



The Comparison Study Of Travel Decision-Making Process And Considerations Between Eastern And Western Young Adults

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Abstract

The decision-making process is a step-by-step process allowing professionals to solve problems by weighing evidence, examining alternatives, and choosing a path from there. The main characteristics about tourism product are “intangible”, which caused the problem to the “grand theories” of consumer behavior which do not distinguish between intangible and tangible products and services. That meant majority of the models from consumer behavior fields only consider the decision-making process a simple input-output model (Smallman & Moore, 2010).

This study aims to research the connections among tourists’ experiences, an understanding about tourists, transactions, acts, ideas, events, context, structure, thoughts, and outcomes. The research goal is to create different and updated models to explain decision-making process towards travel and tourism product purchases for tourists with Generations and Z before and after the COVID19. This study will use three focus group interviews which include eight Eastern and eight Western young adults. The information collected from focus group interviews will be analyzed to understand how generations Z react to the decision-making towards planning their overseas vacation and identify how the use and influence of social media and other types of information sources across all stages for pre-travel, during travel and post-travel for overseas trip before and after the COVID-19.

Keywords: Covid-19, decision-making process, Generation Z, social media