

Family Travel, Decision, Wellbeing and Inclusive Service Track

Track Chairs

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Track Overview

This track advances the discourse on tourism governance and human-centred value creation by positioning family travel as a critical, yet under theorised, domain of inquiry. Moving beyond its conventional treatment as a mere marketing segment, this track frames the family as an interdependent decision-making and experiential unit, encompassing parent-child dynamics, multi-generational care, and diverse household configurations, where travel is negotiated through the intersecting lenses of care responsibilities, temporal and financial constraints, and accessibility needs. These processes have profound macro-level implications, shaping visitor well-being and satisfaction, and the social licence of tourism operators, the well-being of resident communities, and the equitable distribution of tourism's costs and benefits. By interrogating these dynamics, the track seeks to reframe family travel as a pivotal site for exploring fairness, inclusion, and ethical awareness within complex tourism ecosystems.

We invite conceptual, empirical, and methodological contributions that critically examine how value is co-created, negotiated, and sometimes contested within family groups and across the broader stakeholder network of destinations and service providers. Submissions that explore the principles and practices of designing tourism that is genuinely inclusive and wellbeing-oriented, for families, the tourism workforce, and host communities alike, are encouraged. The track welcomes interdisciplinary perspectives from fields such as tourism management, sociology, psychology, public policy, and design, employing qualitative, quantitative, or mixed-method approaches to advance theoretical and practical understandings of inclusive and ethical tourism governance.

Expanded Themes and Topics

1. Mobility Justice & Social Equity

- Life-course transitions and travel constraints
- Travel impact of new parenthood, school stages, eldercare
- Low-income family travel
- Affordability, structural barriers, and mobility poverty
- Cross-border family mobility
- Diaspora travel, VFR, and intergenerational migration ties

2. Family Wellbeing & Relational Care

- Relational wellbeing across generations
- Family cohesion, stress recovery, and collective flourishing
- Autonomy, identity, and flourishing for different family members
- Wellbeing trade-offs: restoration vs performance pressures

3. Intra-Family Dynamics & Decision-Making

- Household negotiation processes and budgeting
- Selecting destinations, timing, and activities
- Power relations and tourism activities
- Gender roles, generational hierarchies, and cultural norms
- Risk perception and safety management for children
- Emotional labour in family holidays
- Peacekeeping, guilt, and role strain, and happiness mediation
- Conflict, compromise, and fairness perceptions in shared holidays

4. Children's Rights & Ethical Safeguarding

- Children's rights, agency, and participation in tourism experiences
- Ethical marketing and responsible representation of families
- Data privacy and consent for minors in family travel platforms
- Child-appropriate research methods: ethical practice, assent, and power asymmetries

5. Inclusive Design & Accessible Experiences

- Universal design in accommodation, attractions, transport, and public spaces
- Neurodiversity-affirming and sensory-friendly tourism environments
- Accessibility for families with disabilities, chronic illness, or mobility constraints
- Service scripts and staff capabilities that uphold dignity and reduce friction
- Co-designing inclusive experiences for families with diverse access needs

6. Destination, Workforce Capability & Ethical Service

- Frontline competencies for family-inclusive service
- Empathy and accessibility literacy
- Conflict-sensitive communication
- Human capital development and training systems
- Professional certifications and organisational culture change
- AI ethics and algorithmic fairness in family travel recommendations and personalisation
- Family-inclusive destination strategies
- Developing standards, benchmarks, and accountability
- Public space governance: beaches, parks, and cultural heritage
- Designing family-dense visitor zones
- Cross-sector coordination: DMOs, transport, education, health, and accessibility bodies
- Safeguarding awareness and ethical service protocols for staff interacting with children and vulnerable travellers