

THE INFLUENCE OF NEW TECHNOLOGIES ON TOURISM CONSUMPTION BEHAVIOR OF THE MILLENIALS

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Abstract

The advent of new technologies has generated a series of mutations in the dynamics and structure of production and consumption at both global and tourism destinations level, increasing competition manifested on the tourist market, prompting efforts (concerns) from tourism service providers to diversify their offer, on the one hand, and to understand and investigate the needs, changing requirements of consumers (tourists), on the other hand. Studies of international tourist flows indicate that Millennials - young people between 18 and 30 years old - will be the most dynamic component of the tourism market in the next decade. It is estimated that by the end of 2020, youth tourism will generate more than 300 million international travelers. This paper proposes an analysis of the global youth tourism and aims to identify trends in the tourist consumption, investigating how new technologies influence tourist consumption behavior of young people.