Travel and Tour Preferences of Millenials: Psychocentric or Allocentric?

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Abstract

The study was conducted to determine the travel and tour preferences of millennials in Batangas State University Malvar Campus. Specifically, the study described the profile of the respondents in terms of sex, age, educational attainment, and occupation; determined the millennials' travel and tour preferences in terms of service, accommodation, and promotion; and tested if there was a significant relationship on the travel and tour preferences when the respondents *were* grouped according to their profile through descriptive research method. *The* respondents *were* millennials, employees and students at Batangas State University Malvar Campus. The results reveal that majority of the respondent millennials are in age of 18-23 years old; majority are females, majority are high school *graduates*; and most of them are students. With regard the assessment of respondents' service, accommodation, and promotion, the study also reveals that the millennial respondents are psychocentric type of travelers. The information material guide as output can be used by the travel and tour agencies, in a form of brochure, leaflet, and flyers that covers the millennial travelers' preferences.

Keywords: travel and tour preferences, millennials, psychocenrtic, allocentric, information material guide

1. Introduction

In almost parts of the world, travelers visit different destinations and spots as they are building and strengthening relationships and opportunities to learn and grow, to relax, and to crave for authentic experiences. They are also celebrating and trying different foods that become memorable to them. It gives the chance to be truly engaged in an activity to develop new knowledge and experiences, and to embrace new cultures. They have their own preferences of the spots for places they visit. According to Aceron (2015), attitudes and behavior are manifested to travelers' personality, work, education, character, interest, and other biological attributes.

In particular, the study concentrates to millennial travelers as described as psychocentric or allocentric. Millennials, also known as Generation Y or the Net Generation, are the demographic cohort that directly follows Generation X. The *term* millennials is usually considered to apply to individuals who reached adulthood around the turn of the 21st century. They are *in* the generation *who* grew up in an electronics-*field*, increasingly online, socially-networked world and has received the most marketing attention (Rouse, 2018). Psychocentric travelers are self-centered and they prefer safe destinations. They often take many return trips as repeaters. They prefer destinations which they can reach by car and can select familiar destinations equipped with well-developed tourism amenities, such as hotels, family type restaurants, and shops (Hashimoto, 2016).While the Allocenric, they seek new experiences and adventure in a wide range of activities as they are enjoying meeting people of different cultures (Cruz, 2013).

Moreover, this study is important to help travel and tour agencies to have information about millennial travelers and their travel and tour preferences because nowadays millennials arrange their travel on their own and not by travel agencies. It may also contribute knowledge, strategies and techniques in marketing their products to millennials.

This study aimed to assess the travel and tour preferences of millennials, either psychocentric or allocentric. Specifically, the study aimed to: describe the profile of the millennials respondents in terms of: age, sex,

educational attainment and occupation; (2) determine how respondents assess their travel and tour preferences in terms of: service, accommodation and promotion; (3) test if there is significant difference on the travel and tour preference of the respondents when grouped according to profile variables; and (4) propose an information material guide for the travel and tour agencies.

2. Method

2.1 Research Design

The study made use of a descriptive type of research which scientifically involves observing and describing the subject without influencing the information in any way (Hatem, 2012). This study determined the travel and tour preferences of millennials: psychocentrics or allocentrics. The collection of data was done through appropriate tools. Test of the null hypothesis, findings, and conclusion were made using questionnaire.

2.2 Subject of the Study

Millennials are the main subject of the study. There were 100 selected respondents comprising employees, faculty, and students of Batangas State University of Malvar who are millennials with travel experiences. The respondents were properly selected, 10 each department. Thus, the departments were College of Accountancy, Business Economics and International Hospitality Management, College of Art and Sciences, College of Teacher Education, College of Engineering and Computer Sciences and College of Industrial Technology.

2.3 Sampling Design

Researchers employed the purposive sampling. This means that the study considered particular subset of people, as all participants of a study were selected because they fit to a particular profile. Thus, 100 millennial respondents participated in this study.

2.4 Data Gathering Instrument

The researchers utilized a self-made survey questionnaire as data gathering tool which consists of a set statements, questions, and prompts that answered the research inquiries. The first part of the questionnaire composes of the profile respondents like age, sex, educational attainment, and occupation. The second part of the questionnaire deals with an assessment of travel and tour preferences in terms of service, accommodation, and promotion which were given ten equal statements. For the interpretation of responses on the statements, the researchers made use with corresponding verbal interpretation to assess the respondents' responses.

Scale	Responses
4	Always
3	Often
2	Sometimes
1	Never

	Mean Ranges	Verbal interpretation
Psychocentric	3.50-4.00	With Very High Regard
	2.50-3.49	With High Regard
	1.50-2.49	With Moderate Regard
Allocentric	1.00-1.49	With Low Regard

2.5 Data Gathering Procedure

This portion of the study discusses how the researchers started and conceptualized the study. The researchers first formulated the research topic that was checked by the thesis adviser, and then they started to gather related literatures to support and enrich the study. The researchers gathered relevant information and facts from different books and theses made by foreign and local authors. They also used electronic references for the information needed. The researchers also visited different libraries namely: Batangas State University Main Campus, Batangas State University JPLPC Malvar Campus, Lyceum of the Philippines Batangas, Batangas State University Alanginan, and Lyceum of the Philippines-Laguna, to have comprehensive information which contributed in development of the paper. The self-made questionnaire was validated by experts, adviser, and all panel members. After the validation and revision of the questionnaire, the researchers produced, administered, and retrieved the tool for analysis and interpretation of data.

2.6 Statistical Treatment

Relative frequency and percentage were used to answer the problem statement number one. Weighted Mean and composite mean were used to determine the respondents' assessments on their travel and tour preferences. T-test was also used if there was a difference on the responses of millennials to their travel and tour preferences when they were grouped according to profile. While analysis of variance or ANOVA was used in problem statement number three to determine if there was significant difference on the responses on travel and tour preferences of respondents when grouped according to age, educational attainment, and occupation.

3. Results

Based on the responses of the respondents, the following findings are determined.

3.1 Profile of the Respondents

Table 1 presents the profile of the respondents in terms of age.

Table 1. Profile of the respondents in terms of Age

Age	Frequency	Percentage
18 – 23 years old	65	65
24 – 29 years old	25	25
30 – 35 years old	10	10
TOTAL	**100**	**100%**

Table 2 shows the profile of the respondents in terms of sex.

Table 2. Profile of the respondents in terms of Sex

Sex	Frequency	Percentage
Male	49	49
Female	51	51
TOTAL	**100**	**100%**

Table 3 shows the profile of the respondents in terms of educational attainment.

Table 3. Distribution of Respondents in Terms of Educational Attainment

Educational Attainment	Frequency	Percentage
High School Graduate	51	51
College Graduate	42	42
Masters Degree Holder	6	6
Doctoral Degree Holder	1	1
TOTAL	**100**	**100%**

Table 4 shows the profile of the respondents in terms of occupation.

Table 4. Distribution of Respondents in Terms of Occupation

Occupation	Frequency	Percentage
Office Worker	24	24
Faculty Employee	23	23
Maintenance	1	1
Security Guard	2	2
Student	50	50
TOTAL	**100**	**100%**

3.2 Assessment of Travel and Tour Preferences in Terms of Service, Accommodation and Promotion

Table 5 illustrates the travel and tour preferences of the respondents in terms of service.

Table 5. Travel and Tour Preferences in Terms of Service

Statements	Weighted Mean	Interpretation
1. In terms of service offered, I prefer such us sunbathing, hiking, rock climbing, snorkeling, Island hoping and zip lines.	2.59	Often
2. When choosing a trip and a place to stay I prefer one set of all payments including the hotel, transportation and foods.	3.07	Often
3. I prefer extraordinary places offering an exotic food and unfamiliar places.	2.64	Often
4. When it comes to service offered, on asking or requesting I want an immediate action and not to waste of time.	3.25	Often
5. Safety, security, sanitation and cleanliness is my first priority when traveling.	3.76	Always
6. I want a good customer service relation.	3.72	Always
7. I prefer being a back-packer rather than subscribing to travel agencies.	2.77	Often
8. A complete travel package is what I want.	3.18	Often
9. I prefer having tourist guides.	2.89	Often
10. Freebies and good amenities attract me most.	3.24	Often
Composite Mean	**3.11**	**With High Regard**

Table 6 illustrates the assessment of travel and tour preferences of the respondents in terms of accommodation.

Table 6. Travel and Tour Preferences in terms of Accommodation

Statements	Weighted Mean	Interpretation
1. I wants to avail a guestroom that features better amenities and offer a complimentary light breakfast and evening than eating in exotic restaurant.	2.96	Often
2. I prefer leisure and spa resorts offering massage, facial, fitness activities and healthy dining is my preference.	2.91	Often
3. I prefer an accommodation offering a room with internet or Wi-Fi.	3.51	Always
4. I prefer unique hotels like ecology hotel, under water hotel and cave hotel.	2.99	Often
5. I prefer full set of payment for hotel, transportation, food and amenities.	3.09	Often
6. I prefer hotels/inn/lodge that has good reviews from customers.	3.32	Often
7. I want accommodating and approachable staff.	3.58	Always
8. I consider my budget before choosing an accommodation package.	3.56	Always
9. I prefer a deluxe accommodation rather than cheaper one.	2.71	Often
10. I consider comfort and convenience rather than price.	3.07	Often
Composite Mean	**3.17**	**With High Regard**

Table 7 shows the travel and tour preferences of the respondents in terms of promotion.

Table 7. Travel and Tour Preferences in terms of Promotion

Statements	Weighted Mean	Interpretation
1. When choosing a travel package I prefer many choices than choosing a few offers so that I can get what will satisfy me.	3.18	Often
2. In terms of promo offered by travel and tour agency an extra kilo of every minimum baggage weight got my interest.	2.80	Often
3. Full set of trip will be given free for the person celebrating his/her birthday captivates my attention.	3.15	Often
4. I prefer group tour so that in every 10 person there will be extra free trip for one person.	2.76	Often
5. I prefer being a regular customer so that I can get discount.	3.03	Often
6. I prefer promotions posted on social media.	2.73	Often
7. I check reviews from previous travelers before deciding to go on the place/location.	3.35	Often
8. I prefer recommendations from trusted people.	3.47	Often
9. I consider popularity of the place I want to visit.	3.08	Often
10. I prefer trusted travel agencies.	3.38	Often
Composite Mean	**3.09**	**With High Regard**

3.3 Difference on Travel and Tour Preference When Group According to their Profile

Table 8 shows the summary of computations of tests was done on the difference between the assessment of the respondents on travel and tour preference when they are grouped according to their profile.

Table 8. Summary of Computations of Tests on the Difference Between the Assessments of the Respondents when Grouped According to Profile

Profiling Variables	p-value	F value	Decision Ho	Interpretation
Age	0.531	.64	Failed to Reject	Not Significant
Sex	0.119	1.57	Failed to Reject	Not Significant
Educational Attainment	0.220	1.50	Failed to Reject	Not Significant
Occupation	0.458	.92	Failed to Reject	Not Significant

Decision Rule: Reject H0 if p-value is lesser than α = 0.05.

3.4 Proposed Information Material Guide for Travel and Tour Agencies

Based on the key result areas, the researchers provided an Information Material guide for the travel and tour agencies. This material may be in form of brochure, leaflet and flyers. The purpose of this information material guide is to help the travel agencies that are lack of knowledge and strategies in promoting and selling their products. It will also give them information about millennial travelers on their travel and tour preferences because nowadays millennials arrange their travel on their own and not using travel agencies.

4. Discussion

4.1 Profile of the Respondents

As presented in the table majority of millennials fall on the age group of 18-23 years old (65%) followed by aged 24-29 years (25%), while the age group of 30-35 years old has the least number of respondents (10%). The results indicate that the age of millennials ranging from 18-23 years old are more interested in travelling among the three age bracket because they are younger generations of millennials who are active in participating travels.

According to the article of Royce (2017), millennials of 18-23 years old, this generation, most likely try something new when travelling and looking for a place which is not very well known to the general public, and most likely report their travel habits were influenced by advertising, the smarter and more visually appealing, the better to them. They are travelling to explore and see the sites and relax, rather than visit family or friends.

As shown in the table, almost half of the millennials are females with the total number of 51 (51%) closer to males with 49 (49%). The result shows that there are perfect distribution of respondents who have travel experience.

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Since millennials are found to have different ways of travel or relaxation; the survey was participated by both males and females of equal value.

The result is similar to the study of Houston (2016) that women now travelling more than young men. They examined changes in the mobility trends by gender and birth cohort in Britain. Young women now travel more than young men, a significant break with the past. Young men travel substantially less today than previous generations of young men. Birth cohorts face different socio-economic contexts which impact mobility trends.

As shown in the table, majority of the millennials are high school level with 51 (51%); followed by college graduate with 42 (42%); then master degree with 6 (6%); and last doctoral degree with 1 (1%). The results show that high school graduates are more interested to travel.

The article of WYSE Travel Confederation (2018) states that majority of adults (57%) who took educational trips as children and teens attained a college degree or went on to do post-graduate work, compared to those who did not (33%). With each trip, the positive effect of educational travel grew stronger. Nearly all (95%) adults who traveled five or more times were more likely to graduate from high school, and nearly two-thirds (63%) of that group went on to graduate from college. Nine out of ten people who took educational trips say the experiences helped their education or careers.

As presented in the table, majority of the millennials are students with a total number of 50 (50%); followed by office workers with a total of 24 (24%); then the faculty employee with a total of 23 (23%); the security guard with a total of 2 (2%); and the maintenance with 1 (1%). The result indicates that students are interested to travel as they are young, so they have more time and energy to explore.

Based on the study by The Boston Consulting Group entitled "Travelling with Millennials", business travels reflect the different stages of Millennials and non-Millennials' professional careers wherein most of the Millennials are building their careers so they fly more for conferences, training, recruiting, and other one-off reasons related to career development, while non-Millennials are at their professional peak or slowing down in anticipation of retirement so they travel more to visit clients, work at client sites, or develop client relationships (Barton, Haywood, Jhunjhunwala, & Bhatia, 2013).

4.2 Assessment of Travel and Tour Preferences in Terms of Service, Accommodation and Promotion

As presented in the table, the three highest statements are "safety, security, sanitation, and cleanliness is my first priority when travelling" got the mean of 3.76 as always. This means that the respondents always consider their health and safety when they are travelling. They want to experience healthy activities that provide them satisfaction for their health, and safety from place they want to travel and to avoid accidents. In this statement, the millennials respondents are pyschocentric travelers.

According to a research study about "Future of U.S. Millennial Travel", it was found that health is important to the millennials when they are travelling. They want massage and healthy activities that will help them relax. Also this is the reason why other millennials look for a trip that would provide them satisfaction for their health and well-being. Also, the study showed that millennial travelers enjoy health and fitness activities while on vacation, just like attending cultural events and performances and nightlife, (Reonsace, 2018).

Another quantitative study by Johnson (2017) focused on millennials' perception of destination which explored the perceptions of the millennial-tourists when deciding on visiting a destination. Those attributes with the highest rankings include Safety and Security being the highest, followed by Sanitation and Cleanliness.

Followed by the statement "I want a good customer service relation" with a mean of 3.72 as always. This means that a good customer service relation is also important to them when they are travelling. They are looking for a comfortable approach from the staff to help them stay as relaxing. They want a help when they have a question while making a travel. They want to be comfortable because of good customer service relation. Based on this statement millennial respondent is also a psychocentric.

The article of Kimanuka (2014), "Why customer service in hospitality industry is everything**",** states that good customer service is one of the keys to succeed in any business, but is particularly important in the hotel industry, where guests are looking to staff to help them make their stay as relaxing and comfortable as possible. It is the first point of contact between the client and business representative or staff. It is the first opportunity that an establishment gets to amaze and create a lasting impression. For the customer to return, a need to deliver what was promised is dominant, and perfect if one can exceed expectation whenever possible. Every business needs to keep customers and clients happy, but in the hospitality industry it is so vital to keep the guests engaged in order for the business to grow and succeed.

Then the third statement, "comes to service offered, asking or requesting I want an immediate action and not to waste of time." With a weighted mean of 3.25 as always. It indicates that millennial respondents are considered psychocentric travelers. It shows they do not want waste to the time when they are travelling. They want immediate action in everything and never waste the time. According to an article about how the millennials travel written by Bond (2017) discussed different characteristics of millennials when it comes to travelling, one of which is being part of what we is called "The Now Generation", wherein they are extremely impatient that they want everything here and now and wasting time is not an option. Hotels where they can check-in automatically and not for waiting is more preferred when travelling.

On the other hand, the three lowest statements "I prefer such us sunbathing, hiking, rock climbing, snorkeling, Island hoping and zip lines" with a weighted mean of 2.59 as often. This means that respondents do not do much of the extreme activities unlike the study of the two authors that the millennials much prefer or give importance to that kind of activities. The result on the lowest and last statement means that the respondents do not get tired and they considered safeness so they often do this kind of activities. The study of Outdoor Industry Association (2017), is in contrary to result that more millennials prefer outdoor or going outside as important to them and they consider this as part of their everyday life. They want to do hiking, mountain biking or kayaking, but they want to do it surrounded by friends and family.

A descriptive study conducted by Merritt (2013) revealed that millennials explore the vacation recreation activities and found that the recreation were likely or extremely participated during vacation such as walking (91.1%), beach activities (89.3%), nature walking (75.4%), swimming (74.0%), and wildlife/nature viewing (73.5%).

Then the statement "I prefer extraordinary places offering an exotic food and unfamiliar places." got a weighted mean of 2.64 as often. It means that the respondents often do extraordinary places offering an exotic food and unfamiliar places like the study of Raunio (2014) millemmials prefer new and exotic destinations, as they consider they are familiar in food and destination so they may be comfortable while travelling. Raunio (2014) added that understanding the travel behavior of the generation Y also called millennials was influenced by age group and their travelling style as travelers. It means that they prefer new and exotic destinations; they usually avoid popular tourist attractions; and they seek for better understanding of local people and culture.

Lastly, the statement "I prefer being a back-packer rather than subscribing to travel agencies." got a weighted mean of 2.77 as often. It indicates that millennial respondents do not much do a back-packer while travelling. They much prefer to consider a traveling agency to avoid the hassle. The study of Rainbolt (2015) supports the result that travelers do not want to consult to the traveling agent as they want to plan their own trips with their friends and family. They also want a safe and satisfying travel, instead of being a back packer who relies to the travel agency.

The composite mean of 3.11 indicates that there is high regard on travel and tour preference in terms of service. It means that based on the three highest statements the millennial respondents are psychocentric type of travelers. This result is supported by the study of Government of Canada (2014), that the travel service sector is made up of a complex web of relationships between a variety of suppliers, tourism products, and destination marketing organizations, tour operators, and travel agents, among many others. Under the North American Industry Classification System (NAICS), travel services comprises businesses and functions that assist with planning and reserving components of the visitor experience. It implies that millennials become more interested when travel and tour agencies provide safe and relaxing activities not only cheaper services and products but will satisfy them according to their needs and wants while travelling.

As illustrated in the table, the highest three statements, "I want an accommodating and approachable staff" got the highest mean of 3.58 as always. In terms of accommodation it means that millennial respondents are psychocentrics. When it comes to an accommodation they want an accommodating and approachable staff. Millennial respondents always prefer to stay in an accommodation with a good service and staff that can exceed their expectations and can fulfill their satisfaction and needs.

Millennials are also found to be the most difficult to please, and can be annoying; but they represent a staggering amount of buying power and wealth that cannot be ignored according to Ardalan Zandian 2015. Millennials demand instant gratification, including speed, efficiency and convenience. In fact, fast service is so important to them that it trumps the importance of face-to-face contact or friendly service. This trend has led to the increasing popularity of check-in kiosks at hotels as an alternative to the front desk sounds.

Another statement "I consider my budget before choosing an accommodation package" with a mean of 3.56 as always. This means that millennials prefer to consider their budget before choosing an accommodation. When it comes to choosing an accommodation, they always check their budget that will be needed, they are making sure of things before deciding which means that millennial-respondents are also psychocentrics. As related in the

quantitative study by Raunio (2014), about the Travel behavior of Millennials, millennial travelers and backpackers are spending long period of time travelling with a limited budget. When travelling, they organize their own travel and accommodation; they first check the money needed and their budget to avail an accommodation or tour package. According to the article World Youth Student and Educational Travel Confederation (2015), millennials are very budget-oriented. It is not that they just prefer cheaper services, but they usually search for a good value for money in services.

The third highest statement "I prefer an accommodation offering a room with internet or Wi-Fi" with a mean of 3.51 as always. It indicates that millennial respondents are also psychocentrics, they do like to stay in an accommodation offering internet or Wi-Fi. When staying in an accommodation, which seem to be important when booking accommodation. It was also cited in the recent study conducted by the American Society of Travel Agents, the "How America Travels" in 2017, was reposted and analysed by Bair & Wright (2017) in The Boston Globe, that millennials also want to stay connected to the Internet. More than half of millennials (52%) say the availability of free Wi-Fi in a hotel plays a big role in their decision whether to stay at that property. It was also cited that Technology and Wi-Fi will always be a necessity for Gen Y also known as Millennials (Ragunanan, 2018). Millennials crave different perks than their parents, saying that amenities are important when booking a hotel. Fifty-five percent of Millennials say they never book a room from a supplier that does not have Wi-Fi based on 10 Things You Need to Know About Millennial Travelers (2016).

However, the three lowest statements are "I prefer a deluxe accommodation rather than cheaper one" with weighted mean of 2.71 as often. It means that millennial respondents often prefer a deluxe accommodation. They much consider a low-priced accommodation when they are travelling. What is more important to the millennial respondents is to satisfy their travel even though the place to stay is not much luxury or deluxe like a psychocentric traveler. Millennial consumers aged 18-34 are increasingly the drivers of demand for luxury travel, according to the L.E.K. 2017 Luxury Travel Study. They are changing the way older travelers buy luxury travel as well. Younger travelers are more likely to choose luxury travel, or to add luxury elements to their travel plans, than their predecessors in the Gen X and Baby Boomer generations. More than three in five (61%) Millennials surveyed said they either choose full or selective luxury travel, compared with 48% of Gen Xers and 35% of Baby Boomers.

Another lowest statement "I prefer leisure and spa resorts offering massage, facial, fitness activities and healthy dining is my preference" with a mean of 2.91 as often. It shows that millennial respondents are psychocentric they often prefer an accommodation with a spa, massages, fitness, and other activities or healthy dining. Based on the quantitative study of millennials' perception of destination attractiveness was conducted by Johnson (2017), and one of the objectives of the study was to explore the perceptions of the millennial tourists when deciding on visiting a destination, and health facilities. Millennials want a massage and healthy activities that will help them relax. Another reason why other millennials look for a trip is that it would provide them satisfaction for their health and well-being. Thus millennial travelers enjoy health and fitness activities while on vacation, just like attending cultural events, performances, and nightlife.

The third lowest statement "I want to avail a guest room that features better amenities and offer a complimentary light breakfast and evening than eating in an exotic restaurant " with a mean of 2.96 as often. It means that millennial respondents often want a guest room that features better amenities and complimentary light breakfast. They do not prefer eating in exotic restaurants like what psychocentric want. They just want a simple and familiar accommodation and the familiarity of food they offer. Based on a quantitative study of Millennials' perception of destination attractiveness conducted in (2017), it revealed that millennial tourists decide to visit a destination. Other millennials tend to visit a certain destination based on Local Foods and Authentic Cuisines also they do want an accommodation that has a good value (Johnson, 2017).

The composite mean of 3.17 indicates that there is high regard on travel and tour preference in terms of accommodation. It means that based on the three highest statements the millennial respondents are psychocentric type of travelers. This result is supported by the study of Cooper, Fletcher, Gilbert, and Wanhill, (2008), that accommodation or lodging is the biggest and most renounced sub-sector within the tourism industry. With only few an exceptional cases, tourists demand a location where they can rest and relax during their travels or stay at a tourism destination. Accommodation can therefore be seen as an important support facility in destination region and with few exception commercial accommodation facilities which are found wherever tourists venture. Of course, there is great diversity in the size, and type of organization of this accommodation.

It implies that millennials become more interested when travel and tour agencies provide comfortable, and accommodating room with internet or wi-fi, and have approachable staff as well as satisfaction with their budget.

As shown in the table, the three highest statements "I prefer recommendations from trusted people" got the weighted mean of 3.47 as often. This means that most of the millennial respondents often prefer to travel a place that is recommended by trusted people like family, relatives, and friends. Before they go to a place, they prefer safe travel as they are psychocentric, as people who like a safe trip to find out what tragedies can be taken.

According to quantitative study of Millennials' perception of destination attractiveness, it was revealed that, millennial tourists decide to visit a destination. When looking at significant attributes based on Wish to Travel group, selecting a destination is based on the word of mouth from family and friends and preferences to a destination that offers travel packages (Johnson, 2017).

The second highest statement "I prefer to trust travel agencies" with a mean of 3.38 as often. This means that some of millennial respondents often prefer to travel without any hassle so they prefer a travel agency that can occupy a place or accommodation to make them more satisfied; they also check inn. It appears that they are psychocentric as they want safe travel.

According to the studies, millennials who want a safe trip and just to relax are psychocentric. They choose a trusted travel agency. As related in a recent study conducted by the American Society of Travel Agents, the "How America Travels" in 2017, it was reported and analyzed by Bair & Wright (2017) in Boston Globe tackled about how Millennials want a trusted travel agency. Millennials use travel agents in their own way, using travel agents among millennials is based on how the drawbacks of booking of their own travel through advisors for their expertise is emphasized that millennials work with travel agents not only to handle the logistics, but also to improve the quality of their travel experiences.

The third highest statement "I check reviews from previous travelers before deciding to go on the place/location" with the mean of 3.35 as often. The result shows that some of millennial respondents are often checking reviews from previous travelers before deciding to go on the place/location. They want to know their destination and to be more aware or prepared to the tradition they have. They also want to avoid problems that may arise. According to quantitative study of Millennials' perception of destination attractiveness, it was found out that millennial tourists decide to visit a destination. When looking at significant attributes based on wish to traveler group, selecting a destination is based on the word of mouth, as they are checking reviews from family and friends and preferences to a destination that offers travel packages (Johnson, 2017).

However, the three lowest statements "I prefer promotions posted on social media" with a weighted mean of 2.73 as often It indicates that millennial respondents often prefer to go to a place as seen on social media, as they have an idea of where they are going to as they want to be more familiar with. Thus, people who want to know the place they want to go are called psychocentric because they want safe and more relaxing travel. According to quantitative study by Raunio (2014), understanding the travel behaviour of the generation Y conducted in Finland and Sweden stated that Generation Y2 are travellers aged 18-26. Inspirations for travelling were also assessed in the study wherein, it pointed out that the most popular sources of inspiration for age group Y2 travellers are Internet, social media and blogs and friend and family, both representing 23% of all the answers. The next important source is word of mouth with 13 per cent and magazines with 12%. TV as a source of inspiration was representing 10% of all the answers, and movies and books were both representing 9% of all the answers. Other added responses among age group Y2, were YouTube videos, sport was also mentioned to be a source of inspiration for travel.

The second lowest statement "I prefer group tour so that in every 10 person there will be extra free trip for one person" with a mean of 2.76 as often. It means that they are also the travelers who prefer to be with and not alone. In this study, a person who would prefer to have a companion to be safer is psychocentric. One study by the Association of Travel Agents (ASTA) revealed that in comparison to Baby Boomers and Generation X, millennials are more likely to travel in groups. Whether millennials are taking trips with friends or family, it was reported that they more likely to take these group trips, as well as more likely to book their trips through a travel agent than the other two age groups. About 30 percent of millennials was reported using travel agents in the last 12 months, while less than 20 percent of Generation X and Baby Boomers did (The Group Travel Leader, 2016). This means that some of the millennial respondents often prefer group tours to save more and make extra freebies.

Then, the third lowest statement "In terms of promo offered by travel and tour agency an extra kilo of every minimum baggage weight got my interest" with a mean of 2.80 as often. It shows that millennial respondents often want promo packages to save, but it is worthwhile to travel especially when it comes to service offerings, extra baggage, and amenities that encourage them. They are psychocentric, as they prefer to travel safely and organize things when it comes to traveling. According to the study of travel search engine, 46% percent of Americans prefer to book their flight and hotels separately, anyways. Purchasing separately also allows travelers to take advantage

of different deals that may linger. According to Price and some promo packages discount, travelers who book with the add-on advantage could save an average of 43 percent after booking (Rizzo, 2018).

The composite mean of 3.09 indicates that there is high regard on travel and tour preference in terms of promotion. It means that based on the three highest statements the millennials respondents are psychocentric type of travelers. This result is supported by the study of Davis (2015), that marketing promotions are designed to increase sales over the duration of the promotion, with the hope that some of the customers acquired from the promotion become loyal over the long term. During promotions, special offers like limited time discounts, sales volume, etc. increases but margins on each product sold decreases. This promotion profit (PP) is an analysis that helps marketers to measure the profit resulting from their promotional campaigns. It implies that millennials become more interested when travel and tour agencies are trusted, provide promos and discounted package but will suit to their preferred budget.

4.3 Difference on Travel and Tour Preference When Group According to their Profile

The data show that when the test was conducted cross all profiling variables, the researchers generated probability values that are greater than alpha at 0.05. Due to the computed results, the researchers failed to reject the null hypothesis; this draws the conclusion that there is no significant difference between the assessments of the respondents when they were grouped according to the profiling variables identified in the study.

4.4 Proposed Information Material Guide for Travel and Tour Agencies

It will contribute more knowledge and learning to the travel agencies and also to those who are interested to know the travel and tour preferences of millennials. The material contains strategies and techniques in marketing products to millennials. This also contains the result of data that the researchers gathered about the three variables which are service, accommodation, and promotion. In terms of service, they prefer safety, security, sanitation, and cleanliness as the first priority when they are travelling. They always consider a good customer relation in the service; they prefer, as to service offered, when asking or requesting, an immediate action and no waste of time. These three highest statements prove that the millennial respondents are psychocentric.

When it comes to accommodation, they are also a psychocentric type of travelers based on the statement gathered as they want an accommodating and approachable staff. Then, they consider their budget before choosing an accommodation package as they also prefer an accommodation offering a room with internet or Wi-fi.

Then, in terms of promotion, they prefer recommendation from trusted people, and trusted travel agencies as they check reviews from previous travelers before deciding to go on the place/location. The information material guide contains the age of the millennials to be their corresponding preferences in terms of service, accommodation, and promotion. The definitions of their preferences whether they are psychocentric or allocentric are provided based on the three variables mentioned.

5. Conclusion

Based on the findings, the following conclusions are drawn: majority of the respondents who travel or want to travel are with the age bracket of 18-23 years old; close number of males and females; high school graduates; and students who are interested to travel. Millennial respondents are psychocentric type of travelers in terms of service, accommodation, and promotion. The millennials when grouped according to their profile have no significance differences to their preferences as to age, sex, educational attainment; while occupation has no effect to their travel preferences. Thus, the information material guide was provided for the travel and tour agencies.

6. Recommendation

In the light of the findings and conclusions of the study, the researchers came up with the following recommendations; the travel and tour agencies can make use of information material guide containing the travel and tour preferences of millennials to be able to provide the best package and experience; the Local tourism may create an ideas and strategies on how they can promote their places or tourist sports in the tourist and expand their knowledge about the information on the travel and tour selection of people who visit the places; and the Future travelers may wide their knowledge and idea on travel and tour preferences of millennials as well as the idea on travel and tour selections. This paper calls for further study a investigation of the same topic that considering the other generation.

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