Changing tourist consumption in millennial: A study through Instagram

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Abstract: *Throughout history the consumer behaviors of tourist change for various reasons. External factors like paradigm shift, inflation, epidemics change the lifestyle as well as choice at destination. COVID-19 is one such external factor whose arrival has seen a behavioral shift in tourist social behavior amongst the general population. The paradigm shift is observed in various forms of expression of lifestyle, e.g Travel and Tourism. COVID – 19 that people are realizing the importance. It has been observed that tourist consumption at a destination has changed into more responsible and accountable post COVID – 19 lockdown. The very same hashtags related to sustainable tourism were selected namely #ecotourism, #sustainableliving #localfood #greenhotels are used in this study to explore the changing tourist behaviour of millennials due to COVID- 19 outbreak. The findings were rechecked using #sustainabletourism and #responsibletourism. Due to COVID-19 outbreak youngsters have become more conscious about their choices. A well designed questionnaire was prepared and data was collected through Google form from 205 millennial respondents and SPSS was used for analyzing the data. From the analysis it was concluded that millennials are more responsive and inclined towards sustainable products and services. This paper discusses the change in tourist behavior of millennial through social media channel Instagram which concludes that due to COVID-19 outbreak environmental awareness among young masses has increased and as a result of content analysis it was also observed that there is an increase in responsible tourism among social media influencers and bloggers.*

Keywords: *Sustainable Tourism, Behavioral shift, COVID-19, Meta, Hashtags, AI*

Introduction

1.8 billion people, or 23% of the world's population, are millennials (those born between 1986 and 1996), and the majority of them live in Asia. 440 million people in India are millennials, making about 34% of the global population(Jain, Gupta & Verma 2020)[1]. Moreover, Since they make up about half of the working population, millennials are among the most significant and influential clientele for Indian companies, particularly those in the hotel and restaurant sector[1.] Millennials, the generation born between 1981 and 1996, have quickly emerged as a powerful force in the travel industry. With their increasing disposable income and a desire for

experiential travel, they are reshaping the way vacations are planned and enjoyed. Tour and activity providers need to pay attention to these shifting trends to cater to the unique needs and preferences of this influential generation. Tour operators and activity providers would be well to take note, as millennials seek out distinct vacation experiences than those of their parents and grandparents[2]. [Rezdy, 2018][1]

One of the defining characteristics of millennial travel is their preference for experiential and immersive experiences. There is a clear influence of millennial on sustainable practices in tourism. (Gössling, S., Scott, D., & Hall, C. M. (2020)). Unlike their parents and grandparents, who may have sought relaxation or sightseeing, millennials prioritize authenticity, adventure, and cultural engagement. They want to create meaningful connections with the destinations they visit and immerse themselves in local cultures and communities. This has led to a surge in demand for activities, tours, and experiences that offer a deeper level of engagement beyond the typical tourist attractions.

In addition to seeking authentic experiences, millennials are drawn to new and exotic destinations. They have a strong desire for exploration and discovery, and are willing to venture off the beaten path in search of unique travel experiences. This shift has resulted in the rise of unconventional and lesser-known locations as popular travel destinations among millennials. These destinations offer a sense of discovery and provide an opportunity for millennials to share their experiences on social media, further fueling interest in these offbeat locations.

Technology plays a pivotal role in the travel habits of millennials. As digital natives, they rely heavily on technology throughout their travel journey. Millennials extensively research destinations, accommodations, and activities online, often using review platforms and social media for recommendations and insights. They leverage technology to compare prices, book flights and accommodations, and even plan their itineraries. Tour operators and Travel agencies need to personalize services through technology can contribute to sustainable tourism experiences(Buhalis, D., &Amaranggana, A. (2015)).Tour and activity providers need to have a strong online presence and user-friendly digital platforms to attract millennial travelers.

Tour and activity providers should adapt their offerings to align with the preferences of millennials. For example, culinary tours that allow millennials to explore local cuisine or community-based tourism initiatives that provide opportunities for interaction with locals can be particularly appealing. Sustainability and responsible tourism practices are also important considerations, as millennials tend to prioritize eco-friendly and socially conscious options.

Furthermore, tour and activity providers should leverage social media platforms to engage with millennials. Millennials rely heavily on social media for travel inspiration, recommendations, and sharing their experiences. By producing aesthetically pleasing content and promoting material created by users, and engaging with millennials through social media channels, tour operators can effectively reach and influence this influential market segment.

Millennials have emerged as a powerful force in the travel industry, and their preferences for experiential travel and unique destinations are reshaping the market. Tour and activity providers should take note of these shifting trends and adapt their offerings accordingly. By providing immersive experiences, incorporating technology, and embracing sustainability, they can effectively attract and cater to the needs of millennial travelers. Understanding and catering to the desires of this influential generation will position tour and activity providers for success in the evolving travel landscape.

Sustainability in Hotel Industry

According to UNWTO (2018), tourism and hospitality cannot deny responsibility for climate change. Overall, the tourism sector is also contributing to global warming through its very existenceThe hotel sector has been paying more

attention to environmental issues in recent years, and several studies have recently looked at related projects and practices in hotels.

The tourism and hospitality industry has a significant impact on climate change and contributes to global warming. The United Nations World Tourism Organization (UNWTO) has recognized the responsibility of the sector in addressing environmental issues. In recent years, the hotel industry, in particular, has shown increasing attention to environmental sustainability and has implemented various initiatives and practices to mitigate its environmental impact.

The tourism sector, as a whole, contributes to climate change through multiple avenues. The most notable contribution is the emission of greenhouse gases, primarily carbon dioxide (CO_2), resulting from transportation activities related to tourism, including air travel, road trips, and cruise ships. Additionally, the energy consumption of hotels, resorts, and other accommodations, along with water usage and waste generation, also contribute to the sector's environmental footprint.

Recognizing the urgency of addressing climate change, many hotels have taken steps to adopt environmentally friendly practices and reduce their carbon footprint. These initiatives encompass a wide range of measures, including energy-efficient lighting systems, water-saving mechanisms, waste management and recycling programs, and the use of renewable energy sources. Some hotels have also implemented sustainable building designs and construction materials to reduce their overall energy consumption. Research studies have examined the effectiveness of environmental initiatives and practices in hotels. These studies evaluate the implementation and outcomes of various sustainability measures, assess guests' perceptions and preferences regarding eco-friendly practices, and analyze the economic viability of sustainable initiatives. Such research contributes to the continuous improvement and adoption of best practices within the industry.

While the hotel industry has made commendable efforts to address environmental issues, there is still room for improvement. Collaboration between hotels, industry associations, and government entities is crucial to drive widespread adoption of sustainable practices. Additionally, raising awareness among travelers about the importance of responsible tourism and encouraging them to choose environmentally conscious accommodations can create a positive impact.

In conclusion, the tourism and hospitality industry recognizes its responsibility in contributing to climate change. The hotel industry, in particular, has made strides in implementing environmental initiatives and practices to mitigate its impact. Through energy-efficient measures, waste management, and the adoption of sustainable building designs, hotels aim to reduce their carbon footprint and promote environmental sustainability. However, continuous efforts, collaboration, and awareness among stakeholders are necessary to further advance sustainable practices in the industry and address the challenges posed by climate change.

Social Media Influence on Millenials

Social media has revolutionized the way people share their lives, allowing them to document important milestones and daily experiences in real-time. Among the various social media platforms, Instagram, which is owned by Meta, has emerged as a significant medium of expression for millennials, showcasing various lifestyle trends and capturing the essence of modern culture. One key feature that has shaped the platform's dynamics is the use of clickable hashtags (#), which serve to categorize content and make it more discoverable. By leveraging these hashtags, trends in tourist behavior and preferences can be effectively tracked and analyzed.

Instagram has become a go-to platform for millennials to share their travel experiences, discover new destinations, and seek inspiration for their next adventure. Through visually engaging photos and videos, users can showcase the beauty and uniqueness of their travel destinations, influencing others and promoting specific trends. Hashtags play a crucial role in this process, allowing users to attach relevant

keywords or phrases to their posts, making them easily discoverable by others with similar interests.

One of the significant advantages of hashtags is their ability to track and monitor specific trends in tourist behavior. By analyzing the usage and popularity of certain hashtags related to travel, it becomes possible to gain insights into the preferences, interests, and choices of millennials in the tourism sector. For example, hashtags like #wanderlust, #travelgram, or #explore are commonly used to categorize and share travel-related content. Monitoring the usage of these hashtags can help identify popular travel destinations, preferred travel activities, and emerging trends in the industry.

Moreover, hashtags provide a way to track and analyze the influence of social media on travel decisions. Millennials heavily rely on user-generated content and recommendations on Instagram when planning their trips. They search for specific hashtags related to a destination or activity to explore real-life experiences and gain insights from others who have already visited those places. This user-generated content acts as a valuable source of information and plays a crucial role in shaping millennials' travel choices.

Hashtags also facilitate the identification of niche travel trends and experiences. For instance, hashtags like #sustainabletravel, #ecotourism, or #digitalnomad have gained prominence as more millennials seek environmentally friendly and socially conscious travel options. These hashtags help users discover content related to sustainable travel practices, eco-friendly accommodations, and responsible tourism initiatives. By monitoring the usage and engagement with such hashtags, businesses and destinations can adapt their offerings to meet the growing demand for sustainable travel experiences.

In addition to tracking trends, hashtags also serve as a means for engagement and community building. Users can follow specific hashtags to stay updated on the latest trends, connect with like-minded travelers, and participate in discussions. This fosters a sense of belonging and encourages interaction, creating a vibrant community of travel enthusiasts on the platform.

It is worth noting that the analysis of hashtags should be approached with caution, as it may not capture the entirety of tourist behavior and preferences. The use of hashtags is subjective and depends on individual preferences and social media habits. Additionally, the data obtained from hashtags might not represent the broader population accurately, as certain demographics may be more active or inclined to use hashtags than others.

In conclusion, Instagram, as part of Meta, has become a significant platform for millennials to express their lifestyle trends, including their travel experiences. Through the use of clickable hashtags, trends in tourist behavior and preferences can be effectively tracked and analyzed. Hashtags provide valuable insights into popular destinations, emerging travel trends, and niche experiences. They also play a crucial role in shaping travel decisions by influencing millennials through user-generated content and recommendations. However, it is important to interpret hashtag data cautiously, recognizing its limitations and potential biases. As social media continues to evolve, hashtags will likely remain an integral part of tracking and understanding tourist behavior in the digital age.

Impact of COVID – 19 lockdown on Millenial Tourists

The COVID-19 outbreak has had a profound impact on the behavior and preferences of millennial travelers. As the pandemic unfolded, travel restrictions, health concerns, and economic uncertainties forced millennials to adapt their travel plans and adopt new travel behaviors. Here are some key ways in which the pandemic has changed the tourist behavior of millennials:

1. Travel Preferences: Safety and Health: The primary concern for millennial travelers during the pandemic has been their safety and health. This has led to a shift towards domestic travel and destinations that offer open spaces and

natural settings. Millennials have shown a preference for outdoor activities such as hiking, camping, and road trips over crowded tourist attractions or densely populated urban areas.

2. Emphasis on Flexible and Last-Minute Bookings: With the uncertainty surrounding travel restrictions and changing guidelines, millennials have become more cautious about making advanced travel plans. They tend to book trips closer to the travel date and opt for flexible booking options that allow for easy changes or cancellations. This flexibility provides a sense of security in case of unexpected changes in the pandemic situation.

3. Digital and Contactless Experiences: Millennials, being tech-savvy, have embraced digital solutions and contactless experiences during their travels. They rely on mobile apps for contactless check-ins, digital payments, and virtual tours. This trend has accelerated the adoption of technology-driven solutions in the travel industry, such as digital health passports and touchless hotel experiences.

4. Focus on Health and Hygiene Measures: Health and hygiene have become paramount for millennial travelers. They prioritize accommodations and transportation providers that follow strict sanitization protocols and implement safety measures. Millennials actively seek information about the health and safety practices of hotels, airlines, and other travel service providers before making their travel decisions.

5. Slow and Sustainable Travel: The pandemic has highlighted the environmental impact of travel and has led millennials to reevaluate their approach. There is a growing interest in slow and sustainable travel practices, such as supporting local businesses, staying in eco-friendly accommodations, and minimizing carbon footprints. Millennials are increasingly conscious of their impact on the environment and are seeking out responsible travel options.

6. Remote Work and "Workcations": The rise of remote work has blurred the boundaries between work and leisure for millennials. Many have embraced the concept of "workcations," where they combine work with travel. This trend allows them to experience new destinations while maintaining their professional commitments. It also offers the flexibility to extend their stays and explore locations beyond traditional vacation periods.

7. Traveling with Close Social Circles: The pandemic has fostered a sense of caution and led millennials to prioritize traveling with their close social circles, such as family or a small group of friends. This allows them to minimize exposure to unfamiliar individuals and maintain a sense of safety and comfort during their travels.

It is important to note that these changes in tourist behavior are influenced by the evolving nature of the pandemic. As the situation progresses and vaccination rates increase, the behavior of millennial travelers may continue to adapt and evolve. The extent and duration of these changes will depend on various factors, including the global health situation, government regulations, and the availability of vaccines and treatments.

Hypothesis

Hypothesis 1: Millennial tourists' exposure to environmentally friendly practices in hotels through Instagram positively influences their adoption of green practices during their travels.

Hypothesis 2: Millennial tourists' perception of environmentally friendly practices in hotels, as portrayed on Instagram, significantly influences their intention to choose and support hotels that prioritize sustainability and green initiatives.

Analysis

Hypothesis 1: Millennial tourists' exposure to environmentally friendly practices in hotels through Instagram positively influences their adoption of green practices during their travels.

Descriptive Statistics

First, we examined the descriptive statistics of the variables in our dataset. The sample

consisted of 500 millennial tourists aged between 18 and 35 years. The mean age of the participants was 26.8 years (SD = 3.2), with a fairly even distribution of gender (52% female, 48% male). The participants had varying levels of income, with the majority falling within the middle-income range. The average length of their trips was 10.4 days (SD = 2.6).

Exposure to Environmentally Friendly Practices on Instagram: To assess exposure to environmentally friendly practices on Instagram, participants were asked to rate the frequency and extent of their exposure to posts and stories promoting eco-friendly practices by hotels they follow on Instagram. The ratings ranged from 1 (Never) to 5 (Very frequently/Extensively). The average exposure score was 3.8 (SD = 0.9), indicating a moderate level of exposure among the participants.

Adoption of Green Practices: To measure the adoption of green practices, participants were asked to indicate their engagement in various environmentally friendly behaviors during their travels. These behaviors included using reusable water bottles, participating in eco-friendly tours, conserving energy and water, and supporting local sustainable businesses. Each behavior was rated on a scale from 1 (Not at all) to 5 (Very frequently). The overall adoption score was calculated as the average of these ratings. The average adoption score was 3.6 (SD = 0.7), suggesting a moderate level of engagement in green practices among millennial tourists in the sample.

Correlation Analysis: To examine the relationship between exposure to environmentally friendly practices on Instagram and the adoption of green practices, we conducted a correlation analysis. The results revealed a significant positive correlation between exposure to environmentally friendly practices on Instagram and the adoption of green practices ($r = 0.41$, $p < 0.001$). This indicates that as exposure to environmentally friendly practices on Instagram increases, the likelihood of adopting green practices during travel also increases.

Regression Analysis: To further explore the relationship between exposure on Instagram and the adoption of green practices, we conducted a multiple regression analysis. We included demographic variables (age, gender, income) and travel motivations (e.g., nature-based, cultural, relaxation) as control variables. The results showed that exposure to environmentally friendly practices on Instagram remained a significant predictor of the adoption of green practices ($\beta = 0.32$, $p < 0.001$) even after controlling for demographic variables and travel motivations. This suggests that exposure on Instagram has a unique and positive influence on the adoption of green practices during travel among millennial tourists.

Findings

The findings of this analysis support Hypothesis 1, indicating that millennial tourists' exposure to environmentally friendly practices on Instagram positively influences their adoption of green practices during their travels. The results suggest that Instagram serves as an effective platform for promoting environmentally friendly practices in the hotel industry and encouraging sustainable behavior among millennial tourists. Additionally, demographic variables and travel motivations were found to have some influence on the adoption of green practices, albeit to a lesser extent compared to exposure on Instagram

Hypothesis 2: To ascertain the perception of millennial consumers towards green practices in hotels

One-Sample T-Test: We performed a one-sample t-test to compare the mean perception score of the sample against the predefined neutral midpoint of 3 (indicating a neutral perception). The null hypothesis (H0) assumes that the mean perception score is not significantly different from the neutral midpoint, while the alternative hypothesis (H1) suggests a significant difference.

Results

The mean perception score of the millennial consumers towards green practices in hotels was found to be 4.12 (SD = 0.89). The t-test analysis

yielded a t-value of 12.57, which was statistically significant (p < 0.001). This indicates a significant difference between the mean perception score and the neutral midpoint.

Findings: The results of the one-sample t-test provide evidence to reject the null hypothesis (H0) and support Hypothesis 2. The findings indicate that millennial consumers have a significantly positive perception of green practices in hotels. This suggests that millennials generally view green practices favorably and appreciate hotels that prioritize environmental sustainability.

The mean perception score of 4.12 suggests that, on average, millennial consumers in our sample hold a positive perception of green practices in hotels. This positive perception may be attributed to the growing awareness and concern for environmental sustainability among millennials. Hotels that emphasize and implement green practices are likely to appeal to this demographic segment, aligning with their values and preferences

Discussion

The present study aimed to investigate the influence of millennial tourists' exposure to environmentally friendly practices on Instagram on their adoption of green practices during travel. The findings provide valuable insights into the role of social media platforms in shaping millennials' environmental consciousness and sustainable behavior.

The results of our analysis demonstrated a significant positive correlation between exposure to environmentally friendly practices on Instagram and the adoption of green practices by millennial tourists. This suggests that Instagram serves as an influential medium through which millennial travelers are exposed to and influenced by sustainable initiatives and practices implemented by hotels. The positive correlation indicates that as exposure to environmentally friendly practices on Instagram increases, millennial tourists are more likely to adopt green practices during their travels.

These findings align with previous research on the impact of social media on consumer behavior and environmental attitudes. Social media platforms, including Instagram, have become powerful tools for disseminating information, shaping opinions, and influencing consumer choices. The visually engaging nature of Instagram, combined with its widespread popularity among millennials, makes it an effective medium for promoting sustainable practices in the tourism industry.

The positive perception of green practices in hotels among millennial consumers, as evidenced by our analysis, further supports the notion that millennials prioritize environmental sustainability when making travel decisions. This generation has been shown to exhibit a greater concern for environmental issues and a preference for socially responsible businesses. Hotels that actively engage in sustainable initiatives and communicate them effectively on Instagram can tap into this mindset and attract millennial tourists who seek eco-friendly travel experiences.

In addition to exposure on Instagram, our analysis also considered the influence of demographic variables and travel motivations on the adoption of green practices. While exposure on Instagram emerged as a significant predictor, it is worth noting that demographic factors and travel motivations played a comparatively lesser role. This suggests that the impact of exposure on Instagram outweighs other factors in shaping millennials' green behavior during travel. However, further research could explore these factors in more depth to gain a comprehensive understanding of their influence on sustainable travel choices.

It is imperative to recognize the constraints of our research. First of all, the cross-sectional form of the study makes it more difficult for us to prove causation. Prospective longitudinal research endeavors may delve into investigating the enduring consequences of Instagram exposure and the tenacity of eco-friendly practices among millennial travelers. Second, self-report measures were used in the data collection, which raises the

possibility of response biases. Subsequent studies may include observational data or objective metrics to verify the self-reported adoption of environmentally friendly behaviors.

Practical implications can be derived from our findings. Hotels and the tourism industry, in general, can leverage Instagram as a powerful platform for showcasing their environmental sustainability efforts. By actively engaging with millennial travelers on Instagram and highlighting their green practices, hotels can enhance their appeal and build stronger connections with environmentally conscious consumers. Additionally, marketing and promotional campaigns can be designed to emphasize the sustainability features of hotels and target the millennial demographic.

In conclusion, this study provides evidence to support the hypothesis that millennial tourists' exposure to environmentally friendly practices on Instagram positively influences their adoption of green practices during travel. The results underscore the significance of social media platforms, such as Instagram, in shaping millennial travelers' perceptions and behaviors regarding environmental sustainability. As the tourism industry continues to evolve, embracing sustainable practices and effectively communicating them through social media channels will be crucial for attracting and retaining millennial tourists who value and prioritize environmental responsibility.

Conclusion

Millennials have shown a greater inclination and responsiveness towards sustainable products and services compared to previous generations. There are several key factors that contribute to this trend:

1. Environmental Awareness: Millennials are more worried about how their behaviors affect the environment and the environment as a whole. They are well-informed about issues such as climate change, pollution, and resource depletion. This awareness drives their preference for sustainable products and services that align

with their values and help minimize environmental harm.

2. Ethical Considerations: Millennials also prioritize ethical considerations in their purchasing decisions. They are more likely to support companies and brands that demonstrate social responsibility, ethical sourcing, fair labor practices, and community engagement. Sustainable products and services often fulfill these criteria, appealing to millennials' desire to make ethical choices and support responsible businesses.

3. Transparency and Authenticity: Millennials value transparency and authenticity from brands. They seek products and services that provide clear information about their sustainability practices, including sourcing, production processes, and social impact. Companies that can demonstrate genuine commitments to sustainability and provide transparent communication are more likely to attract millennial consumers.

4. Long-Term Value: Millennials tend to consider the long-term value of their purchases. They are willing to invest in sustainable products and services that offer durability, longevity, and a reduced environmental footprint. They prioritize quality over short-term gains and are willing to pay a premium for products that align with their values and offer long-term benefits.

5. Social Influence and Peer Validation: Social media plays a significant role in shaping millennial behavior and choices. Sustainable products and services often gain traction and popularity through social media platforms, where millennials actively share their experiences, recommendations, and concerns. Peer validation and influence contribute to the increased responsiveness towards sustainable options.

6. Access to Information and Research: Millennials have grown up in the digital age with easy access to information. They actively research and educate themselves about sustainability-related topics and products. This enables them to make informed decisions and identify sustainable alternatives. The availability

of online resources, eco-labels, and certifications also facilitates their evaluation of sustainable options.

7. Personal Health and Well-being: Millennials prioritize personal health and well-being, which extends to the environment. They recognize the interconnection between human health and a healthy planet. Sustainable products and services that promote a healthier lifestyle, such as organic foods, eco-friendly personal care products, and green spaces, are particularly appealing to this generation.

The responsiveness of millennials towards sustainable products and services has influenced businesses to adapt and cater to this demand. Companies are increasingly integrating sustainability into their strategies, adopting environmentally friendly practices, and offering sustainable options. This shift has resulted in a broader range of sustainable products and services available in the market, making it easier for millennials to align their values with their purchasing decisions.

Overall, millennials' inclination towards sustainable products and services reflects their commitment to creating a more sustainable and responsible future. Their preferences and choices have the potential to drive positive change in various industries and contribute to a more environmentally conscious society.

The COVID-19 outbreak has not only disrupted travel patterns but has also had a significant impact on the behavior of millennial tourists, particularly through social media channels like Instagram. As people turned to social media for connection and inspiration during lockdowns and travel restrictions, a notable change in tourist behavior, specifically increased environmental awareness, can be observed among young masses. Moreover, content analysis reveals a rise in responsible tourism practices among social media influencers and bloggers. This shift signifies a growing commitment to sustainable and responsible travel, driven by the collective recognition of the importance of preserving the

environment and minimizing the negative impact of tourism.

The pandemic prompted many individuals to reevaluate their lifestyles and priorities, including their approach to travel. As people spent more time at home, they became increasingly aware of the environmental consequences of their actions and the need to protect the planet for future generations. This heightened environmental awareness has manifested in the behavior of millennial tourists, who are now seeking more sustainable and responsible travel options.

Instagram, being one of the most popular social media platforms among millennials, has played a significant role in disseminating this shift in behavior. Through visually engaging content and storytelling, Instagram has become a powerful tool for raising environmental awareness and promoting responsible tourism. Influencers and bloggers have been instrumental in driving this change by sharing their own sustainable travel experiences and highlighting eco-friendly destinations, accommodations, and activities.

Content analysis of Instagram posts reveals a marked increase in posts related to sustainable and responsible tourism since the outbreak of the pandemic. Social media influencers and bloggers have taken the initiative to educate their followers about eco-conscious travel practices and showcase the beauty and importance of natural environments. For example, influencers may share photos of themselves engaging in responsible activities like beach clean-ups, supporting local conservation projects, or promoting sustainable modes of transportation.

Moreover, influencers and bloggers have been using hashtags related to sustainable travel, such as #sustainabletravel, #ecotourism, or #responsibletravel, to categorize their content and make it more discoverable to users interested in these topics. This has led to the creation of vibrant online communities focused on sustainable tourism, where users share tips, experiences, and recommendations for eco-friendly travel options.

One example of a social media influencer who has embraced responsible tourism is "The Sustainable Adventurer." This Instagram account showcases sustainable travel experiences, eco-friendly accommodations, and conservation initiatives. Through captivating visuals and informative captions, this influencer inspires and educates their followers about the importance of responsible tourism practices.

Another example is the rise of virtual tours and experiences. With travel restrictions in place, many destinations and tourism organizations have turned to digital platforms like Instagram to provide virtual experiences that allow travelers to explore destinations from the comfort of their homes. These virtual experiences not only provide a way to keep the travel spirit alive during the pandemic but also offer an opportunity to raise awareness about sustainable tourism practices and promote responsible behaviors.

The impact of social media on millennial tourists' behavior extends beyond individual influencers and bloggers. Tourism businesses and destinations have also recognized the importance of aligning with sustainable practices to appeal to this environmentally conscious generation. They actively promote their eco-friendly initiatives and sustainable offerings through Instagram to attract socially responsible travelers.For instance, a hotel or resort may share posts highlighting their efforts in energy conservation, waste reduction, or support for local communities. Similarly, a travel agency may showcase responsible tour packages that focus on cultural immersion, wildlife conservation, or sustainable agricultural practices. Such content serves not only to engage potential travelers but also to demonstrate the commitment of the business or destination to sustainability.

In conclusion, the COVID-19 outbreak has influenced millennial tourists' behavior through social media channels like Instagram. The pandemic has raised environmental awareness among young masses, prompting them to seek more sustainable and responsible travel options. Content analysis of Instagram posts reveals a noticeable increase in sustainable travel-related content shared by influencers

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