

# Research on the Development Path of Parent-child Tourism from the Perspective of Social Learning Theory

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**Abstract:** Parent-child tourism as a new form of tourism in the rapid development of our country, but from the perspective of social learning theory of development path research factors are less. This paper uses the social learning theory as the theoretical support, puts forward the basic framework, and discusses its development path. Social learning theory reveals how parent-child learning behaviors and relationships affect parent-child travel needs and satisfaction. Through questionnaire survey, interview and data analysis, the research results show that the role interaction, educational learning experience and family emotional communication between parents and children are the main driving factors of parent-child travel needs; And tourism products and services, destination choice and tourism policies are the key influencing factors of parent-child travel satisfaction. Therefore, the development path of parent-child tourism should focus on meeting these needs and improving satisfaction, including optimizing tourism products and services, expanding tourism destinations, promoting family education policies and other diversified strategies. This provides a new perspective and inspiration for the future development of parent-child tourism products and service optimization in both theoretical and practical circles.

**Keywords:** parent-child tourism, social learning theory, satisfaction with needs

## Introduction

With the rapid development of social economy and the continuous improvement of residents' living standards, tourism has become an indispensable part of modern life. Especially parent-child tourism, as a new form of tourism, has gradually been welcomed and favored by the majority of families. However, its development path is still lacking of in-depth discussion. With the proposal of social learning theory, more theoretical perspectives make us realize that the learning behavior and relationship between parents and children not only affect our way of life, but even have a profound impact on the demand and satisfaction of parent-child tourism, which deserves our great attention. This paper attempts to deconstruct the current practice of parent-child tourism from the perspective of social learning theory, and reveal its essential mechanism. On this basis, a set of development paths for parent-child tourism is proposed, which is based on meeting the needs of parent-child tourism and improving satisfaction, and provides theoretical support and reference for product development and service optimization of parent-child tourism in the future.

## 1. The relationship between social learning theory and parent-child tourism

### 1.1 Overview of social learning theory

Social learning theory is an important theoretical framework in the fields of psychology and social science.<sup>[1]</sup> It holds

that human behavior is learned and developed through observation, imitation, social interaction, and feedback. Social learning theory emphasizes the interaction between individuals and their social environment, and holds that individuals form new knowledge, skills, and attitudes by observing the actions and outcomes of others. Social learning theory is of great significance to research on parent-child travel and can help understand the learning and development process among family members in parent-child travel.

### **1.2 Status and importance of parent-child tourism**

Parent-child tourism refers to the travel activities that family members participate in together. With the development of modern society and the change of family concept, parent-child tourism has been widely concerned and popularized around the world.<sup>[2]</sup> Parent-child tourism is not only a way of leisure, but also an opportunity for family education.<sup>[3]</sup> Through parent-child tourism, parents and children can explore, learn and grow together, strengthen the emotional connection and interaction between family members, promote the development of family relations and enhance the understanding and support between family members.

### **1.3 Examples of the application of social learning theory in parent-child tourism**

Social learning theory provides a new perspective and interpretive framework for understanding parent-child tourism. In the practice of parent-child tourism, the interaction and observation between family members can promote children to learn new knowledge, skills and attitudes from others. For example, children can learn how to communicate and cooperate with others by observing their parents' behavior and feedback, and develop social skills and self-confidence during travel. Parent-child tourism also provides an environment conducive to communication and interaction among family members, which promotes the development and enhancement of family relationships.

Through the perspective of social learning theory, the behaviors and outcomes related to parent-child tourism can be better understood, and relevant strategies and suggestions can be provided for parent-child tourism. In this study, the factors of the development of parent-child tourism will be discussed, including the influence of parent-child role interaction on travel demand, the education and learning experience driving parent-child travel demand, and the correlation between family emotional communication and parent-child travel demand. This will help better formulate the development path strategy of parent-child tourism, optimize the tourism product and service strategy, develop and expand tourism destination strategy, and promote the family education policy to parent-child tourism. Through this study, it will further promote the development of parent-child tourism, improve the level of interaction and communication between family members, and promote the further strengthening and development of family relations. Guaranteeing the safety of parent-child tourism Safety is the most concerned issue of parent-child tourism for parents, and also depends on the basic protection of travel activities. In the development of parent-child tourism products, details are very important. For example, on the issue of personnel accommodation, try to choose the practical and warm family type to the family members; Equipped with toilets and maternal and infant facilities in the younger tour buses, provide parents with areas along the way to feed their children or change clothes; Some amusement projects suitable for children's experience, need to understand the psychology of children, a strong sense of responsibility of the service personnel to manage and care, in order to ensure the safety of each member to the greatest extent.

## **2. Look into the factors of parent-child tourism development path**

### **2.1 Influence of parent-child role interaction on tourism demand**

Role interaction between parents and children is an important factor in the development path of parent-child tourism.<sup>[4]</sup> Role interaction refers to the different roles that family members play in the process of parent-child tourism and the interaction between these roles. Parent-child travel is not only an opportunity for family members to enhance feelings and mutual understanding, but also an important way to cultivate children's initiative and self-management ability. The quality and frequency of parent-child interaction will directly affect the formation and satisfaction of family members' travel needs.<sup>[5]</sup>

Parents play an important role in parent-child tourism, and their words, actions and attitudes will have a profound impact on children's travel needs. The active participation of parents can stimulate children's interest and creative thinking, and enhance their desire to explore the world. Parents can also help their children form correct values and behavior habits through guidance and education in tourism activities.<sup>[6]</sup>

Children also play an important role in parent-child travel. Their needs and expectations will directly affect the choice and arrangement of travel activities. Children's interests and developmental stages during their growing up will have an impact on their needs in travel. For example, children in early childhood are more inclined to participate in parent-child games and parent-child experience activities, while teenagers pay more attention to personal space and independence. Understanding the characteristics and needs of children, and providing different travel programs and experiences according to different age groups of children, is the key to meeting the needs of parents and children.

The role interaction between parents and children will affect the family members' choice of tourist attractions and the arrangement of travel methods. The trust, respect and understanding between family members will be better reflected in the travel. Through parent-child cooperation and collaboration, family members can make travel plans together, choose travel activities suitable for each person, and enhance each other's sense of intimacy and satisfaction. The cooperation and support between family members can improve the smooth progress and effect of tourism activities.<sup>[7]</sup>

The role interaction between parents and children has an important impact on the demand and development path of parent-child tourism. The active participation of parents and children can promote the emotional communication and mutual understanding between parents and children, and also meet the needs of family members in travel. The role interaction between parents and children needs to pay attention to the characteristics and needs of family members, and provide travel projects and experiences suitable for children of different ages and the whole family, so as to promote the healthy development of parent-child tourism.

### **3. Setting the development path and strategy of parent-child tourism**

#### **3.1 Optimizing tourism product and service strategies**

The setting and service provision of parent-child tourism products have a direct impact on the tourism industry's expansion of the parent-child tourism market.<sup>[5]</sup> The optimization of tourism products needs to take into account the preferences of children, the needs of parents and the safety of both parties, and provide additional services specifically for parent-child groups, such as children's amusement facilities, children's menus and related health and safety facilities, which can not only stimulate children's interest in tourism, but also improve the satisfaction of parents. From a sociological point of view, it is more attractive to integrate the child's educational concept into the design of tourism products, to provide children with the opportunity to practice and explore, and also to provide parents with the opportunity to interact with their children.<sup>[8]</sup>

#### **3.2 Developing and expanding tourism destination strategies**

From the perspective of social learning theory, parent-child tourism is mainly based on the interaction, learning needs and emotional communication among family members, and based on this, the tourism destination strategy is set. Especially in the current environment, parent-child tourism has gradually changed from a single leisure and entertainment to a targeted tourism model of edutainment.

Taking this as a starting point, the selection, planning and development of tourist destinations should be dominated by richer cultural connotations, more extensive interactive experiences and more efficient learning methods. From the perspective of parents and children, the expansion of tourism destinations should focus on the educational content, participation and interaction of tourism products, so as to enhance the learning experience and emotional communication between parents and children.<sup>[9]</sup>

The development and planning of tourism products should combine the learning needs of children of different ages, and provide diversified study Tours, such as nature, history, science, art and other fields. In the design of parent-child

tourism destination, the resources in the scenic area can be utilized, such as setting different popular science education themes, arranging theme parks, science laboratories, art workshops and other venues, and matching corresponding interactive activities and exhibitions, so that children can learn knowledge in their own practice.

The design of tourism destination strategy should also pay attention to the participation of parents and enhance the interaction and communication between them and their children. If there are parent-child travel routes suitable for different age groups, parents are invited to participate in children's activities, so that parents can not only deepen their feelings with their children in the process of playing and learning, but also take the opportunity to cultivate their children's independence<sup>[10]</sup>.

The strategic design of tourism destinations can also learn from successful cases at home and abroad, such as strengthening exchanges and cooperation with excellent parent-child tourism destinations around the world, learning from experience and encouraging innovation, so as to better meet the needs of the domestic parent-child tourism market.

On the whole, the open learning platform, the educational needs met, and the rich parent-child interaction are the key points that need to be paid attention to when expanding the tourism destination strategy. In the long run, the development of parent-child tourism guided by social learning theory inevitably requires destination strategies to satisfy the role interaction, learning experience and emotional exchange between parents and children, so as to achieve the integration of the depth and breadth of tourism and provide strong support for the sustainable development of parent-child tourism.

### **3.4 The promotion of family education policies to parent-child tourism**

The role of family education policy in promoting parent-child tourism cannot be ignored. The adjustment of family education policy undoubtedly clarifies the value of parent-child tourism, and parents can participate in the process of children's education in the process of travel, and play a positive role in promoting the growth of children. Governments at all levels can also adopt relevant policies, such as providing relevant subsidies and building special parent-child tourism theme parks, to further promote the development of parent-child tourism. From a sociological point of view, the promotion of such social policies is not only conducive to the all-round development of children, but also conducive to liberating and improving the quality of parents.

The above three aspects provide powerful strategies for the development path of parent-child tourism. Through the optimization of tourism products and services, to create a family tourism destination of education and fun, as well as the promotion of policies, can further promote the development of family tourism, and occupy a place in the tourism market. The application of sociological perspective can better understand the nature of parent-child tourism and effectively guide the development path strategy setting of parent-child tourism.

## **4. Epilogue**

Based on social learning theory, this paper explores the development path of parent-child tourism in depth, and uses this theory as a tool to systematically elaborate the demand factors and satisfaction factors of parent-child tourism, and reveals their internal correlation and influence mechanism. The research finds that the demand for parent-child tourism not only stems from the role interaction between parents and children, educational learning experience and family emotional exchange, but also has expectations and requirements for tourism services, destination selection and related policies. Therefore, the development path of parent-child tourism in the future should focus on meeting these needs and improving satisfaction. In particular, diversification strategies such as optimizing tourism products and services, expanding tourism destinations and promoting family education policies have great theoretical guidance and practical significance. We hope that this study can provide a new perspective and inspiration for theorists and practitioners, and lay a solid foundation for the sustainable development and innovation of parent-child tourism industry.

### **Conflicts of interest**

The author declares no conflicts of interest regarding the publication of this paper.

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