younger generation who have traveled. The sampling method used is non-probability sampling with convenience purposive sampling technique due to the difficulty of determining the sampling frame. The population characteristics that are used as a condition for selecting respondents are young Indonesians aged 16 to 22 years and have traveled at least once in the last 6 months. The minimum number of samples that must be taken by researchers is 10 samples. The method used is descriptive quantitative research. Data processing will use statistical analysis tools and will be carried out using statistical software tools to determine the frequency (number) and proportion (percentage). The questionnaire distributed uses a Likert scale of 1 to 5, namely 1 is strongly disagree and 5 is strongly agree. The interval or range of distances used is based on the Interval formula.

1. Number 0% - 19,99% = strongly disagree Number 20% - 39,99% = disagree
2. Number 40% - 59,99% = Neutral
3. Number 60% - 79,99% = agree Number 80% - 100% = strongly agree

## 4. Results and Discussion

### 4.1. Research results

Based on the results of research conducted on 10 respondents through questionnaires distributed online, the demographic data of the respondents were obtained. Respondents are millennials, namely those aged between 16 and 22 years at the time of the research. The total number of respondents is 10, namely 50% or as many as 5 men and 5 or 50% female respondents. Based on

the table, there are 2 respondents or 20% aged 16-18 years, as many as 8 respondents or 80% aged between 19-21 years. The characteristics of respondents when viewed from their status as many as 100% are students. A total of 4 respondents (40%) stated that they understood the term sustainable tourism, 2 respondents (20%) did not understand and as many as 4 respondents (40%) were undecided. In addition, respondents heard the term sustainable tourism mostly through the Internet (60% or 6 respondents) and social media (40% or 4 respondents).

From the 6 questionnaire questions with a Likert scale, the following is a summary of the assessment results of the 10 respondents.

Table 1. Summary of assessment results from research

Number	Question	Absolutely not (1)	Disagree(2)	Netral (3)	Agree (4)	Very agree (5)
1	How often do you use social media to promote sustainable tourism destinations?	1	3	2	3	1
2	Are you more likely to choose a tourism destination that has environmentally friendly initiatives, such as the use of renewable energy and good waste management?	0	0	0	0	10
3.	To what extent do you believe that the role of millennials in promoting sustainable tourism can contribute to local economic growth?	0	0	0	5	5
4	Have you been involved in any volunteer activities related to environmental stewardship at the tourist destination you visited?	1	1	3	3	2
5	How is technology integration in the development of environmentally friendly and sustainable tourism destinations?		0	0	8	2
6	Do you feel that early environmental education and awareness can influence your travel decision to choose a sustainable tourism destination?	0	0	0	3	7

#### 4.2. Research Discussion

The results of data analysis show that of the 10 respondents, 5 women and 5 men who have a profession as a student. 4 respondents (40%) stated that they understood the term sustainable tourism, 2 respondents (20%) did not understand and as many as 4 respondents (40%) were undecided. respondents know or hear the term sustainable tourism mostly through the internet (60% or 6 respondents) and social media (40% or 4 respondents). 40% of respondents have the perception that tourism in Indonesia is sustainable tourism, and 6 respondents (60%) want to find out more about sustainable tourism.

The most preferred medium for disseminating sustainable tourism information or education is through social media (51%). Some respondents are more interested in direct communication, namely direct explanation by people who have knowledge about sustainable tourism (51%). Meanwhile, respondents who answered that they were not interested in knowing more about sustainable tourism were only 3 respondents or 30% with the most common reason being that there was no time. The results of data processing

show that the millennial generation has heard and understood sustainable tourism besides that the millennial generation has the perception that Indonesia has implemented sustainable tourism. Millennials want to find out more about sustainable tourism with various preferred information media is the internet and also direct communication with people who have knowledge about sustainable tourism. This can be an opportunity for the government to be able to further educate the public, especially the millennial generation, regarding sustainable tourism and behaviors that support sustainable tourism. The government can utilize internet media as an effective information dissemination media and also conduct various socialization programs aimed at the millennial generation.

## 5. Conclusion

Calculation with the percentage index of the questionnaire obtained the average value of the millennial generation perception index is 40%. In accordance with the index criteria table, it is known that this result is in the range of 40% - 59.99%, which states that they agree with the 6 statements in the questionnaire, which means that their perception is good because it supports aspects of sustainable tourism. In addition, millennials have heard and understood sustainable tourism and according to them, Indonesia has implemented sustainable tourism. Millennials want to find out more about sustainable tourism with the most preferred medium of information being the internet and also direct communication with people who have knowledge about sustainable tourism. This can be an opportunity for the government to further educate the public, especially the millennial generation, regarding sustainable tourism and behaviors that support sustainable tourism. The government can utilize internet media as an effective information dissemination medium and also conduct various socialization programs aimed at the millennial generation.

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