



**THE ROLE OF SOCIAL MEDIA TO REPLENISH TRAVEL  
INTERMEDIARIES AMONG MILLENNIALS TRAVELER**

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## AUTHOR'S DECLARATION

I declare that the work in this thesis/dissertation was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

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## **1.0 INTRODUCTION**

Millennials are considered as the largest segment of group compare with others generation and they tend to spend more time on travelling while they were still at the young age by searching through the internet and social media. Millennials are also recognized as the first generation to travel frequently which having and feel more experience while travelling before reaching adulthood. Millennials people are characterized as a person who playing computer games, navigating the web, downloading music, connecting with friends via instant messaging and mobile phones which they were born into technology world. With this characteristic of millennials, they are categorized as heavy user of internet and technology. Thus, this generation are more attached to this type of technology and same goes to choose their traveling package using internet rather than look for packages in travel agency. Compared to other generation, they are more likely to prefer demand on mobility services such as Uber and Lyft to traditional car ownership and rent accommodation through Airbnb, stream and listened their music through Spotify. This generation are very different in technology usage and next we will focus on millennials usage of social media and technology.

Meanwhile, social media is one of the main medium for people to communicate, share information, photos, videos and their daily life activities to their friends. Nowadays, social media has become more important to millennials as well as in tourism industry. This is because of the trend changes in travelling. These advantages make social media become the major force in driving travel planning and decision making, playing a crucial role in travelers' overall travel experience. Travellers now have access to almost unlimited travel information created by other travelers. Social media itself can become a marketing tools for industry players to promote and sell their packages due to the usage of social media that mainly access by millions of people

especially by the millennials. In this twenty-first century, social media has begun to replace traditional media's such as television, magazine and newspaper. Social media has gain so much attention and it becomes an emerging research topic not just in travel industry but also at other field.

Therefore, the first objective of this study is to determine the influence of social media towards the millennials travel behavior. The next objective is to identify the usage of social media in helping the millennials to plan their holiday. Third objective is to identify the usage of technology in planning and purchasing travel packages give impact to tourism industry players.

Recent studies in tourism industry has showed that majority of millennials prefer to use social media and technology to plan and purchase their holiday components rather than using traditional method of having travel agency services. The problem of this study is there have been a lot of study on millennials behavior in tourism, but those studies did not discuss and focus on the impact of this trend towards the industry player such as travel agency. Where in reality, this trend give impact to the tourism industry player because the millennials group are no longer using travel agency as medium to plan and purchase their holidays packages. In addition, the millennials preferences in using the travel packages provided are tremendously deemed due to the high cost incurred in travel agency travel services.