

Role of Social Media in Generation Y travellers' travel decision making process

Abstract

Nowadays, the Internet and particularly social media platforms are evolving into an inevitable information source in various decisions in people's daily life. This study aims to identify the extent to which these sites are utilized by the Generation Y-ers (also known as Millennials) once they plan, undertake, and reflect on their trips. Using the grounded theory method, interviews with students studying in Austria were conducted and analysed thoroughly. The findings illustrated the Generation Y-ers' preference of consuming rather than producing relevant information on social media sites. Moreover, the sequence of gathering desired knowledge about a specific destination appears to have changed. This study furthermore discusses possible managerial as well as future implications, based on the outcomes provided.