

Disagreement Resolution in Family Travel Decision-Making—The Role of Adult Children

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Disagreement Resolution in Family Travel Decision-Making—The Role of Adult Children

Abstract

Adult children traveling with their parents is gaining increasing popularity in China (Wang, Yi, Wu, Pearce, and Huang 2018). Many decisions in family travel are not made solely by children or their parents but jointly by all tour members (Song, Sparks, and Wang 2016). However, as adult children and their parents grown up in a different cultural and social environment, they have formed dissimilar beliefs and core values, which may lead to decision-making disagreements when traveling together (Yao, Jia, Lin, and Huang 2020). Particularly, once children grow up into adult, they will develop more independence and possess more power, their traveling with parents are no longer completely dominated by parents, the level of disagreements between them and their parents are thus “progressed” (Watne, Brennan, and Winchester 2014). Yet, there has been very little research in the tourism field to understand how adult children resolve the disagreement with their parents in family vacation decision-making.

Based on this, the current study focuses on the disagreement resolution of adult children in joint decision-making with their parents. Meanwhile, given adult children tend to show great filial piety to their parents (Wang et al. 2018), and they have developed more power in family consumption decision-making (Rojas-de-Gracia, Alarcón-Urbistondo 2020). The role of filial piety and decision-making power in adult children’s resolution of disagreement deserve thorough investigations. Specifically, this study examines: (1) How adult children resolve the disagreement to reach a consensus in family vacation decision-making; (2) How the filial duty and decision-making power of adult children influences their selection of disagreements resolution styles. A mixed-methods approach including interviews and scenario-based experiments will be adopted in this study to solve these two problems.

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