

EXPLORING CHILDREN'S LEARNING EXPERIENCES ON FAMILY TRAVEL FROM A SOCIOCULTURAL PERSPECTIVE

ZHUXIAN LI

Family travel with children has become one of the fastest growing travel markets in China, and children's learning in travel is a key focus of this market due to the cultural influences. However, the learning experiences of this travel market are under researched. This study intends to explore the children's learning experiences in Chinese family travel by incorporating the perspectives of both parents and children and interpreting them from a sociocultural perspective. Qualitative methodology including constructivist grounded theory will be adopted. This study intends to contribute to family tourism studies by presenting highly interactive educational family travel experiences and providing an in-depth, culturally, and socially understanding of the Chinese family tourism educational experiences. Practical suggestions will be provided to children, parents, and tourism practitioners to improve children's learning experiences and better realize the educational function of family tourism.

Supervisors: Professor Charles Arcodia, Dr Elaine Yang, Dr Truc Le

Email: zhuxian.li@griffithuni.edu.au