Copyright Undertaking

This thesis is protected by copyright, with all rights reserved.

By reading and using the thesis, the reader understands and agrees to the following terms:

1. The reader will abide by the rules and legal ordinances governing copyright regarding the use of the thesis.

2. The reader will use the thesis for the purpose of research or private study only and not for distribution or further reproduction or any other purpose.

3. The reader agrees to indemnify and hold the University harmless from and against any loss, damage, cost, liability or expenses arising from copyright infringement or unauthorized usage.

Pao Yue-kong Library, The Hong Kong Polytechnic University, Hung Hom, Kowloon, Hong Kong

http://www.lib.polyu.edu.hk

FAMILY TRAVEL WITH KIDS:

THE IMPLICATION OF PARENTS' IDENTITIES ON A VACATION EXPERIENCE

EKATERINA CHEVTAEVA

PhD

The Hong Kong Polytechnic University

2022

The Hong Kong Polytechnic University

School of Hotel and Tourism Management

Family Travel with Kids:

The Implication of Parents' Identities on a Vacation Experience

Ekaterina Chevtaeva

A thesis submitted in partial fulfilment of the requirements for the degree of

Doctor of Philosophy

April 2022

CERTIFICATE OF ORIGINALITY

I hereby declare that this thesis is my own work and that, to the best of my knowledge and belief, it reproduces no material previously published or written, nor material that has been accepted for the award of any other degree or diploma, except where due acknowledgement has been made in the text.

_____

Ekaterina CHEVTAEVA

ABSTRACT

Family travel is one of the largest tourism markets, and family travel research is growing (M. Li et al., 2020; Schänzel & Yeoman, 2015; M.Y. Wu & Wall, 2016); however, the endeavor in this area still lacks depth and scope (M. Li et al., 2020). This study explores the construct of role identity of parents to better explain family travel experience following the lenses of experience fitting personal identity (Cowan & Spielmann, 2020; Gartner & Ruzzier, 2011), where a vacation is a form of a self-impression. This study aims to unpack how role-identities of parents are (re)constructed and experienced through vacation recollected memories. A qualitative methodology under the constructivist paradigm was adopted, the data analysis followed the narrative case-based approach that targeted the development of a variety of themes rather than generalization. The data was collected from March to November 2021 through individual and joined interviews online and face to face with each studied family case that implied a deep level of engagement. Interviews were used to embrace storytelling that helped underpin the role-identifications of parents and recover travel experiences as they shape memories and impressions over time (McGregor & Holmes, 1999; Tung & Ritchie, 2011; Woodside et al., 2008). The findings of this research allow us to more comprehensively outline the identity expression and transformation within the vacation settings in comparison to separately identified self-perceptions. This study found that differentiation between parents' role-identities on vacation in a post-modern family are more clarified, where a vacation can be seen not only as a duty or compartmentalization of parental roles; but also as a source of personal transformation and restoration beyond the sense of duty or compartmentalization of parental roles.

Keywords: vacation experience, family travel, role identity, recollected experience, the narrative analysis

ACKNOWLEDGEMENT

TABLE OF CONTENTS

LIST OF FIGURES

LIST OF TABLES

CHAPTER 1. INTRODUCTION

This chapter introduces the research gap and the background of the study. The purpose and objectives of the thesis are identified. Furthermore, theoretical significance and practical implications are discussed. The chapter ends with defining the terms of the study.

1.1. Purpose of the study

This study investigates the influence of the identification of parents on a family vacation recollected experience. Family travel research is growing, as well as the role of the family for the tourism and hospitality industry (M. Li et al., 2020; Schänzel & Yeoman, 2015; M.Y. Wu & Wall, 2016). While family travel components, such as benefits and activities (Lehto et al., 2017), accommodation choice (Khoo-Lattimore et al., 2015; Lin, 2020), and composition of a family trip (Gram et al., 2019; Yang et al., 2020) have been discussed in the literature, an understanding of a family vacation recollected experience is narrow (Clauzel et al., 2020; M. Li et al., 2020). Nevertheless, the previous travel experience influences a future vacation choice and loyalty (Agapito et al., 2017; Manthiou et al., 2016; Martin, 2010; Walls et al., 2011).

From the industry perspective, the updated vision of family travel recollected experience is essential to attract and keep the dominant family market. There are several signals that evident the opportunity for the industry to gain a new perspective. First, the marketing promotions from agencies and destinations target a traditional family within ideal resort settings, which contradicts the lived reality (Carr, 2011). Second, coming from my personal experience working in a luxury hotel, most family programs are outdated and follow a stereotypical outlook of a family of the last century. The programs in hotels rarely go beyond exceptional amenities and price.

Third, the tendency towards joined experience for a family has been recognized by the retail market on both physical and online platforms (Thomas et al., 2020), such as grocery shopping, where all family members can put in items they want in a basket. However, the players in tourism and hospitality are far behind in implementing tools for a joined experience. For example, while booking a hotel through an online travel agency such as booking.com or agoda.com, there is no option yet (as of 2022) for a collective booking experience, where families can chat, discuss and negotiate their choice; but this could be a direction to facilitate collectiveness and make the experience more attractive for families. Lack of joined practices also limits kids' involvement in the vacation experience creation, when today's parenting style often puts a child in the center. Allow me to follow with my childhood example; when I was a kid, I collected all the brochures at the destination to tell my father where I wish to go. He was delighted to share a story afterward that we visited a particular place because I found it and wanted to go. Nowadays, information is collected online. How do small kids with no smartphone share their preferences? How do parents reinsure they are good parents by allowing their kids to make choices? Three aspects discussed above evidence the industry's urge to recognize the uniqueness of a family vacation experience. Involving tourists more in the co-creation of recollected experience with a particular focus on tourist self-identity is essential for the industry as it enhances the experience's value (Prebensen et al., 2013).

Various factors have been used across time to explain family vacation experience. Mostly, family travel research has focused on how families choose a particular vacation (M. Li et al., 2020). Previous research considered such factors as national culture (Cheng et al., 2019; Yang et al., 2020), the influence of family members (José Barlés-Arizón et al., 2013; Ritchie & Filiatrault, 1980), stages of the decision-making process (R. L. Jenkins, 1978; Rojas-de-Gracia & Alarcón-

Urbistondo, 2018), family interactions (Kang et al., 2003; Y. Wang & Li, 2020), negotiation styles (Bokek-Cohen, 2011; Kozak, 2010). The studies' outcome consistently showed that a family vacation is a complex construct, which is challenging in its conceptualization and determination of a vacation experience.

One of the approaches to a broader understanding of an experience is through lenses of experience fitting personal identity (Cowan & Spielmann, 2020; Gartner & Ruzzier, 2011), where following the principle of self-congruity theory (Aaker, 1997), a vacation is a form of a self-impression. For example, from a solo travel perspective, choosing a sophisticated holiday may be a way to express your sophisticated self. Unfortunately, the identity viewpoint of a family travel experience has been overlooked by previous research. The application of identity perspective in tourism has been mostly restricted to individual travel (Bosnjak et al., 2016; X. Chen et al., 2020; Noy, 2004a, 2004b; Ourahmoune, 2016; Pung et al., 2020); nevertheless, co-creating valuable experiences on holiday may be a function of realizing the authentic selves (Prebensen et al., 2013).

The identity approach reflects the postmodern family paradigm, where spouses have a strong desire to express themselves and growing demand for personalised, authentic travel. Therefore, in a family vacation where the experience is collected, the vacation simultaneously allows for several family members' identities expression. Moreover, family members' identities are reinforced on a family vacation through communicating with other family members (N. Michael et al., 2020). In contrast with individual travel, which is characterised by high liminality of experience, in family travel, family roles often stay the same (Obrador, 2012). Accordingly, the research adopts the concept of identity through role-specific views of ourselves, specifically the Identity theory that considers other family members' influence in the shaping of self-identity. This

study introduces the construct of a role identity of parents as a possible factor to explain family vacation experience.

This study addresses collective and individual meanings of family recollected experience. Storytelling is used to recover travel experiences as they shape memories and impressions over time (McGregor & Holmes, 1999; Tung & Ritchie, 2011; Woodside et al., 2008). To understand families' travel practices, this thesis aims to unpack the way in which role-identities of parents are (re)constructed and experienced through vacation recollected memories. The study underpins the role-identification of parents and compares it to the identified meanings of the experience. Doing so provides insights into the aspect of role-identification in shaping the recollected experience of vacation.

1.2. Evolution of a family with kids

The market size also supports the reason for the choice of families with kids for this thesis. With the overall population growth, the number of families (family households with children younger than 18 years) increased. In the US (US Census Bureau, 2019), the number of families is continuously growing: 45.11 million in 1960, 66.09 million in 1990, 83.09 million in 2018. Despite the increase in single-parent households, the majority of households consist of a couple with children. Couple families with children represented 44.1% of households in Australia in 2011 (Australian Institute of Family Studies, 2015). In France, 65% of families were couples with children in 2017 (Insee, 2020a).

For almost a century, one of the most useful approaches to differentiate and segment families was a family life cycle (FLC) model. It is widely applied in tourism, economy, sociology. Since the model was first presented in 1901 (Rowntree, 1901) to examine poverty patterns in

England, it has been remodeled and changed several times to reflect changes in society: life expectancy growth, belated marriage, divorces. One of the most recent models of FLC was developed by (Bojanic, 2011), presented in Figure 1.1, where the family with kids is in one cell – 'Full Nest'.

Figure 1.1 Modernized Family Life Cycle (FLC)
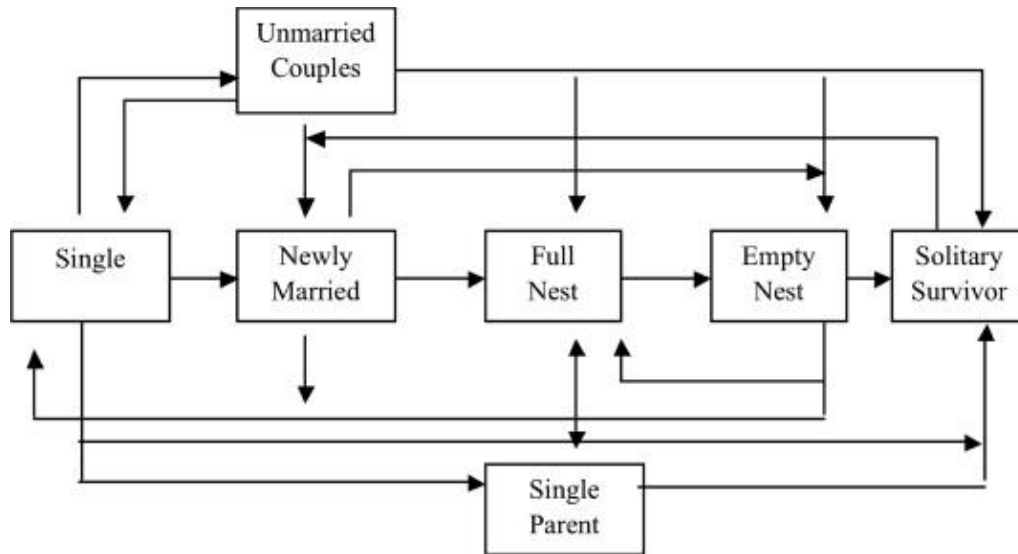
Note. From "The impact of age and family life experiences on Mexican visitor shopping expenditures," by D. C. Bojanic, 2011, *Tourism Management, 32*(2), p. 406-414. Copyright 2011 by Elsevier.

The study focuses on the 'Full Nest' family, defined as a family with kids. In this subchapter 1.2 are discussed reasons for the need for reevaluating the segment of a family with kids for tourism due to the changing nature of this family type. Before the turn of the century, most families with children in developed countries had similar characteristics, but the changing nature of the postmodern family with kids leads to different behavior patterns that are difficult to further unite as one consumer group. The term of postmodern in regards to a family need not be confused with the social-eclectic movement of the end of 20-30s of the twentieth century. Before going into details about the most recent characteristics of the postmodern family, the shift of the paradigm from a traditional to a modern and later to a postmodern family should be defined.

Traditional families are associated with the development of industrialism and democracy at the beginning of the 19th century and are dominated by the idea that family roles are sharply divided: fathers are breadwinners and mothers are homemakers (P. Cohen, 2018). First steps to deviate from the old paradigm of sex-roles were acknowledged at the end of the 20th century; since then, steady growth in the number of couples who resist ubiquitous pressures towards a gender-based allocation of roles has been recognized (Pinho & Gaunt, 2019). The shift is evident in a move from distant to involved fathering (Jackson, 1999). The contributory factor to women's empowerment was the development of contraception in the 1960s (Goldin & Katz, 2002), which facilitated the rise of women's employment as another element of a family transformation that changed marriage from a necessity to a voluntary arrangement, where individuals are free to marry, divorce, or not to marry at all (P. Cohen, 2018).

Besides this, the traditional family is characterized by strong homogamy (the tendency of a person to marry others who are similar to themselves), and the selection of a mate was often based on a match in religion, social class, race, and age (Nock, 1992). In the modern and postmodern family, the partner's choice is more personal and less influenced by social norms (van Leeuwen & Maas, 2019). Although modern and postmodern families have similar features, some acknowledge that dichotomy exists in the ideology: "whereas the modern family ideology emphasises the importance of doing things together, postmodern emphasis is upon individual expressionism and self-identities which can cause conflict within family relationships" (Jepson et al., 2019, p. 35). I can put descriptions of family types in political terms, where the traditional family was autocratic with the authoritarian head of the family as a husband (or wife), the modern family was democratic where families do things together, and the postmodern family is anarchic, as very individualistic where sense and order uncover it way naturally.

Apart from a shift in the paradigm, within the last five-ten years, more changes have been recognized in regards to the diversity of a postmodern family with kids. The key movements are discussed further in this chapter.

- *People have kids because they want kids*

The decision to have a child became more related to individual factors than socially prescribed goals (Shirani, 2014). Besides the fact that parenting is optional and childless couples get less and less pressure from society, the number of families willing to have kids is growing. Research shows that partnering and parenthood continue to be a life course expectation for most men and women (Hammarberg et al., 2017). In the US, in 2016, women had, on average, 2.07 children during their lives – up from 1.86 in 2006, the lowest number on record (Livingston, 2018). In contrast with the US data, in many countries, the number of babies born decreased compared to a decade ago. For example, in the Netherlands, the highest rate in babies born was 184,915 in 2009, that decreased to 168,525 in 2018 (Centraal Bureau voor de Statistiek, 2019); in Russia, the number of babies born decreased from 1.9 million in 2014 to 1.6 million in 2018 (Russian Federal State Statistics Service, 2020a). Even in China, where the number of babies born was constantly growing from 2008-2016, the values decreased from 17.86 million in 2016 to 14.65 million in 2019 (National Bureau of Statistics of China, 2020).

- *People want kids, but they want them later, and they want to have fewer kids*

Respectively, the decreased number of kids may lead to fewer kids in one family, not necessarily fewer families with kids. Close to half (45.5%) of kids born in the European Union in 2018 were firstborn children (Eurostat, 2020a). In China, around 257.2 million people had a baby in their family in 2012; it grew up to 277.3 million in 2017, with the forecast for 2020 to reach 285.6 million (IResearch, 2018).

- *Modern families with kids have more mature parents with more money and experience*

The profile of parents in modern society is different from the one-two decades ago. The number of women willing to have children has increased, but they prefer to wait longer. In Italy, 32.7 percent of women and 48.1 percent of men believed that the most appropriate timing for a man to have children was between the age of 30 and 34 years old (Istituto Toniolo, 2017). In the book about fathering, (Fletcher, 2020) concluded that the right time for having kids follows a range of age-related goals for many fathers. They firstly experience the opportunity to live their lives, which entails going out with friends, traveling, etc., which equated to fatherhood being the next logical step in their lives. There is a generalized trend for belated childbirth, but actual numbers vary in every region. According to data from 2018, in Spain, an average age for the firstborn was 32.2 years old (the highest in Europe), while in Bulgaria, it was 27.7 years old (Eurostat, 2020b).

- *A high level of divorces affected the structure of modern families, facilitating the creation of blended families*

In Russia in 2019, there were registered 917,000 marriages and 528,000 divorces (Russian Federal State Statistics Service, 2020b). In China, the number of divorces reached 4.46 million a year in 2018, comparing to 2.27 million in 2008 (National Bureau of Statistics of China, 2019). In France, the divorce rate reached 55 per every 1000 marriages in 2016; and out of 226,700 marriages registered in France in 2017, and 81,789 (36%) of them were remarriages (Insee, 2019, 2020c). In the USA in 2014, among all adults who were presently married, about one-fourth (23%) have been married before (Livingston, 2014). After divorce, people tend to remarry, which creates blended families. This demographic change affects family travel; Schänzel and Yeoman (2015)

recognized a trend towards children from divorced households getting extra and more enticing vacations, as each parent tries out to trump the other.

- *A growing number of dual-income families*

A woman now not only have a choice to work, but this became a norm and even a necessity. In Scotland, only 22 percent of women with children were not employed, while 29 percent worked full time: 5 percent self-employed and 32 percent part-time (Scottish Government, 2019). In the USA, according to data for 2015, 50 percent of mothers with kids under three years old worked, and 70 percent of mothers with kids under five years old (Feldman, 2018). With dual income households, mothers and fathers become more equally responsible for bringing up children, implying a more concerted and time-consuming effort in raising fewer children than in previous generations (Schänzel & Yeoman, 2015).

- *Marriage is not a necessary element of a family*

The critical transition that happened in the last century in the family model is the change from a patriarchal to a companionship family based on love and equality. As P. (P. Cohen, 2018) highlighted in his book, in the family arena, with the development of love-based marriage and affection within the family that entails, the role of a family member now implies independence. The critical outcome is that marriage is a choice. Many couples create a family with a child outside of a marriage institute. For example, since the 90's the number of children born out-of-wedlock in France increased: in 2019, 61 percent of children were born out-of-wedlock, compared to 37.2 percent in 1994 (Insee, 2020b).

- *New parenting culture*

The parenting itself has changed, and in *new parenting culture*, private routines of everyday life, such as what children eat and read, are under the radar (Faircloth, 2014). Schänzel and

Yeoman (2015) mentioned the term "helicopter parents" (p. 143), meaning that parents hover above their children and frequently need a level of reassurance in decisions related to kids, and they tend to search different channels for recommendations. It is generally accepted that parents' ability to spend quality time with their children is more meaningful than the number of hours spent (J. Jenkins & Lyons, 2006; Schänzel & Jenkins, 2017). The conceptualization of 'quality' is understood through western, industrialized ideas of family togetherness, positive engagement, and child-centeredness (Fletcher, 2020). The change in gender roles induced intensive mothering and involved fathering, importing more cooperation in a struggle of raising kids (Ennis, 2014; Faircloth, 2014; Fletcher, 2020).

1.3. Overview of a family travel

Family travel is seen as a beneficial, often necessary activity for contemporary families. There is an idealization of family leisure in western society "families that play together, stay together" (Schänzel et al., 2012, p. 22). Following Western society, in countries like China, a family vacation became a norm (Lehto et al., 2017).

Family is a significant consumption unite for the hospitality and travel industries. In the USA in 2019 (based on 2103 respondents within involved Americans who have been on vacation in the last two years), 62 percent of all trips taken in 2 years were family trips (Lock, 2019). The outbound market of family travel was expected to grow from 300 million trips in 2017 to 376 million in 2022 (GlobalData, 2018). Therefore, family travel was forecasted to expand and should be distinguished by tourism providers (Schänzel & Yeoman, 2015).

Academic studies paid attention to family travel. Most recent studies include travel with elder parents in China (W. Wang et al., 2018), hotels' constrains from Asian and European parents'

perspectives (Khoo-Lattimore et al., 2015, 2018; Liu & Filimonau, 2020), motivation for family travel (M. Li et al., 2017), family vacation activities and benefits (Lehto et al., 2017). Recent studies disclosed a change in family travel and showed the diversification of consumer patterns. Postmodern families travel for different reasons; some families travel for escape and relaxation (e.g., agritourism), some approach travel as experiential learning for kids (e.g., a taste of local culture), others value enchased communication with family during the trip and shared exploration (Lehto et al., 2017). Family travel composition has changed as well; family travel often involves an extended family (Schänzel & Yeoman, 2014), or a non-residential father traveling with his kids (Schänzel & Jenkins, 2017), or grandparents traveling with kids (Gram et al., 2019).

1.3.1. Family vacation specifics

It is essential for the current research to differentiate a family vacation in tourism, highlight positive effects, risks, and acknowledge trends. The specifics of the family vacation are listed below:

Social roles often stay the same or even evolve

Vacations are generally treated as a brief escape from routine and social class, as typical responsibilities are suspended (Weichselbaumer, 2012). However, defining tourism as a self-contained system of activity located outside of the home and every day is different for a family vacation that has a thick sociality – parents stay parents, kids stay kids (Obrador, 2012). In a traditional family paradigm, women tended to see vacations as just another task (Shaw, 1992), while men perceived this time as a source of satisfaction (Freysinger, 1995). In modern and postmodern family paradigms, a vacation may be seen as a prolonged family time and endure the compartmentalization of parental roles (Cheong & Sin, 2019). Moreover, the tendency of family travel to keep similar (or enchased) social roles during travel fits the shift of a travel concept

towards de-differentiation between social roles, between everyday life and tourism experience (E. Cohen & Cohen, 2012; Uriely, 2005).

Travel to spend time together

Although escaping and relaxation are baseline benefits of a vacation (Pearce, 2011), a family vacation is considered to be valued for reconnection with the family. One of the primary purposes of family travel is spending time together and promote family well-being (Lehto et al., 2017).

A learning experience for children

Holiday experiences can promote kids' advancement and advance their education (Poria et al., 2005; Turley, 2001; W. Wu et al., 2021). Providing kids with an exciting experience different from the one at home, such as showing new cultures and ways of living, is considered good parenting (Carr, 2011). Parents may see travel as an investment in kid's studies.

'We' perspective

Family members form a 'we' perspective during family vacations; this perspective is different from an individual vacation focused on the self. When traveling with a family, personal needs are likely to yield to family-level needs (Bai & Fu, 2011).

A positive effect of family travel and risks

Family vacation provides an opportunity for both revitalization and family bonding (Backer & Schänzel, 2013). It also helps to spend quality time for parents with kids. At the same time, family vacation may facilitate interpersonal severe difficulties and stress (Backer & Schänzel, 2013), such as continuous physical and emotional tasks of being a mother both at home and when traveling (Anderson, 2001), or pressure on fathers to be more engaged with their children (Kay, 2009).

1.3.2. Family vacation trends

- *Authentic travel*

Based on an annual survey report with 1724 respondents, by (Family Travel Association, n.d.), in 2018, in the USA, parents of very young children, teenagers, and children with special needs often do not feel that the travel industry understands their needs. Indeed, some families like single parent travel, travel with disable kids require more studies and efforts from the industry to satisfy their needs. Nevertheless, it is essential to recognize that in a time of individualization, all people are looking for bespoke experiences. Families anticipate an individual approach, a traditional sun, sea and sand (3S) vacation does not potentially suit all. Schänzel and Yeoman (2015) recognized that families are looking to be more active and have more authentic vacation experiences. The search for more authentic travel may be interpreted by a transformed focus from elements of a trip to subjective negotiation of meanings (Uriely, 2005).

- *Mobility growth*

It was estimated that by 2020 roughly half of the UK and the USA workers would freelance and acknowledged that from 2014 to 2017, the number of homeschooled children grew 40 percent (48,000 in total) (Kutschera, 2019). The new lifestyle mode of a digital nomad family, where the family is continuously traveling while parents work remotely and kids get either homeschooled or go to expat friendly schools, is emerging (World Family Travel, 2020). Furthermore, in the post-pandemic world, more workers are expected to work remotely (Ozimek, 2020).

- *Travel with extended family*

According to Agoda (2018), some Asian travelers engaged mostly in multi-generational and extended family trips (Thailand 66%, Indonesia 54%). Most Western and Chinese families prefer to travel as a household; in addition, a trend towards more frequent trips with grandparents

was recognized (Agoda, 2018). Schänzel (2018) explained that this trend is due to longevity and a smaller core size of families. As grandparents nowadays live longer, they become more involved in kids' life. Schänzel and Yeoman (2015) pointed out that the generation of baby boomers, that overall have a good health condition and are quite adaptable, became grandparents and are willing to spend more time with their grandchildren.

- *Creating a positive image through photos*

Memories of a family time captured in photos become a valuable social capital. Shannon (2019) explored the family leisure on-site experience and social media sharing and indicated that posting family photos and stories intend to explain family definitions and clarify family identity. It helps families connect with their social network, maintain an ideal family's image, and exhibit their authentic family leisure. Photos of 'doing family' can be seen as a social practice that involves social capital formation and memory creation (Schänzel & Yeoman, 2015; Shannon, 2019). Family photography is an integral part of a family vacation, where people can post how good they are as parents, as a family, as a couple.

1.4. Travel experience and identity

Travel experience is essential to be understood, as it influences travellers future behaviour (Walls et al., 2011) and loyalty (Agapito et al., 2017; Manthiou et al., 2016). Following the self-congruity theory (Aaker, 1997), a vacation is a form of self-impression, and travel experience may be implied more in-depth through lenses of experience fitting personal identity (Cowan & Spielmann, 2020; Gartner & Ruzzier, 2011). The past experience may be recalled from our memory in the form of stories. In a postmodern reality, people construct stories of experiences while being highly concerned with their identity construction: who they are and how

they want to be known (Riessman, 2008). Through better understanding the relationship between identity and experience, new patterns of behavior may be acknowledged.

Crompton (1979) was one of the first to recognise that a holiday may help demonstrate, refine, or even modify identities. Previous travel experience research acknowledged that one of the memorable experience characteristics is attachment to self-identity, where the travel experience becomes a part of the self-image (Wing et al., 2011). Through sharing travel experience travellers signal aspects of themselves (Manthiou et al., 2017; Pera, 2014); they may create self-brand connections (Escalas, 2004), demonstrate identity through consumption patterns (Abelson et al., 1989; Bronner & de Hoog, 2018) and steam a desire to self-confirm who they are (Cowan & Spielmann, 2020). Consumers select products based on identity-beneficial traits, also known as a self-congruity theory (Aaker, 1997).

Tourism experience at destinations also may be investigated through lenses of experience fitting personal identity (Cowan & Spielmann, 2020; Gartner & Ruzzier, 2011). From these perspectives, going on an adventurous vacation may help us express ourselves as adventurous people; having a trip to Disneyland with kids may help us express ourselves as fun parents. The development of special interest tourism types, such as heritage or slow tourism, illustrates a close connection between tourism and identity (Marschall, 2015). Individuals may shape the perception of self and encourage self-understanding through travel, as it provides opportunities to experience new places and cultures (Laing & Frost, 2017; Urry, 2012). A tourist experience might further people to comprehend identity fulfillment and offer identity-affirming (Prebensen et al., 2013).

The private and public meanings of the purchase are often the same due to socialization and enculturation; however, they may differ (Wheeler & Bechler, 2021). For example, a family trip to Disneyland may signal that you are a fun parent (to your kids and other family members),

but maybe you have a warm memory from your childhood about the amusement park, and it helps you to embrace your inner child. This example demonstrates that connecting experience with the meaning of identity may deepen our understanding (on similarities and differences between) of a family members' experience.

Majority of studies that connected identity and experience focused on individual travel (Laing & Frost, 2017; Noy, 2004b; Ourahmoune, 2016; Pung et al., 2020; Westwood, 2005), where travel has been an escape from the normal environment and demands of being a parent, a partner, a colleague. Travel experience in those trips was closely connected with the transformation of self-identity as they allowed to center on self. On the contrary, a family vacation is often focused on togetherness, and the role-identities are reinforced through communicating with family members (Michael et al., 2020). For example, instead of an escape from being a mother, the vacation can be a way to expand and emerge in her role identity of a mother. Co-creating valuable experiences on a holiday may be a function of realizing the authentic selves, and the industry may benefit from involving tourists more in co-creation of experience with a particular focus on tourist identity, as it reinforces the value of the experience (Prebensen et al., 2013).

1.5. Research objectives

The research aims to investigate the relationship between the identities of parents and family travel recollected experience. This study applies the role identity concept and considers the meaning of parents' role identities, which also implies the inter-relationships between parents' role identities. The main objectives of the study are threefold:

1. To investigate the perception of role identities of parents.

2. To explore the perception of recollected family vacation experience for families.

3. To examine the relationship between the perceptions of role-identities and the perceptions of family vacation recollected experience.

Accordingly, three research questions guide this interpretive/constructivist study:

o What are parents' role-specific views of themselves?

o What are the perceptions of recollected family travel experience (collective and individual)?

o What is the relationship between parents' role-specific views of selves and recollection of travel experience?

The study does not extrapolate the experiences into a general theory of family travel experience but offers a nuanced understanding of the relationship between identification and family travel recollected experience.

Theoretical implications

This thesis provides an important opportunity to advance the understanding of the phenomenon of family travel recollected experience, overlooked by previous travel research. Little is known about the meaning of the recollected experience for family members, and it is not clear what aspects may explain it. The current thesis introduces a factor of role identity of parents to explain family vacation recollected experience. The identity approach, which has not been applied in family travel research yet, may allow to account for the self-expression in a group setting of a family vacation and consider the identity of another spouse on perceived meanings of the recollected experience. The study aims to fill the existing literature gap about recollected family vacation experience and potentially provide a more profound understanding of a family travel phenomenon for future research by applying the identity perspective.

Previously was acknowledged that tourism research is dominated by individual inquiry, and most family studies are led by collective inquiry (Schänzel & Smith, 2014). In the current study, the concept of role identity is used together with the concept of recollected family experience, which contributes to the shift towards a more holistic approach that combines individual and collective inquiry. Methodologically, a narrative approach is applied due to the lack of groundwork to disclose the role identity construct in family travel. By employing a holistic qualitative inquiry, this study reveals new insights into the phenomenon and allows the creating of new theories for travel research.

Practical implications

Understanding parents' role identity as a factor influencing tourism recollected experience can help destinations and businesses positioning and reach out to potential customers with a more personalized approach in marketing, product development, and services. The more profound knowledge of a family travel recollected experience can reinforce new approaches to facilitate family memory creating, loyalty to brands and destinations. Besides, recollected experience may provide information of trigger points for identity expressions and positive emotions that may be used in forecasting future travel intentions of families; indeed, these trigger points are targets for the hospitality and tourism industry in order to gain market share and reinforce customer satisfaction.

1.6. Definition of terms

The key terms used in the study are summarized in Table 1.1. The definition of family in the literature may be contradictory as scholars today agree that no universal form of family exists (Miller, 2016). This thesis adopts a traditional definition of family by Murdock (1949), however

only families living in the same household will be included in the analysis to consider the daily influence of parents on one another. To define the family vacation for this study, it adopts the definition of a family holiday proposed by Schänzel et al. (2012). The definition highlights the importance of fun in the vacation. A trip is considered a vacation if the family spends at least three days away from home, mainly for leisure purposes (Gitelson & Crompton, 1984). The specified duration of vacation helps to exclude staycations and weekend trips. The age of kids for the study is decided to be below 12 years old, which relates to the conditions of a special kids rate in most airlines, hotels, and restaurants. For example, a 12 years old limit is for children's airplane ticket special fare (Cathay Pacific, n.d.; Finnair, n.d.), complimentary gifts, and kid's amenities in hotels (Marriott, n.d.; Shangri La, n.d.). Moreover, after 12 years old, children become teenagers with more decision-making power, established habits, and often independent travel (Tiago Borges & Tiago Borges, 2013).

Table 1.1 Key terms for the study

Term	Definition for the study
Family	is two or more people who are related by blood, marriage, or adoption (Murdock, 1949).
Vacation experience	While vacation is a voluntarily performed journey to meet personal and hedonic needs (Prebensen et al., 2014). The term vacation experience includes the processes before while and after the journey.
Family vacation with kids	a purposive time spent together as a family group (which may include extended family) for at least three nights away from home, with kids below 12 years old (all kids below this age limit), doing activities different from everyday routines that are fun but may involve conflict at a time (Schänzel et al., 2012).
Parents	guardians of a child, legally married or not; maybe step-parents (not necessarily a mother and father of a child), the key is that they live together under one roof as a family.
Identity (role-based)	imaginative, role-specific views of ourselves (McCall & Simmons, 1966).

Vacation experience	While vacation is a voluntarily performed journey to meet personal and hedonic needs (Prebensen et al., 2014). The term vacation experience incorporates the processes before while and after the journey.
Recollected travel experience	"a past personal travel-related event strong enough to have entered a long-term memory" (Larsen, 2007, p. 15).
Storytelling	a collaborative conversational activity concentrated on narrative discourse (Mandelbaum, 2013).

1.7. Summary of Chapter 1 – Introduction

This chapter is the introductory section of the research project. It has provided the research background of the study by exploring the evolution of the family and overviewing the specifics of the family vacation with kids. Next, the problem statement is presented, forming the research questions of the research project. The overall aim of this research is to investigate the relationship between the identities of parents and family travel recollected experience. The definition of critical terms used in this study has also been presented, where the experience is focused on recollected experience, and identity follows the role-based concept.

CHAPTER 2. LITERATURE REVIEW

This chapter consists of three sections. The first section includes an overview of the factors used in family travel analysis. Due to the previous focus of the research on decision-making, most factors explain this part of the experience. The second section includes the concept of identity: a critique of identity theories, the outlook of identity theories approach in tourism research, and justification of the identification methodology for the study. The final part explores the concept of family travel recollected experience and its perception.

2.1. Family vacation experience factors in tourism research

The socio-demographic, social class, cultural and gender factors were previously used in family travel research. A brief overview of these factors is presented below. Some may argue that the socio-demographic criterion explains family vacation preferences. On the contrary, Haley (1985) estimated that demographics explain about five percent of the variance in consumer behavior. Yankelovich and Meer (2006) also argued that socio-demographics do not represent a strong basis for explaining the difference between different consumer segments.

Various studies explored the relations between class and consumption patterns. The class was a basis of action in Weber's paradigm (Weber et al., 1996). Sobel (1983) observed in a different period that middle-class watches less television, entertain and dine out more frequently, attend concerts and plays with greater regularity than a working-class and are less likely to attend sporting events as spectators, or to use their vacations and weekends for outdoor recreational activities. Evidence suggested that occupation and income levels used to be a common factor in explaining purchasing patterns. The term "socioeconomic status" was widely used in the literature. However,

Handel and Rainwater (1964) observed that certain behaviors and attitudes found in the working class are similar to those in the middle class.

National culture used to be a critical factor based on the assumption that different cultural values manifest themselves within other behavior (Lambin et al., 2007; Wedel & Kamakura, 2000). However, more and more studies suggest that although there is a significant difference between cultures, the number of similarities makes it hard to use national culture as a critical differentiation factor (Lindridge & Dibb, 2003). Hennigs et al. (2012) studied luxury consumer perspectives in America, Europe, and Asia and found that luxury consumers' fundamental motivational factors are similar regardless of the country of origin. (L. M. W. Li et al., 2015) studied cultural differences in consumer decision-making between North America and East Asia. At first, some differences and similarities were identified; however, after introducing the situational factor (time constrain), all cultural variations disappeared, showing that culture does not monolithically influence psychological processes.

The blurring of boundaries between national cultures may be explained by globalization, as interaction and digital communication between societies expand. Globalization of the consumer market leads to the establishment of global consumer cultures (GCC) (Alden et al., 2006; Levitt, 1983). Similarly, when it comes to tourism consumption, Pizam (1999) argued that tourists of various nationalities possess both 'touristic' and 'national' cultures simultaneously and questioned the extent to which touristic cultures are relatively free of national cultures. Cultural homogenization even became a risk in developing countries in Asia for identification through an original culture (Ullah & Ming Yit Ho, 2020). While many western countries, due to extensive immigration, are transforming into multi-cultural societies (Demangeot et al., 2015), fewer countries are ethnically homogeneous. Indeed, many original cultures have acculturated to the

global consumer culture starting from the end of the last century. For instance, Chinese culture is changing over time, it has lived through western influence, and cultural values evolved toward individualization and materialism (Hsu & Huang, 2016; Yan, 2010).

However, the influence of global consumer culture on local consumption varies. For example, Sobol et al. (2018) studied expenditure in the Netherlands and found that some products are traditionally bounded to local cultures, such as local food and clothing, whereas consumption of electronics and luxuries is bound by global consumption culture. The key is that contemporary cultures are creolized; therefore, global consumption is a complex phenomenon driven by the collocation of personal, social, and circumstantial factors (Cleveland & Bartsch, 2019). Travelling may be defined as a glocal consumption, as the same destination may be used by outbound and domestic visitors. The globalization process and global networking neutralized national cultures' influence, although it is important to recognize cultural differences to avoid ignorance and racism; therefore, this study considers cultural factors when analyzing travel experience. Nonetheless, due to a growing number of similarities between cultures in consumer behavior and the complexity of contemporary national cultures, this study seeks additional factors to explain the travel experience.

In the study "La Distinction" by Bourdieu (1979), consumption patterns in France were analyzed; the study combined socio-demographic data (education, income, profession) with information from 30 surveys with lifestyle-related subjects like fashion, cultural activities, and holidays. The study distinguished the cultural and economic dimensions of social hierarchies. Later Ganzeboom (1988), based on Bourdieu's study, developed a stage-of-life dimension. He defined that socio-demographic variables have a dynamic nature. Moreover, he put a different perspective on a lifestyle that does not only refer to patterns of behavior but includes opinions, motivation, beliefs, interests, and attitudes.

Studies of Chaney (1996) and Giddens (1991) placed lifestyle in the center as an appropriate construct for contemporary social stratification instead of socioeconomic status. Chaney (1996) demonstrated the distinctiveness of lifestyle as a social form. When people choose (or are allowed to choose) whether or not to be married to their sexual partner or what sort of vacation they take, they are deciding on the organization of their life. In all these ways, lifestyle choices are reflexive. The essential part highlighted by Giddens (1991) is that traditions lost their hold; more individuals negotiate their life options. Both Chaney (1996) and Giddens (1991) suggested that with society's development, the choices people make are less dependent on social class or culture. Cross (1993) specified that in post-industrial societies, access to consumption and leisure is more widely spread, both in terms of economic resources and in terms of far-flung distributive networks of communication and entertainment. Besides, people have more money to experience more things.

One of the most widely studied parts of the family travel experience, family pre-trip experience, extensively used gender factor (e.g., husband-dominant, wife-dominant, a joint decision between husband and wife), including the communication/negotiation style (e.g., compromise, golden mean strategy). The overview of these studies is presented in Table 2.1. Previous studies discovered no uniform dominant patter on husband dominant or wife-dominant in a vacation decision making process. (Litvin et al. (2004) reflected a distinct movement from husband-dominated to joint decision-making. Similarly, Bronner and Hoog (2008) observed that with the development of family democracy, family evolved in a decision-making unit. Kozak (2010), who examined the most commonly used tactics in family decision-making, found evidence that spousal opinions matter and that compromise is the most commonly used tactic. The tendency to a joined decision-making across cultures was evident in a recent study of 25 countries (Cheng

et al., 2019) by questioning students about their perception of power influence in the family. The

founding of the study is present in Figure 2.1.

Table 2.1 Family vacation pre-trip experience, gender factor

Author, year	Data collection	Description of study	Patterns discovered
R. L. Jenkins (1978)	Questionnaires with 105 couples in Columbus, Ohio, USA	Reduced vacation purchase decision into nine sub-decisions and evaluated the influence of spouses.	Length and dates of vacation had a husband dominant - no dominants in other areas.
Myers and Moncrief (1978)	Questionnaires of 478 heads of families and their spouses in Midwestern area, USA	Examined social stratification, autonomy, length of the marriage, and decision-making hypothesis.	A shared decision about a vacation, no generalized patterns were confirmed.
Filiatrault and Ritchie (1980)	270 paired interviews (questionnaires), Quebec City, Canada	Compared couples' influences in making decisions among different compositions of families.	Husbands were dominant in families with children (no extreme values); joint decision-making was more frequent in childfree couples.
Nichols and Snepenger (1988)	1,753 travel parties who visited Alaska, questionnaires	Analyzed dominant influences through socio-demographics travel behaviors and attitudes.	Most families employed joint decision-making.
Fodness (1992)	Questionnaire of 590 traveling parties, visited Florida, USA	Explored the impact of the family life cycle (FLC) on decision-making in family travel.	The decision-making process changed with the family life cycle. Women in families with kids had more dominance.
Zalatan (1998)	356 questionnaires of married woman, Ottawa-Carleton area, Canada	Identified wives' level of involvement in the variety of duties connected with vacations.	Wives' primary involvement was with direct consumption tasks; especially, selection of destination and information collection.
Litvin et al. (2004)	Questionnaires among 297 couples in Kansas, US and 215 couples in Singapore	Applied Jenkin's method and compared two countries (original vacation purchase sub decisions and a constant-sum scale measurement approach).	A trend toward joint decision-making. Spouses disagreement in perceived influences.
Kang and Hsu (2005)	149 households via surveys, Midwest, USA	Investigated strategies used in couples domination, decision-making process, and satisfaction with the decision.	Family discussion, followed by gathering more information – dominant influential strategies.
Bronner and de Hoog (2008)	A longitudinal study (excludes children) of 240 households via questionnaires, Holland	Studied strategies to resolve disagreements in family vacation decision-making.	A dominant strategy was a golden mean.
Kozak (2010)	226 questionnaires from married individuals, Turkey	Evaluated primary holiday making decision tactics for vacation and dining out.	A compromise was the most commonly used tactic.
Bokek-Cohen (2011)	192 couples questionnaire, Israel	Examined connections between marital power and influence strategies that couples follow in family vacation decisions.	Economic power had a weak relationship with the choice of influence strategy.
Rojas-de-Gracia and	375 questionnaire, Spain	Identified couples' role in sub decisions of a vacation choice.	The majority was a joined decision — frequency of

| Alarcón-Urbistondo, (2019) | | (influential variables that affect decision structure). | travels (for man), education, and income of spouses found to be the critical identification. |
| Cheng et al. (2019) | Student's surveys, from 25 societies, a total of 5826 participants | Examined adolescents' impressions of parents' influence on family vacation decision-making. | Mainly determined a joint approach across all societal clusters. |

Figure 2.1 Mother-father dominance in family vacation decision by society
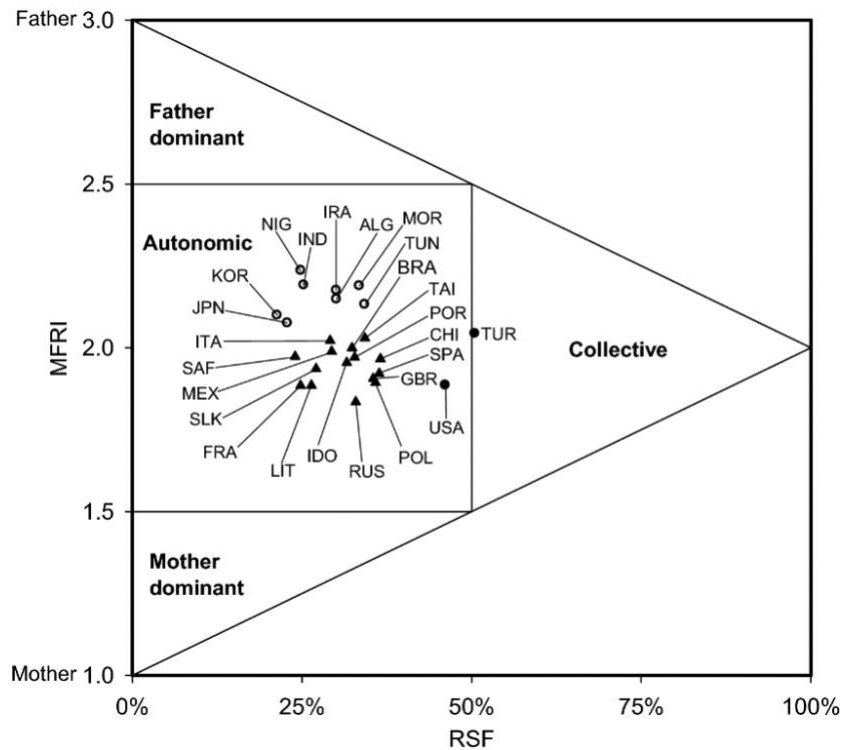
ALG Algeria, BRA Brazil, CHI China, FRA France, GBR Great Britain, IND India, IDO Indonesia, IRA Iran, ITA Italy, JPN Japan, LIT Lithuania, MEX Mexico, MOR Morocco, NIG Nigeria, P OL Poland, POR Portugal, RUS Russia, SLK Slovakia, SAF South Africa, KOR South Korea, SPA Spain, TAI Taiwan, TUN Tunisia, TUR Turkey, USA the United States.

Note. From "Adolescents' perceptions of mother-father dominance in family vacation decisions: a 25-society study," by I. F. Cheng et al., 2019, *Service Business*, 13(4), p. 755-776. Copyright 2019 by Springer.

Previous research demonstrates that family structure may influence the decision-making process. For example, Fodness (1992) concluded that with the presence of children in a family, wives make more individual decisions, which can be explained by wives' primarily being

responsible for children's care. However, the influence of a child in a family was recognized differently. In contrast, Filiatrault and Ritchie (1980) compared the pre-trip experience in families with and without kids and found a higher level of joined decisions among couples and a higher level of husband dominance in married couples with kids. Jenkins (1978) found that kids influence the kinds of activities for the family, although with relatively no influence on information collection, transportation mode, amount of money to spend, and how long to stay.

Overview of previous literature also did not find a uniting factor that describes the variation in decision-making patterns. Bokek-Cohen (2011) examined the correlation between tactics used in the decision-making process with spouses' marital power, but the study did not discover evidence that they were related. Filiatrault and Ritchie (1980) pointed out the inability of socioeconomic variables to explain a substantial percentage of variance in spouses' dominance. Nichols and Snepenger (1988) related spouses' dominance with three socio-demographic variables: the average age of the couple, the difference in ages between the spouses, and the household income of the family. The study made an evaluation of decision-making situations based on a family's socio-demographic characteristics and prior trip behaviors and found these not to be significant.

Previous studies, while highlighting the influence of kids on family vacation decision-making do not identify a common factor that clarifies the variation. In terms of decision-making styles, a clear pattern for the growing popularity of joined decisions with the compromise from both sides regarding a family vacation, leading to a decision-making style or a gender factor unfit to explain why families choose a particular vacation type. As a result of the social and demographic changes, family life has become very diverse. There is no longer one dominant family type: families are of different ages, globalized cultural values, broader social norms. Today's families

consist of two strong individuals with complex and contrasting preferences and values (Jepson et al., 2019) that have economic and social independence to make their own consumer decisions (P. Cohen, 2018). Due to these changes in a post-modern family, a popular in the past gender, culture, socio-demographic characteristics, and prior trip behaviors factors got a weaker explanatory power. Family travel analysis may benefit from introducing new factors.

2.2. Concept of Identity

Subchapter 2.2. discusses key theories of identities, previous identity implications in travel research, and clarifies the identity approach further used in the thesis.

2.2.1. Theories of Identity

Identity is a broad concept in social science that has been connected with belonging to social groups, perception of self in role relationships, or analytical judgments from personal narratives. Based on the variety of theories, three main constructs of identity may be featured, as presented in Figure 2.2. This chapter discusses key theories of identities and clarify them for the purpose of the thesis.

Figure 2.2 Key identity constructs

Social identity *(belonging to social groups)*	**Role-identity** *(perception of roles)*	**Narrative identity** *(form of a life story)*
Social identity theory (Abrams & Hogg, 1988; Tajfel, 1978), Self-categorization theory (Turner, 2010).	McCall and Simmons (1966), Identity theory (Stryker, 1980), Identity control theory (Burke, 1980; 1991).	McAdams (1988), Giddens (1991).
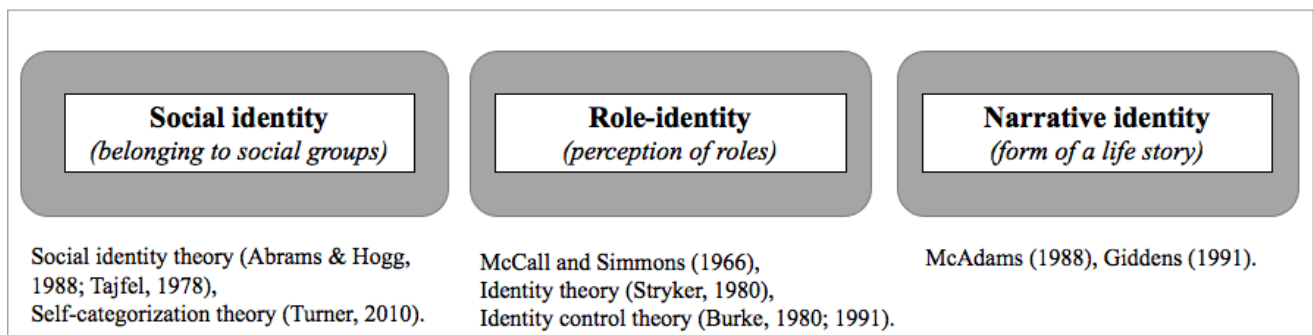
Social identity

In psychology, researchers distinguish social identity theory (Abrams & Hogg, 1988; Tajfel, 1978), complemented by self-categorization theory (Turner, 2010). The key idea behind

social identity theory is that individuals' self-concept consists of a variety of social attributes that we associate ourselves with. Basically, you define yourself through social categories into which you fall. For example, I relate myself with being a Millennial, a young professional woman, a Russian ethnicity, an expat in Asia, a Ph.D. student, and others. Having a particular social identification with, for example, Ph.D. students means that I am being at one with other research students (I am like them) and see things from the group's perspective. I have a sense of solidarity with other Ph.D. researchers and an internal feeling of connectiveness. The theory suggests that people's belonging to certain groups promotes positive in-group and prejudicial out-group behavior. Due to the tendency to compare groups, identities are often positioned as opposed to a different group. Simple examples include women explaining their stance as different to men or comparison between generations.

The social categorization theory adopts a similar principle of self-concept as a social identity theory and focuses more on in-group behavior through depersonalization when features of a group dominant individual perceptions. Social categorisation may be approached as a branch of a social identity theory. Important that the conceptualization of self is a flexible process that allows associated reasonable judgments to social reality (Turner at al., 1994). Both theories allow a more simplified outlook of self and the world by imposing a structure of collective identities based on belonging to social groups. However, in the context of family travel, the essence of being a mother is not connected to a particular social group or a category and maybe better presented from a role perspective.

Role identity

In contrast with social identities based on collective identities, role-based identities emphasize intra-individual processes, where the identification process is mostly individual (Heise

& MacKinnon, 2010). Most recognized concepts belong to the school of symbolic interactionalism (sociology), where meanings of the world are based on subjective interpretations of interactions. Symbolic interactionism is a valuable theory in family studies, as it approaches families as social groups and suggests that the self-identities are developed through social interactions, enabling them to independently evaluate their family activities (LaRossa & Reitzes, 2008). In regards to identity, the theory helps to answer questions like – What are role expectations for husband and wife? How do individuals supplement their uniqueness to family roles? How do individuals add meaning and purpose to their family roles, and how does this process influence their behaviour? From this research perspective, the family vacation may be addressed as an opportunity for parents to express their family roles' unique meanings.

The foundation of symbolic interactionism theories that focus on role identification is built on the works of McCall and Simmons (1966), Stryker (1980), P. J. Burke (1980, 1991). McCall and Simmons (1966) suggested that identities are imaginative views of ourselves that are role-specific and situationally improvised in nature. While their theory of self-identity is dynamic and focuses on reflexive self, they distinguish a separate, more stable concept of self as a character, representing social ratification of a person in a given situation by participants. In order to bring stability to a concept of self-identity, they proposed an idea of prominence hierarchy, where an individual chooses a role identity to act on depending on the support of others it gets. Therefore, other people that a person corresponds with are essential for sustaining self-role identity. Such as the role of a loving wife should be supported by the identity of a husband who recognizes the feeling.

Similar to McCall and Simmons (1966), the existence of multiply role-identities and that the meaning of these identities is defined by a person's understanding of the role is recognised by

Stryker (1980). He evolved the structure of identity to the hierarchy of salience, where a person has different levels of commitment to every identity based on its intensity and affect. The more committed a person is to a certain role identity, the more likely a person will act on it in a situation. For example, I feel positive about being a social person, and I am used to being quite social in group gatherings; there is a high probability that on the following occasion, I will perform a role of a social person. Relevant to the topic, previous research found in general a high level of commitment to family roles (Jackson, 1981). Stryker himself approached a person's affective commitment through the intensity of effect associated with relationship far-gone when the person losses a role identity (Stryker & Serpe, 1994). For instance, affect associated with relationship far-gone will likely allocate role-identities associated with family members on top. But, the measurement of the commitment is not straightforward, that arguably can be measured on a scale, and may have a difference to recognise that some identities are more significant to a person than others, as it does not consider the profound meaning of role identities. For instance, scale measurement has a limited ability to include such factors as the life story of a person or level of emotional attachment to certain roles.

Why do some parents choose to take a child to Disneyland and others on a food tour around the North of Spain? Following the stance of Stryker's Identity theory, I may suggest that the choice is because first parents are more committed to their roles of a father and mother, while others are more committed to their role as a foodie. However, most likely, the lifelong role of a parent is higher in the hierarchy than any hobby. Also, parents take multiply vacations, and they might do different things every time. Moreover, if from the first sight it does not seem like a food tour is an option to embrace the role of parents, from the perception of some parents, it maybe is a way to develop the taste of good food in their children (educational trip).

P. J. Burke (1980, 1991) focused on a set of meanings once attached to a self in a particular situation and self-verification of these meanings according to inner identity meanings (identity control theory). For example, I believe that a role of a wife means being loving, supportive, and responsible; I will live up to my personal understanding of the role of the wife, and that will bring me positive emotions. Therefore, the behaviour is attached to the perception of the right behaviour in a certain role that once has. The feedback of others in regards to how one performs the role identity is essential for a self-verification process. Following the example of being a supportive wife, if I believe a wife should be supportive to her husband and I see myself as supportive, but my husband does not see myself as one, it will influence the self-actualization of my role identity as a wife and result in a change of identity. However, the issue with measuring why and how a certain role identity will be activated in a certain situation remained unsolved.

The directions explained in the work of McCall and Simmons, Stryker and Burke share a lot in common and may be approached as complimentary, as they accept multiply identities, admit that there is a link between identity and behaviour in shared meaning, consider the influence of a social structure on personal identities (Stryker & Burke, 2010). Therefore, previously discussed waives in sociology identity research are suggested to be combined under the umbrella of Identity theory (initially mentioned by Stryker), which is based on role-identities (Stets et al., 2020). An Identity theory attempts to explain the choice of which role identity is activated in a situation and how the behaviors activated reflect the meanings the person acting associates with that role identity (Stets et al., 2020). According to Stets and Burke (2000) in Identity theory, "having a particular role identity means acting to fulfill the expectations of the role, coordinating and negotiating interaction with role partners, and manipulating the environment to control the resources for which the role has responsibility" (p. 226). The foundation of the theory is defined through the meaning

of role-related self-perceptions, and more recent editions well admit some flexibility, such as situational factors that may affect the formation of identity.

The key criticism of the Identity theory is in the complexity of determining the hierarchy of silence of role-identities (Heise & MacKinnon, 2010). In the analysis, researchers may identify the multiply identities that belong to an individual and follow with a situational approach study which role-identities got activated and what is the meaning behind. But, it is hard to determine which identities will be activated in other situations. However, the theory reflects the complexity and diversity of roles people play in social life and relationships. Identity-based social interactions act as a link between a person with self and the society with its differential social structures.

Narrative identity

Focusing on the construct of identity, McAdams (1988) first proposed a theoretical model of narrative identity that takes the form of a life story and connects a person's past, present, and future through applicable social and cultural context conventions. He argued that as children, we develop our temperament dimensions and socio-emotional styles; afterwards in late-adolescent we start reflecting on our life and put together narrative identities, and this reflection continues all our life (McAdams, 2015b). The narrative identity theory refers to identity as reflexive projects of self, which consist of biographical narratives (Giddens, 1991). From the stance of the narrative identity, through getting into a couple and getting kids, individuals are "reclaiming oneself," and the sense of self-identity becomes tied to another person. This change closely correlates with getting a new role and meaning in your life, which is expressed in a role relationship concept. In narrative theory, the self emerges from the action, where the action self is the plot of the narrative.

Further, McAdams (2015a). progressed with three conceptual levels along which a person develops. The first level includes expansive patterns of behaviour, cognition, and affect. The

second level includes motivational and social-cognitive concerns in regards to specific social roles. This level closely correlates with the self-perception of role identity discussed in the Identity Theory. The third level includes the unique traits of the person.

Narrative analysis and coding is an essential element of the narrative identity measure. It was questioned why the coding procedure should apply instead of just asking participants to reflect on their own life stories (McAdams, 2018). The answer may be in the essence of findings, as self-measure reflects respondent's current conscious interpretation and remembered events, while the coding helps to disclose unconsciously motivated aspects of narrative identity (Panattoni & McLean, 2018). And as McAdams (2018) mentioned, "narrative identity is not memory; it is the story told about memory" (p. 368).

Two types of narratives may be distinguished: first is a big story approach, where the whole life is measured by high, low and turning points and second is a specialised story, that examins certain events, where people aim to show the difference a particular situation made (McAdams, 2018). The second type is frequently used in tourism research; for example, Tinson et al. (2015) investigated an association between self and social identity in dark tourism experience, Prince (2021) used narratives to unite genealogical identity with performance, impression, and identity emerged from a narrative in ancestral travels. Overall, it is a popular and useful approach to study identity formation and transformation.

Evolution of theories

Theories of identity (social, role-based and narrative) have been discussed though numerous studies and ideas emerged and complimented each other. Owens et al. (2010) highlighted that identity literature is relatively disconnected and argued that previously discussed theories partly complement each other. For example, identity may be linked to unique perceptions

of social roles and personal narratives, as well as being social in origin. Stets and Burke (2000) investigated key principles of role-based and social identity theories and concluded they both studied the lowest level of self-categorization, which is a personal identity, but failed to incorporate one theory into another. For example, as Stets (1995) mentioned earlier, the personal meaning attached to a role identity and to a group identity may overlap. The recent overview of the Identity Theory (role-based) principles includes the elements of narrative and social identities (Stets et al., 2020).

For the purpose of this thesis, the concept of role identity, specifically the Identity Theory, is followed. The choice is appropriate as it emphasises the meaning of identity and the meaning this identity shares and expresses in the situation. Moreover, as the context of the research is pre-defined (family vacation), the actualisation of specific family roles (not social groups) might be expected. From a chosen stance, identity is a meaning applied to self and may be defined as role-related self-perceptions. However, following the recent trend to combine approaches and ideas from different identity theories, the literature review of identity in tourism research is not limited to Identity theory, instead, it acknowledges the variety of theories and methods applied and key findings. Further justification of the theory applied in this study is concluded the subchapter 2.2.

2.2.2. Inter-relationship of identities in a family

In the context of a family vacation, interaction within the family is essential, and identities' interplay in the family should be considered. In symbolic interactionism, individual meanings are formulated through communicating with other individuals (Blumer, 1969). Role identity theories belong to symbolic interactionism and consider others' identities: their presence, action, and content (Robinson et al., 2020). From the sociological stance, interpersonal social relations influence the formation of self-identity (Cooley, 1992). Primarily was acknowledged the influence

of an immediate social network, with strong social and emotional attachment (Walker & Lynn, 2013) and interactions in a homogeneous environment (Merolla et al., 2012); the family may be an example of such a strong connection between identities. Moreover, self-revealed in intimate settings, such as a getaway with immediate family, is a more authentic and truer version than the one displayed in public settings (Chaney, 1996).

Inter-relationship of identities and their interactions are important to understanding the identities of family members. Identity and symbolic interaction were extensively discussed, and three perspectives may be recognized. First, the effect of others is evident by comparing your identity with others (Reitzes & Burke, 1980); for example, a wife may compare herself with her husband in her identity attached to a parent or a spouse's role. Second, through verification of personal identities from others' perceptions, when one imagines how others see him/her (Cooley, 1992; Stets & Harrod, 2004). The way a husband perceives the opinion of his wife about him as a father may influence his meaning of himself as a father. Third, feedback of a person about yourself may affect your self-identity (P. J. Burke, 1991). The research of newly married couples showed that with time your self-views became more consistent with spouses' views of you (Cast & Cantwell, 2007). Although the effect of how positive, negative, or expected feedback influences identity change is arguable between researchers (D. T. Robinson et al., 2020).

Just as other family members influence your identity formation, your identity influences family identity formation. Family identity is a family's subjective sense of its own (Bennett et al., 1988). Some researchers suggested that in order to understand the family consumption of a holiday, it is important to recognize beyond individual identities, considering the family and relational identities (Epp & Price, 2008). However, previous studies revealed a weak shared identity in the family through observing a high difference in the envision of the experience in

spouses' travel stories (Y. Wang & Li, 2020). Moreover, previous decision-making studies showed that spouses often have a different perception of the role of others in different stages of decision-making (Ritchie & Filiatrault, 1980). Besides, contemporary couples belong to a generation with more individualistic traits; accordingly, some researchers doubted that a strong couple or a family identity might develop (Therkelsen & Gram, 2008).

Although a family is a unite, the perception of a family vacation and perception of roles in the travel experience is different and may be explained by the difference of family members' identities. Some argued that family identity is co-constructed in action and should be considered beyond stereotypes of how families value or perceive themselves, instead through an interplay of individual and relational identities, especially during the family bonding activities such as a family vacation (Thomas et al., 2020). Similarly, family identity was considered as discursively constructed through shared meanings, interactions, stories, and rituals between family members (Galvin, 2014). Therefore, a family identity is dependent on family members' construct of it, and through investigating identities of family members, inter-relationship of these identities in a family and their shared meanings of being a family at a vacation helps to gain a deepened understanding of a family vacation experience and a family as a consumption unite.

2.2.3. Identity in tourism research

The systematic literature review was applied in order to follow the application of the identity concept for tourism, followed by a detailed overview of the relationship between tourism experience and identity concepts. A systematic approach to literature helps to avoid the author's personal bias and tendency to look for certain articles that help to justify the author's stance, as a similar analysis performed by another author will lead to similar results. The literature review

focuses on journals in the English language but will not be limited to tourism journals in order to explore the topic in a broad range of disciplines.

The analysis began from searching by keywords "identity," "tourism," "self-identity" in a Scopus database between the years 2000 and 2020. The analysis was performed in December of 2020, which also got two articles ahead of print with a date of 2021 included. The initial search revealed 273 articles, after a careful read through the abstracts, 128 were excluded as they did not correlate with the concept of identity and/or with tourism (e.g., just mentioned a word identity in findings or just mentioned a word tourism). A total of 145 articles were included in the analysis of the application of the identity concept in tourism.

The arising number of publications that are presented in Figure 2.3 demonstrates a growing interest in the concept of identity in tourism. By December 2020, already two more articles are in pre-print for 2021. The overall rise of interest in identity may be connected to the growing individualisation of society, the importance of self-expression in consumption, the trend for authentic and transformative travel.

Figure 2.3 Number of articles per year related to the concept of Identity in tourism
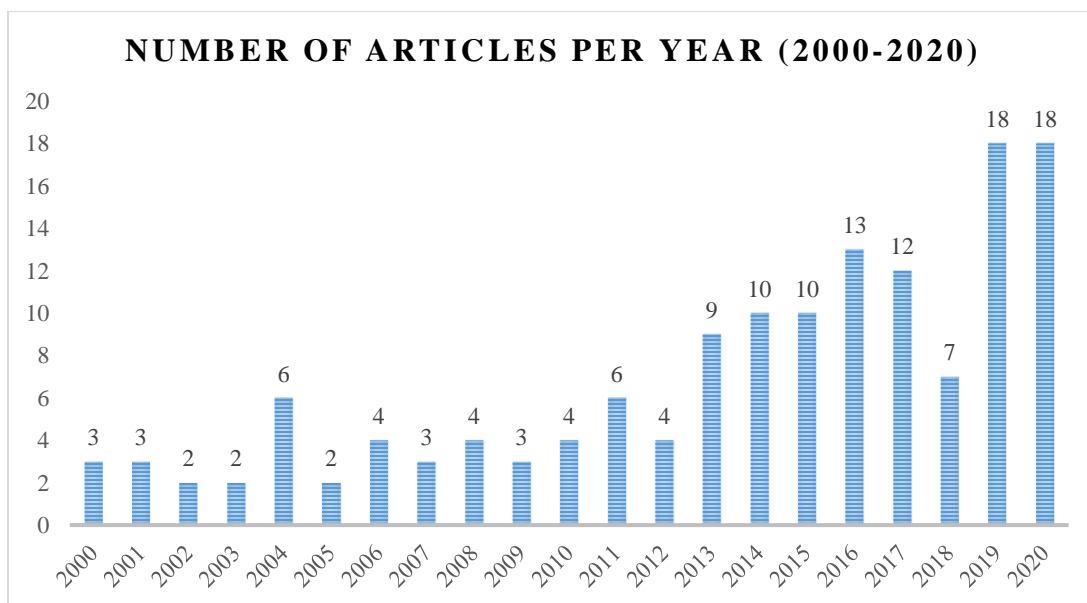
In regards to sources of articles, Table 2.2 presents the list of journals that published 5 and more works that included the concept of identity in tourism. The majority of works were published by tourism-related journals, with half of those journals representing an "A+" list. This evidence the presence of identity concept in tourism studies on a top-level.

Table 2.2 List of journals with over 5 publications including the concept of Identity in tourism from 2000-2020

Source	Number of related publications	Impact factor (2019)
Tourism Management	17	7.432
Annals of Tourism Research	16	5.908
International Journal of Culture, Tourism and Hospitality Research	11	1.290
Tourist Studies	7	1.250
Journal of Travel Research	6	7.027
Current Issues in Tourism	6	4.147

What aspects of identity were introduced in these studies? In Table 2.3 key directions that were discussed in publications are summarised with the frequency of mentioning, while one article could be concerned with a few topics simultaneously. Literature review revealed that previous identity studies in tourism were concerned with national culture/heritage (Bryce & Čaušević, 2019; Cowan & Spielmann, 2020; Iveković Martinis & Sujoldžić, 2020; Tinson et al., 2015; Yankholmes & McKercher, 2020) and place identity (S. Chen et al., 2017; Jiang, 2020; Shaolian, 2017; S. Wang & Chen, 2015), that belongs to popular identity theories in psychology, such as a social identity theory (Abrams & Hogg, 1988; Tajfel, 1978) and a self-categorization theory (Turner, 2010). These studies referred to collective identities that are based on membership belonging and have broad categories. Reference to social identity theory was also used to explain the attitude of tourism hosts (Hassanli et al., 2016; W. Yu & Spencer, 2020) and behaviour of a group, such as backpackers (Agyeiwaah et al., 2020; G. Chen & Huang, 2019) and gay community (Kaygalak-

Celebi et al., 2019; Wong & Tolkach, 2017). The majority of publications referred to the relationship between identity and tourism experience, which is a broad area that I further focus the analysis on to gain a more comprehensive vision.

Table 2.3 Key areas discussed in regards to Identity and tourism from 2000-2020

Topic	Number of related articles
Tourism experience	57
National cultural/heritage identity	37
Place Identity	21
Identity of tourism hosts	18
Group Identity	15
Destination and Brand Identity	13

From the scope of the literature, based on the information defined in abstracts, 57 articles connected the concept of identity and tourism experience. After careful reading of the articles, 8 were excluded as they, in fact, discussed other concepts than identity and 7 did not discuss the tourism experience. Out of the remaining 42 articles, 18 were conceptual papers, discussions, or literature reviews. Concluding with 24 articles with a research component that study identity and tourism experience. The detailed overview of these articles is presented in Table 2.4.

Table 2.4 Articles connecting identity and tourism experience from 2000-2020

	Reference	Topic/Results	Identity construct/concept	Data collection	Analysis
1	X. Chen et al. (2020)	Storytelling as part of the process of meaning construction and identity management. Through identity construction to a deepened understanding of a slow travel experience.	Narrative identity*	Blog-journal stories	Constructivist grounded theory
2	Michael et al. (2020)	Suggested a connection of identity and push and pull travel motivation.	Social identity and self-categorisation	Surveys (n=326)	Structural equation modeling (SEM), Regression analysis
3	Pung et al. (2020)	Explored identity expression and gender through transformative tourism experience.	Narrative identity*	Travel stories (2)	Autoethnography

4	Zhang et al. (2018)	Proposed a depersonalisation framework within tourist experience at post-disaster sites based on levels of identity.	Social identity and self-categorisation	Online reviews (n=224)	Netnography
5	Bolderman and Reijnders (2017)	Found understanding of situated experience in music-related travel as ways to perform personal identities.	Narrative identity*	Observation and semi-structured interviews	Constructivist grounded theory
6	Ourahmoune (2016)	Identity can be represented as a transformative flux fostered by the tourism experience.	Narrative identity	Narrative interview (46)	Ethnography, Narrative analysis
7	Bosnjak et al. (2016)	Self-expressiveness with a sport activity can be predicted by the activity's perceived importance.	Eudaimonistic identity theory (not defined construct of identity)	Surveys (n=213)	Confirmatory Factor analysis, ANOVA
8	Tinson et al. (2015)	The inter-relationships were found between the self and the social identity and the tangible and intangible aspects of the dark tourism experience.	Social identity; role identity	Interviews (20+11 repeated)	Narrative analysis, constant comparative method
9	Quinlan Cutler et al. (2014)	Mobile tourist experience holds meaning related to the perception of self-identity.	Narrative identity*	In-depth interviews (15)	Phenomenology
10	Im and Hancer (2014)	Model supports the fact that using mobile applications with mobile devices is a way to express one's identity.	Combined approach - Self-identity (elements of social and role identity)	Surveys (n=194)	Structural equation modeling (SEM)
11	Eichhorn et al. (2013)	Tourism offers greater possibilities to develop a sense of self-identity for individuals with a disability.	Combined approach - Category (elements of social and narrative identity)	Semi-structured in-depth interviews (34)	Critical theory
12	Hibbert, Dickinson, Gössling, et al. (2013)	Evidence that personal identity can influence travel behaviour and that identity plays a significant role in travel decisions, sometimes overriding cost and environmental issues.	Narrative identity; social identity	Narrative interviews (24)	Narrative analysis (thematic and dialogic/performance analysis)
13	Prebensen et al. (2013)	Findings suggested that leisure activities offer identity-affirming opportunities that increase the value of the vacation experience.	Combined approach - Self-concept	Survey (n=464)	Multiple regression, Structural equation modeling (SEM)

14	Hibbert, Dickinson, & Curtin (2013)	The findings demonstrate how interpersonal relationships shape the self and identity, which can have an impact on a tourist's travel behaviour.	Narrative identity*	Narrative interviews (20)	Narrative analysis
15	Akatay et al. (2013)	The level of backpacker's involvement (attachments) to specific destinations can be explained through their identity settlement. Identity affirmation and expression were items on the involvement scale.	Identity expression and affirmation (not defined construct of identity)	Survey (n=887)	Factor analysis, independent sample t-test and ANOVA.
16	Hyde and Olesen (2011)	In packing the travel bag, the tourist prioritises those items they believe will most assist the maintenance, construction, and articulation of self-identity in new settings.	Narrative identity	Documentary data sources	Grounded theory
17	Dickinson et al. (2011)	Tourism practice helps to present your identity to others.	Narrative identity*	Interviews (from previous research)	Discourse analysis
18	Franklin et al. (2010)	It is concluded that destinations that contribute to enhancing one's self-identity, particularly when they are consistent with one's existing or aspirational social group, are more likely to be visited by young Australian travellers.	Narrative identity*	Focus group interviews (3)	Thematic analysis
19	Therkelsen and Gram (2008)	Couples used holidays for signalling a certain identity to peers and other reference groups, and at the same time, holidays are means for understanding oneself/ves as a couple and as an individual.	Consumption-based identity	Interviews (5), focus groups (2)	Thematic analysis
20	Johnson (2007)	Tourists assume a new identity of themselves while traveling to Thailand.	Self-identity (not defined)	Tourist-related advertisements and literature	(not defined)
21	Cockburn-Wootten et al. (2006)	The guide books and the traveller's stories contribute to the construction of the	Narrative identity*	Travel stories (book)	Critical Discourse Analysis

22	Westwood (2005)	Tourism consumption can no longer be considered as a systematic, functional process but rather needs to be considered within the context of contemporary society as a lifestyle and identity concept.	Narrative identity	Narrative (1), autoethnography (author)	Narrative analysis
		meaning of independent travel and self-identity.			
23	Noy (2004b)	Examined the relationship between self change narrative and travel narrative. Authentic experience allows presenting a new self-identity.	Narrative identity	In-depth conversation-interviews (40)	Narrative analysis
24	Desforges (2000)	While a concern with self-identity should not displace other theorizations of tourism consumption, it nevertheless furthers understanding of tourist practices.	Narrative identity	In-depth Interviews (15 participants with 2 rounds of interview)	Discourse analysis

* not defined, but suits the description; references to previous research that used a narrative identity construct

Analysis of publications showed that out of 24 publications, 19 works used a qualitative analysis, while only 5 applied quantitative analysis. The quantitative approach mostly used structural equation modelling (SEM), where identity was one of the items. In terms of qualitative methods, narrative analysis is the most used method to reveal identities, not necessarily narrative identities. For example, Tinson et al. (2015) used narrative analysis to distinguish social and role-identities. The popularity of a qualitative and precisely narrative approach in this study of identity and tourism experience may be explained by the usability of a narrative approach in exploring the essence of the experience. Moreover, identity is a complex and versatile construct that is more fitting for a qualitative research design.

Besides discussed earlier concepts of social, role and narrative identities, the term "self-identity" appears in previous tourism experience research. Two interpretations of self-identity were mentioned in the publications. First, interpretation is that self-identity is constructed throughout

one's life, as a narrative of identity (Giddens, 1991). Several studies used the term self-identity, and based on their references and description, it suits the narrative identity theory (Bolderman & Reijnders, 2017; X. Chen et al., 2020; Desforges, 2000; Franklin et al., 2010; Hyde & Olesen, 2011; Pung et al., 2020). Feasibly, the construction of the identity through the narrative is a self-contained definition of a self-identity in the majority of previous research, when, by default, the narrative interpretation is applied. Therefore, the narrative understanding may be considered as a paramount understanding of self-identity in regards to tourism experience.

The second interpretation follows the definition of Sparks and Guthrie (1998) and was applied by Im and Hancer (2014). The self-identity is suggested as a synonym to self-concept or self-perception; it refers to characteristics that people ascribe to themselves in the form of socially given linguistic categorizations. And under this interpretation, social identities (e.g., Tajfel, 1978) and role identities (e.g., Stryker, 1986), for example, are subsumed as particular kinds of self-identity (Sparks & Guthrie, 1998). The term "self-concept" was used by Prebensen et al. (2013), unfortunately with no clear definition provided. But according to a widely accepted definition by (Abrams & Hogg, 1988), self-concept is multifaced and may be presented as a continuum of identities that a person applies depending on the situation. Therefore, a self-identity and self-concept may be used as a broad, combined approach to measure identity construct that includes elements of social and role-identities. Another collective approach that combined features of social and narrative identity through the category of disability was used by Eichhorn et al. (2013).

Therkelsen and Gram (2008) in consumer research focused on a holiday consumption of a mature couple through the prism of a consumption-based identity, where identity is in extended self and possessions are an important part of self; where the identity may be defined through consumer behaviour. But while some people may use consumption as a way to identify themselves,

so-called 'radical hedonism' that concentrates on having (Fromm, 1976), a sense of self-definition and that of having, doing, and being are integrally related (Belk, 1988). More recent consumer research added on that extended self-concept is mostly concerned with the relationship between identity and consumption, while the identity is a complex construct that includes social and role-identities, such as nationality and family roles (Black & Veloutsou, 2017). Therefore, in terms of identity construct, it may refer to a combined approach.

In tourism research in general, the concept of social identity is widely used, as it helps to approach cultural, heritage, and host identities. But in regards to a tourism experience, the concept of social identity is less dominant because previous studies focused mostly on individual experience. Although several works follow a combined approach in regards to the concept of identity, the dominant construct type in previous research is a narrative identity, where 14 out of 24 studies referred to it. This may be explained by the advantages of administrating the analysis, as a narrative is a useful approach to access travel experience that simultaneously access the narrative identity. In regards to the role identity, it was used only in a combined approach, which may be due to the tendency of people to get distracted from their obligatory role identities on vacation; according to Pung et al. (2020) the role of liminality is critical for identity exploration on travel. It is worth to mention that one of the differences between an individual travel and a family vacation is a strong sociality of a family vacation, where family roles stay the same or evolve. Therefore, the role identity may be a useful construct for a family vacation experience, where liminality is limited.

In tourism research, it was long recognised that a vacation could be used as a way to demonstrate, refine, or modify identities (Crompton, 1979). Analysed literature supports this idea and expands it further. Desforges (2000) suggested that the tourism industry should focus on

consumers' desired identities, who people want to be, and how they think they can become one in order to predict their future tourism behaviour. Prebensen et al. (2013) discovered that identity-affirming opportunities increase the value of the vacation experience. Michael et al. (2020) found evidence that identity influences travel motivation. Other publications focused on how identities are transformed during the travel experience. For example, Noy (Noy, 2004b) studied backpackers' narratives and demonstrated how these travellers used tourism to construct their identity, returning from their trips as 'changed' people. Pung et al. (2020) studied gender differences in the identity transformation process during travel and suggested that females transform by bodily feelings and self-consciousness, while males are influenced by flow, adaptation, a sense of community with other travellers. Overall, the relationship between identity and travel experience is acknowledged and keeps getting more attention from researchers, but the perspective of a family vacation has not been explored yet.

2.2.4. Justification of approach for the study

The thesis aims to investigate the relationship between the identities of parents and family travel recollected experience. The Identity Theory initially developed by Stryker (1980) and further evolved by Davis et al. (2019), Stets et al. (2020), Stets and Burke (2000)) fits the purpose of this study as it connects the meaning of behaviour and the meaning of identity roles. It also helps to include the perception of a spouse in consideration of identity formation. The consistency of the role seen by you and as you think is seen by your close network, specifically a spouse, is essential for the understanding of self. Moreover, the Identity Theory follows a more stable construct of identity through social roles, where the set of role-identities and their meanings stay balanced through a variety of situations. Lastly, the Identity Theory does consider the situation's

influence on identity formation; therefore, a vacation experience may not only be a way to express one identity but also to evolve it.

The constraint of the Identity Theory is in determining which role identity will be activated in a certain situation. Individual travel often involves a high degree of liminality and escape from a day-to-day life. In contrast, a family vacation is characterised by a thick sociality, where social roles often stay the same during the holiday or even evolve: mothers stay mothers, husbands stay husbands (Obrador, 2012). Therefore, I implicated that family roles will be activated on a family vacation.

Current research emphasises two sets of role identities. The first set includes obligatory spouse and parent identities, as well as a feedback loop of these identities in comparison with a spouse. These identities are most likely to be activated during the family vacation. The second set consists of key personal role-identities of spouses that are self-perceptions of their roles and may even be ideal views of self. These role-identities are evident in the simple conversation, as they are the most likely to be shared by individuals (Brenner & Delamater, 2016). Because individuals highly associate themselves with these roles, they are compelled to act on them in most situations. During the vacation, personal role-identities connected to interests are likely to evolve (Therkelsen et al., 2013), therefore attention to leisure/hobby related identities is important, and I consider them in the second set of identities.

Most works that studied travel experience and identification applied a qualitative paradigm (Bolderman & Reijnders, 2017; X. Chen et al., 2020; Cockburn-Wootten et al., 2006; Desforges, 2000; Dickinson et al., 2011; Franklin et al., 2010; Hyde & Olesen, 2011; Noy, 2004b; Pung et al., 2020; Quinlan Cutler et al., 2014; Therkelsen & Gram, 2008; Westwood, 2005; Zhang et al., 2018) and suggested that there is no simple comparison between travel experience and identification. For

example, individuals might get a different meaning of an identity in situations when their identity is not valued by others in the way they wish to demonstrate it (Desforges, 2000). Moreover, quantitative constructs of identity measures do attach individual to a collation of social identities which stand side by side and do not overlap or interact with each other (Phillips, 2002). In the context of family travel, complex identity interactions, and multiply identities should be considered. Current research follows the qualitative stance to disclose the in-depth of an identity construct and inter-relationship of identities in a couple.

2.3. Recollected travel experience

Tourism experience should not be considered from the prism of the various events during the trip, places visited, activities, or individual's outer environment on the trip (such as the interaction between family members), but rather as a psychological phenomenon related to some social, cognitive and personality processes (Larsen, 2007). Experience is not simply a reflection of what someone has done, feels, or thinks; it is constructed through the prism of *a priori* knowledge and power (Smith, 1987). Researchers have investigated and recognised the value of experience; for example, it impacts customer behavior (Walls et al., 2011) and loyalty (Agapito et al., 2017; Manthiou et al., 2016).

The word experience has a meaning of something that happened in the past (and using the phrase "past experience" is tautological); nevertheless, in travel research, experience may be categorized as the one before the trip (also known as predicted or anticipation experience), experience while on the trip (also called online or minute-by-minute or purchase experience) and recollected (also referred to as remembered or memory) experience, where recollected experience is the best predictor of travel behavior, and influences experience while on the trip (Wirtz et al.,

2003). The interaction during pre-planning and on-site experience influence the recollection experience and maybe often brought up after the trip (Park & Santos, 2017). Memories from past trips impact future vacations' anticipation and expectations (Lehto et al., 2004) and travel-related decisions are based mainly on recollected travel experience (Martin, 2010).

Despite the practical benefits of studying a recollected experience, most research in family travel focused on a pre-trip experience, while limited research has observed families' recollected travel experience (Clauzel et al., 2020; M. Li et al., 2020). Current research considers a recollected travel experience and adopts the following definition: "a past personal travel-related event strong enough to have entered a long-term memory" (Larsen, 2007, p. 15). The research object is not the recollected experience by itself, rather the perception of the recollected experience.

Holidays provide an opportunity to boost family togetherness, a sense of belonging, enjoyment, excitement, and help to co-create the experience (Prebensen et al., 2013; Prebensen & Foss, 2011). The importance of a family connectiveness (online and offline) is central in family consumer practices (Thomas et al., 2020). When it comes to a family vacation, without recognizing the other family members, one cannot arrive at a definition of one's own experiences (Schänzel & Smith, 2014). It is problematic to imagine that a husband may recall a wonderful vacation while his wife and kids stayed sick; or that while parents were not able to enjoy their personal time or do the things they enjoy, but, at the same time, their kids had much fun that in the end parents' overall recollection of experience may be entirely negative. The experience of an individual family member cannot be detached from the experience of other family members.

2.3.1. Memory

Travel experience is constructed and contingent in memory, in remembering earlier events, and in the sense of recalling images and features of the destination, against which the perceptions

of reality are compared (Marschall, 2015). An understanding of the memory process is essential to study the recollection of the experience.

In terms of memory duration, it begins in sensory memory (brief storage of sensory information), moves to short-term memory (less than one minute), and eventually moves to long-term memory (Atkinson & Shiffrin, 1968). The current thesis is concerned with long-term memory (LTM). The concept of memory includes two types: explicit and implicit memory. Explicit memory indicates knowledge or experiences that can be deliberately remembered, while implicit memory is constructed even if the individual is not aware, by the influence of experience on behaviour (Cummings & Sanders, 2014). For example, remembering the names of new people you met refers to explicit memory, while remembering how to swim is implicit memory. Explicit memory is subdivided into episodic (e.g., great Christmas party), which is based on our own experience, and semantic (e.g., Maldives is a signature honeymoon destination), which refers to our knowledge of facts and ideas about the world. A significant amount of information stored in and retrieved from memory is episodic, such as small stories that include incidents, experiences, and outcomes (Woodside & Megehee, 2009). The recollection of the vacation experience belongs to the explicit, episodic memory type.

Klein (2015) argued that memory is not the content per se and is not the experience of content, but the manner in which that content is experienced. The process of memory creation is vital to disclose memory and includes three stages: encoding, storage, and retrieval (Cummings & Sanders, 2014). The first stage, the encoding process, is when we put what we experienced in the memory (automatic or by effort), as not everything we experience is necessary put in the memory. For example, on a bus tour, you see many buses, but you only make an effort and put in your memory the image of your touristic bus not to get lost. We also automatically encode things like

sounds, the meaning of words, smells, and other attributes of the experience. The second stage, storage, is the process of holding encoded information in the memory, and the last stage, retrieval, is the process of getting information out of the storage into consciousness through recall and recognition. Certain things are remembered better than others; for instance, self-reference and involvement of significant others promote remembering (Symons & Johnson, 1997). Tung et al. (2017) studied how tourists remember their experience and discovered that encoding considers the personal pursuit of 'quality' experience, mindfulness, and positive affect. When tourists stay engaged and active, they will most likely remember the experience; therefore, a high level of familiarity is less likely to focus memory attention than new, exotic experiences (Langer, 1989). Therefore, the family vacation elements such as relatives engaging in activities, experiencing new cultures, positive emotions, and achieving personal goals stimulate remembering. Gaining new perspectives and family memory creation are well recognised motives for a family trip (Marschall, 2015).

As discussed, a memory of a vacation belongs to the explicit long-term memory and is different from a short-term memory that is stored sequentially; long-term memory is stored and retrieved by association (Cowan, 2008). According to Tung et al. (2017) retrieval phase is associated with a concept of storytelling. Storytelling is an essential part of humans' life that may be defined as a *collaborative conversational activity concentrated on narrative discourse* (Mandelbaum, 2013). We always tell each other stories, through history, culture, daily talks, we share stories online and offline. In regards to recollecting travel experience, storytelling may help consolidate and recover travel experiences, and provide researchers with a deepened understanding of the participants' lives and empower with a heightened sense of awareness for details in these stories (Tung & Ritchie, 2011). Storytelling is central to achieving a deep understanding of

consumer psychology, and it relates people to each other in terms of stories (Woodside et al., 2008). Storytelling accesses the understanding of tourism experiences because stories shape memories and impressions of events over time (McGregor & Holmes, 1999). The concept of storytelling enables to capture the family's recollected experience.

Alluring is that storytelling itself can consolidate the encoding of story-consistent information, as a thematic organisation of information at encoding makes it more memorable (Miller, 1956). With the development of digital technologies that allow instant sharing of memories online, the stages of a memory process may be less straightforward (Tung et al., 2017). For example, instant online feedback sharing (e.g., posting photos and videos on social media) distributes travellers' memories before converting to the third stage of the memory process (retrieval of memories). Later photos in a social media timeline may serve as a reminder of a particular experience and stimulate long term memory. Family vacation photography also helps to construct a family identity by staging and choreographing images of idyllic families that are preserved as an essential part of the life-story of family members (Haldrup & Larsen, 2003). Storytelling may enable retrieving of recollected experience and recognise if any themes (to organise experience) were used in the way the information was remembered. A simple example, for some families creating positive memories, maybe a motive to travel, and they may have a potential story of their vacation in their imagination prior to the trip; therefore, they may follow the flow of this story in the way they encode information.

Family stories help to recall and shape family memories through time; family stories acknowledge social influence, such as what other family members said about the event (Echterhoff & Hirst, 2009). Everyone's memory is bias, and all family members, especially children, may have a different recollection of the same lived activities (Huang et al., 2020). The formation of a family

memory closely correlates with how identities in a family interact with each (C. B. Stone & Jay, 2019).

2.3.2. Autobiographic and collective memories

Memories are representations of lived experience, not an actual record of past events. It is fair to say that our memories reconstruct reality rather than reproduce it. As even both spouses might have had a similar set of experiences during the vacation, they might rearrange them into unique memories (K. Burke, 1954). When it comes to a family experience, it is vital to acknowledge the place of autobiographical (personal) memories in collective memories and the connection between the two.

While episodic memory simply refers to recalling a past event, autobiographical memory also recalls yourself in the experience of the event, including emotions and self-definitions (Fivush, 2011). Researchers in psychology frequently referred to autobiographic memories to study individual experience and subjective consciousness; the general guideline is not to follow a chronological order in human's stories, instead encourage the main attention to events (in any order) that caused the memory creation or most reflections (Rubin, 1986). Besides remembering the past events and your past self, autobiographic memory is a form of mental time travel that connects your past and present self (Donald, 2001). The same event may be recalled differently in a particular part of your life.

Collective memory may be interpreted as *shared individual memories* (Sherif, 1966); Schuman and Corning (2014) even referred to it as a form of autobiographic memory. The way to underpin collective memories is from accessing and comparing participants' autobiographic memories (Schuman & Corning, 2014), or from conversations (Cuc et al., 2006). Comparing individual stories may best suit studying collective national memories, where media and the

education system largely form memories. As for a small group, such as a family, their collective memories are most likely formed via conversations and dialogs (Wright et al., 2000). It is important to highlight that while collective memories are a form of shared autobiographical memories, at the same time, autobiographical memories are developed in the specific social and cultural environment of individuals (Fivush, 2011).

To uncover the place of autobiographical memory in collective memories, it is essential to recognise the effect of one autobiographical memory on another. Our understanding of selves and personal experience is closely tied to how we perceive others' experiences in several ways (Fivush et al., 2014). First, others' views on your experience may wider the understanding of our experience. It is also important for us to recognize how our stories fit into a cultural and historical framework. Indeed, it is not always a positive effect and continuously brings the element of "an outside evaluation" to our stories. For example, shall we consider the situation that you shared with a colleague a story about a getaway to the beach for a long weekend, where you mostly enjoyed the beach and relaxation while your kids were simply playing at the beach. After the story, your colleague asked if kids engaged in any cultural or educational activities during the trip. Depending on the broader context, this comment could make parents feel guilty for not encouraging a learning experience during the trip.

Another way autobiographic memories may affect each other through stories is when other's stories changing your perspective. For example, you just heard a story from a friend about their hotel stay in an eco-hotel, where all food and infrastructure were sustainable and nature friendly, and this may have created an aspiration to take an eco-vacation in the future to teach your kids the importance of taking care of the planet.

Within a family context, your autobiographic memory of the vacation is closely concerned with how you think your spouse and kids recall the experience, how your family reacts to your sharing of experience, and through how your family members share their own stories of the experience. Current research is concerned with a family recollection of a vacation, that possibly (because vacation is an important event) has been shared and discussed within the family and outside the family. Therefore, autobiographic memories of family members form a collective vacation memory through shared elements, while each memory is also influenced by the social and cultural environment of individuals.

2.3.3. Memorable travel experience

Tourism is the industry of creating memorable experiences (Pizam, 2010), which may be defined as the experience that is positively remembered and recalled after the trip (J.H. Kim et al., 2012). The memorability of tourism experience is a noted topic in tourism research (Knobloch et al., 2017; Sterchele, 2020; Sthapit & Coudounaris, 2018; Tung et al., 2017; Tung & Ritchie, 2011). Most studies recognise the importance of emotional engagement in creating the meaning of the memorable experience (Coelho et al., 2018; Knobloch et al., 2014), especially was highlighted the importance of sharing emotional memory (J. (Jamie) Kim & Fesenmaier, 2017; Wood, 2020). Due to the effect of expectations and positive emotions on a memorable experience, previous research suggests that we tend to plan what we are going to remember even before the holiday (Wood, 2020). When it comes to traveling together, especially with kids, parents might often choose to go on a memory trip simply to share memories and gain a new perspective (Marschall, 2015). Accordingly, co-creating memory experiences are one of the critical motivations for a family holiday with young children (M. Li et al., 2017). The positive memory of the travel experience

not only influences travel intentions but potentially increases the overall family wellbeing (Sirgy et al., 2011).

Tung & Ritchie (2011) studied tourism experience from a qualitative stance and identified the dimensions of experience that are likely to become memorable: affect, expectations, consequentiality, and recollection. Affects relate to mostly positive emotions, expectations correlate with the fulfilment of intentions, consequentiality connects to the perceived importance of the experience, and recollection is associated with sharing experience and storytelling. Another qualitative inquiry by Coelho et al. (2018) disclosed three dimensions that appear to be key to memorable experience: personal (travel purposes, lived emotions, dreams and desires fulfillment, degree of perceived novelty), relational (travel planning, travel companionship, interpersonal interaction), and environmental/cultural dimensions (knowing the tourist and local attractions, cultural exchange).

Researchers also investigated memorable travel experiences from the modelling perspective—for example, (J.H. Kim et al., 2012) developed the most sited (over 1200 citations) scale of measuring memorable experience that comprised seven dimensions: hedonism, novelty, local culture, refreshment, meaningfulness, involvement, and knowledge. Another scale developed by (Chandralal & Valenzuela, 2015) included: authentic local experiences, novel experiences, self-beneficial experiences, significant travel experiences, serendipitous and surprising experience, local hospitality, social interactions, impressive local guides, and tour operators, fulfilment of personal travel interests, and affective emotions. Tsai (2016) examined constructs of memorable tourism experiences and found that local culture, knowledge, hedonism, and refreshment had a strong effect on future behavioral intention compared to other dimensions. Previous research

showed the connection between a positive, memorable experience and behavioural intentions, and this explains the focus of the memorable travel experience on an enjoyable experience.

Konobloch et al. (2017) summarised factors that contribute to memorable tourist experiences i) seeing scenery and wildlife; ii). experiencing surprising, novel, or unexpected circumstances; iii) enhancing social relationships; iv) intellectual development and self-discovery; v) overcoming physical challenges; vi) enjoying local culture; the professionalism of local tour guides; vii) extremeness or reputation of a trip; viii) unique personal experiences; and ix) positive feelings (Chandralal & Valenzuela, 2013; Farber & Hall, 2017; J.H. Kim et al., 2012; Prebensen et al., 2013; Tung & Ritchie, 2011). However, understanding the meaning-making of memorable tourist experiences remains limited (Coelho et al., 2018).

The key criticism of the tourism experience studies is that research was mostly concerned with hedonic (pleasurable) emotions of a travel experience that rarely range outside of fun and recreation (Oren et al., 2021). This development may be justified by the high practicality of positive memories for the industry professionals. Also, some studies found a duality of a positive travel experience on future intentions: there is a general assumption in tourism research that a positive experience will foster a desire to come back (Pizam, 2010); however, previous studies found that good memories may prevent people from returning, as they prefer to preserve good memory (Marschall, 2015). For example, a family had an excellent recollection of their trip to Spain, and in order to keep that destination as an excellent reminder of a great time, they prefer not to come back to Spain, rather boost good memories by having a family night out in a Spanish restaurant. Alternatively, individuals may consider coming back to the destination where they had a negative experience simply out of curiosity (Marschall, 2015). Furthermore, an unsatisfactory experience, maybe just an indicator of a wrong choice of some vacation attributes or events, such

as a family member got sick on a trip, or the hotel's location was far from the attractions. And a family may be willing to come back, with lesser risks of making a wrong choice in the destination involved as they are more familiar with the destination.

Moreover, previous research argued that labelling experience with 'memorable', 'special', 'extraordinary' imposes semantic limitations on understanding the nature of experience (Knobloch et al., 2014). The memorable travel experience concepts are lack cohesion due to being highly affected by the context (H. Kim et al., 2019). Due to the mentioned limitations of the memorable travel experience concept, this study generates a fresh insight into a family vacation experience by adopting a broader perspective on a recollected experience of a family vacation overall, beyond the component of pleasure, considering every event that was strong enough to enter a long-term memory and become a part of the family story.

2.3.4. Individual and collective meaning of experience

Meaning-making is an imaginative activity when a person creates a subjective meaning of the experience's context, outside the commonly ascribed meaning, built based on personal attributes (e.g., individual referents, history) (Carù & Cova, 2006). While recalling a tourism experience, travellers evaluate a destination's perceived value and how it helped to fulfil the purpose of travel and achieve goals, such as gaining a richer experience of being (Cowan & Spielmann, 2020). Every experience has a particular individual meaning that goes beyond recalling past events and feelings. For example, a popular staycation in a hotel may be a getaway experience for most or a romantic gesture, while my personal meaning includes a piece of nostalgia for the times when I used to work in hotels.

In the context of a family vacation, besides shared participation, family members may have individual meanings of a vacation. The recollected experience is different between individuals,

even if they experienced the same activities and used the same words to describe them (Knobloch et al., 2017). For example, what was a great day at the beach for a wife and kids, was a boring time spending for a husband. And while it has been family time at the beach, the wife had a delightful time of connecting with kids, while the father appreciated sacrificing for a family good time.

The experience of an individual family member should not be separated from the experience of other family members. Current research focuses not only on the individual but on the collective meaning of the vacation experience, where one of the objectives is to explore the perception of recollected family vacation experience for families. Collective meaning-making can be defined as the process whereby groups interactively create social reality, which becomes a shared reality (Boyce, 1995). And while the process of collective meaning-making is a complex construct, the outcome of it – shared meaning may be accessed through collective storytelling (Boyce, 1995). Following a previous example with a family day at the beach, besides different personalised meanings of how the wife and husband reflected on the context of the experience, they shared the meaning of being a caring family. To access the meaning of the recollected family vacation experience, both individual and collective meanings should be considered. Family sharing of vacation experience through storytelling may help to define collective and individual meanings.

2.3.5. Summary of the experience approach for the study

The recollected collective memory of a family vacation is concerned with shared autobiographical memories that influence each other through conversations and assumptions of how other family members perceive the experience.

The vacation may include several family rituals (we always have a farewell dinner) or artifacts (family photos), but at most, it has stories to share that are shared and continuously repeated in a family circle. Due to the importance of togetherness, family experience may have a

robust shared meaning that is passed through time and is symbolised through vacation stories. Recalling my own family, I probably have more family stories about my childhood than actual clear memories. Besides a shared meaning, family members have their individual meaning of the experience, which is essential to be considered as the family members influence each other's meaning and transform a shared meaning throughout time. It is fair to say that the family vacation's individual and collective meanings are interconnected, and current research considers both to access the perception of a family recollected experience.

It is essential to highlight that while a family is difficult to be approached as a unite, due to the complexity of group interactions and group decisions, there is an accumulator of a family experience in an approachable format of a story that helps to gain a deepened understanding of the travel experience and access collective and individual meanings. A family vacation recollected experience would be facilitated through family storytelling. It is a popular approach to access travel experience in tourism research; many past studies centered on interpreting experiences through storytelling (X. Chen et al., 2020; Su et al., 2020; Woodside & Megehee, 2009).

2.4. Research framework

The literature review outlined the concepts of role identity and recollected travel experience implied in the research. Previous studies suggested a connection between individual identity and mostly individual travel experience (Bolderman & Reijnders, 2017; Bosnjak et al., 2016; Cockburn-Wootten et al., 2006; Desforges, 2000; Dickinson et al., 2011; Franklin et al., 2010; Hyde & Olesen, 2011; Noy, 2004b; Prebensen et al., 2013; Pung et al., 2020; Quinlan Cutler et al., 2014; Therkelsen & Gram, 2008; Westwood, 2005; Zhang et al., 2018). Current research focuses on the possible relationship between perception of role identity and the perception of

family travel experience. The research aims to reveal the influence of parents' identification on family travel recollected experience via exploring perceptions of the experience through lenses of personal role-identities to understand why and how the perceptions of the experience were shaped, and gain deepened understanding of the family travel recollected experience.

Research considerations of how experience and identity are approached are summarised in the research framework, presented in Figure 2.4.

Figure 2.4 Research framework

Identity	Experience
Construct: Role-identity (perception of roles) Based on The Identity theory (Stryker, 1980) *Special attention to:* Roles connected to interests/hobbies Roles of parents Roles of spouses Influence of a spouse *Measure:* Self measure by participants Self-introductions Perception of a parent role Perception of a spouse role Perception of spouse's roles (of a parent and spouse) Evaluation of spouses perception of your roles (of a parent and spouse)	*Construct:* Recollected travel experience (memory) A broad perspective of an experience, considering both negative and positive *Special attention to:* Collective and individual meanings of experience Emotions Memorable aspects (affect, expectations, consequentiality, recollection) Influence of a spouse *Measure:* The collective family experience will be accessed through storytelling Narrative inquiry Interconnection between autobiographic memories of spouses

The identity is approached from both parents' role identity perspectives, based on the Identity theory initially mentioned by Stryker (1980). The construct of identity considers the interplay between parents' identities. Besides the fundamental identities that emerge during the initial introduction (perceptions of self), this research emphasises family roles and personal interest (hobbies) roles, as they are commonly expected to be activated on vacation. This study consideres the recollected experience, the one that stays with travellers after the vacation is over. In this study, experience is not limited to the concept of a memorable, pleasurable experience; instead, it set a

broader and deepened perspective of an experience, considering negative, natural, and other aspects recalled in the memory through family stories. Recollected experience is closely attached to the memories and emotions collected during the trip and may affect how we see ourselves and others. Accordingly, current research focuses on the perception (interpretations & meanings) of the vacation experience, both collective and individual. Family recollected experience is acknowledged by discovering shared autobiographic memories of spouses' experiences through conversations that embrace storytelling.

2.5. Summary of Chapter 2 – Literature review

First, this chapter has provided an overview of family vacation experience factors in tourism research. The overview demonstrated the limitation of previously used factors to determine the vacation experience of post-modern families. Second, this chapter has reviewed the existing literature on identity concepts from sociology, psychology, and tourism and conducted a systematic review of identity factors in travel research. Due to the thick sociality of family travel and the influence of spouses on forming identity, the use of role identity-based theory for this study was justified. Last, the involvement of recollected experience formation and key touchpoints that influence memorability of the vacation were discussed. This study implies two complex multi-component constructs of identity and experience that are influenced by interpretations of family members; therefore, a qualitative research framework is used to access these constructs' perceptions.

CHAPTER 3. METHODOLOGY

This chapter aims to introduce the methodological approach to the thesis. It begins with the overview of a research process and afterward follows the philosophy paradigm and research approach. Then the data collection method, sample design, data analysis, and organization of the study are introduced. The chapter ends with a discussion of the trustworthiness of this study.

Qualitative research is the most adequate paradigm to interpret the meanings and experiences of families because of the emphasis on meanings, interpretations, subjective experiences and interpretations of family members (Daly, 1992). A high proportion of family travel studies rely on qualitative data, yet they are mostly informed by a post-positivism paradigm and deductive methods of analysis; therefore, the academic endeavor in this area still lacks depth and scope (M. Li et al., 2020). Qualitative research encompasses methods to study social phenomena from a broader perspective to generate rich and deep data (Marshall & Rossman, 2014). This study applied a qualitative technique considering the research's exploratory nature, which explains whether there is a connection between parents' identification and recollected vacation experience. Qualitative stance allowed to consider complex identity interactions and multiply identities of family members.

3.1. The design of the research

This study aims to investigate the relationship between parents' identification and the family vacation recollected experience. The research applied a narrative inquiry and collected family data in two rounds of interviews from each family. First, group interviews with both parents together, centered on the family vacation stories. Second, individual interviews with parents to assess their role-identities. Accordingly, each family is represented by three interviews. Besides,

other socio-demographic criteria are considered as a possible characterization of emerged constructions.

Data analysis followed the framework for narrative data analysis suggested by Leggo (2008) and coding cycles described by Miles et al. (2020). The critical analysis method employed is a thematic analysis. Data analysis started from preparing the data for analysis, which included transcribing, rereading, and restorying the data—followed by two cycles of coding: theming, and pattering. The data was analyzed case by case, where each family is an individual case that consists of three data sets. The final stage of the analysis included cross-case analysis via theme and pattern codes, analytic memos, and interim summaries.

Figure 3.1 The design of the research process
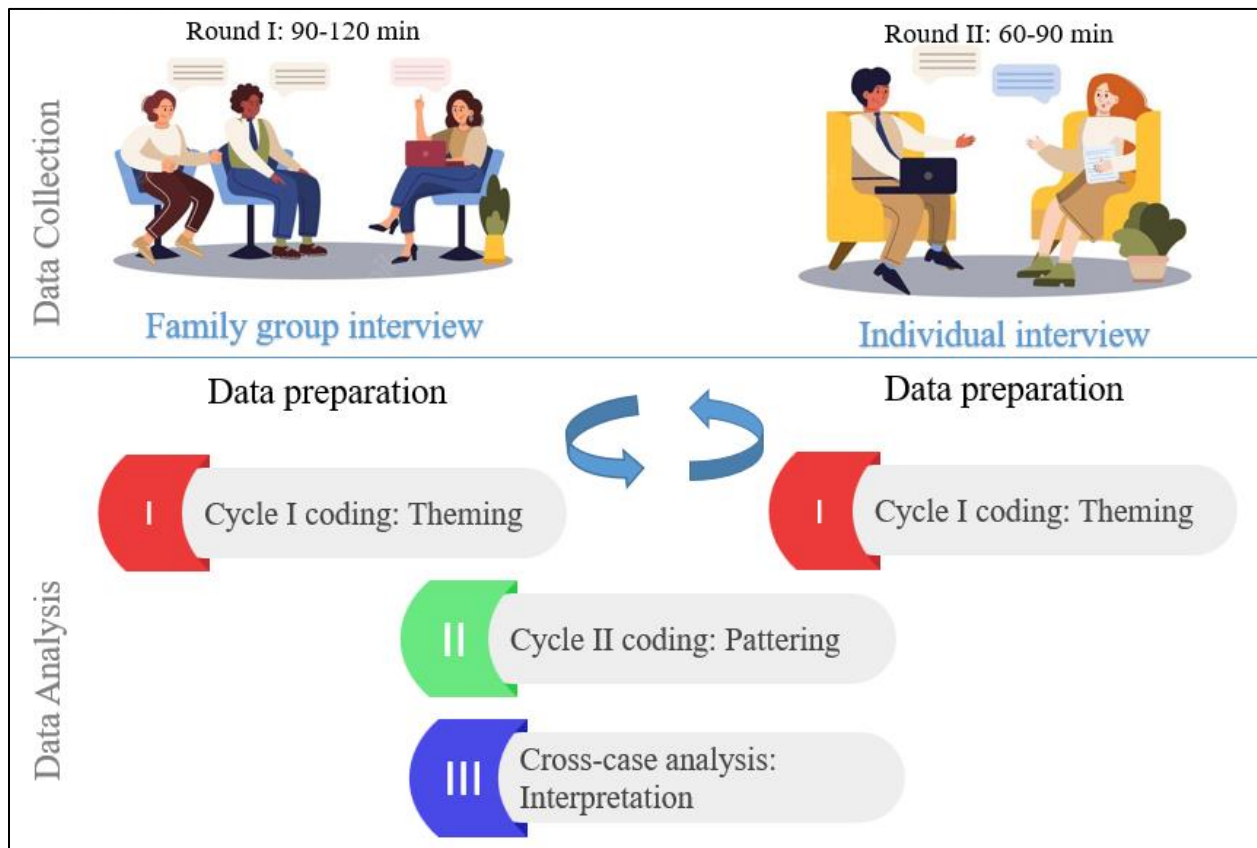
The design of the research process is presented in Figure 3.1. The complete analysis was not linear. The data was collected and analyzed simultaneously; the stages of analysis were repeated several times. The researcher's journal was maintained to follow the research flow, reflecting on every step of data collection and analysis.

3.2. Philosophy paradigm: constructivism

A research paradigm determines how a researcher views the world. This study adopted a constructivist paradigm that requires approaching data with the assumption that knowledge itself is constructed and affected by people's backgrounds, and their experiences are meaningful, valid, and subjective (Hays & Singh, 2011). Constructivism may be considered a 'third way' between idealism and realism, based on specific relationships between knowledge and reality (Buzzegoli et al., 2018).

Constructivism is often applied in tourism research in the twenty-first century (Pernecky, 2012). The constructivist paradigm is frequently used to uncover meanings that participants create in their reality based on their subjective worldview (Wengel et al., 2016). For example, the constructivist approach enabled Ross and Saxena (2019) to accommodate the complexity of multiple perceptions of archaeological heritage and understand how individuals engage with it to secure tourism development. It is a suitable research stand to examine travelers' live experience. Another example, Robinson and Schänzel (V2019) used qualitative research founded on an interpretive (constructivist) paradigm to understanding Generation Z's travel experiences. Current research focused on parents' identities and family travel experience. Due to the multi-faceted nature of this study, the constructivism paradigm is considered suitable.

This study does not focus on offering a comprehensive explanation of all possible cultural frameworks regarding parents' identities and vacation styles. Instead, it offers a starting point by investigating if there are general relations between parents' identities and family vacation type. The neo positivist form of constructivism is relevant for mapping changeable realities of diverse social and mixed cultural settings (Hollinshead, 2006).

A philosophical paradigm includes three major foci (Guba & Lincoln, 2004) that are ontology (affirmations about reality), epistemology (the nature and limits of knowledge), and methodology (research strategy).

Ontology

Some constructivists researchers adopt a relativist stance that there is no objective reality, and others make no ontological claims but epistemological claims only (Matteucci & Gnoth, 2017). In both cases, ontological passivity or relativity rules, constructivism ontology is not realism (Botterill, 2014). The relativist ground refers to realities as multiple mental constructions (Creswell, 2013; Pernecky & Jamal, 2010). According to relativist grounds, there is no reality of things independent of subjects, or at least we cannot access it, and all knowledge depends on our perception (De Ronde & Fernandez Moujan, 2018). A person's relative knowledge can be that family vacation is the most relaxing vacation, while another perceives it as obligatory activity; the reality is built based on individual experience. The key is that we cannot know the reality apart from our constructions of it.

Epistemology

Constructivism attempts to reconstruct the world from specific, multiple, and changing perspectives, with interactive/subjectivist epistemology, where knowledge is a creation of a process of interaction between the inquirer and inquired (Guba, 1990). The constructivist stance,

which acknowledges subjectivities, requires a reporting style that weaves the researcher's voice into the text. The interaction between the researcher and participants is a research process where the meaning is co-constructed (Morse et al., 2016). From a constructivist perspective, an author has an identifiable presence in the study, and analysis requires a transformation of the relationship between participants and researcher, where the author has to prioritize and investigate the interaction that occurs between the two (Mills et al., 2006). The critical part is that the researcher is not a detached analyst; instead, he/she is engaged in the process. Research in the constructivism paradigm assumes that knowledge is not disinterested and apolitical (Lee, 2012). In other words, knowledge is a result of the cognitive process; it is regarded as co-constructed.

Methodology

The methodology behind constructivism may be described as hermeneutic and interpretative to generate one (or a few) constructions on which there is a consensus (Guba, 1990). The shift to interpretivism and hermeneutics away from standards of singular expansionist cultural universe of logico-positivism allowed to turn from etic (research-driven) forms of inquiry to ernie (participant-driven) approaches in tourism studies (Hollinshead, 2006). Research methodologies that may belong to constructivism have four main characteristics (Wright, 2015). First, they elucidate 'local' as opposed to 'universal' meanings and practices. Second, they focus on provisional rather than 'essential' patterns of meaning construction. Third, knowledge is the production of the social and personal process of meaning-making. Fourth, the methodologies are more concerned with the viability of the application than with its validity per se. The essential part is that the focus is not just on the immediate action and results as in positivist / post-positivist but on comprehensive social definitions and broad frameworks.

The aim of this study is not to extrapolate the experiences of the interviewees into a general theory of family travel experience, but to offer a nuanced understanding of their recollected travel experiences and develop a conceptual framework to explain the relationships between identities of parents and narratives of a recollected family travel experience. The epistemology of constructivism where the knowledge is constructed is aligned with investigating parents' perception of self and reconstructing family recollected experience. Following the perspectives of research paradigms (Savin-Baden & Howell Major, 2013), constructivism fits best, as it:

1. Supports idealism, where reality is an individual's mental construction.

2. Follows anti-positivism, that knowledge is constructed by the researcher and not discovered in the world.

3. The purpose is to understand individuals through individual reconstruction (as I aim to see the reflection of identity in a recollected family experience).

4. The researcher's perspective as a meaning maker.

3.3. Research approach – Narrative analysis

This research adopted a narrative approach within a constructivist (interpretive) paradigm, where the data is collected and investigated via storytelling. The narrative approach is centred on the nature of interpretation, which is focused on understanding the perceptions of experience, and through the lens of individual experience, it allows to reveal social patterns (Patton, 2002). The current research aims to investigate the potential cause and effect relationship between the identification and recollected experience. This thesis acknowledged every family as an individual case and, through comparing their stories, took the form of inquiring and interpreting causes,

consequences, and relationships between two phenomena. Alternative possible explanations were tested later against the data, linked together, and arised in new hypotheses and concepts.

Our being can be approached as storied lives, and narrative inquiry studies how we experience the world via stories (Michael & Clandinin, 1990). According to Kenneth Burke (1954), storytelling allows us to make sense of reality, and every story has five key components that can be paraphrased in questions: What has been done (the act)? What is the context of the act? Who does it? How is it done? Why is it done? Stories are assessed via interviews with narrative questions to embrace storytelling. In this thesis, the storytelling genre remained free, allowing participants to choose their direction – either they prefer to talk freely, or they feel more comfortable in a 'talk-show' or a conversation model.

Narrative inquiry is a case-based approach, contrary to most qualitative methods such as grounded theory and ethnography that are category-based. It means that the analysis goes beyond coding the transcripts of text but should consider the social context, tone, structure, and audience. According to Kohler Riessman (2008) attention shifts to details in narrative studies – Why is a particular event recalled from memory? How does the participant present himself/herself by telling the story this way? How does the audience affect the story (what a participant could not share with a researcher)? The information about the situational terrain that includes a description of social, cultural, and physical environments (J. F. Gubrium & Holstein, 2009) should be recorded as every story may have a different meaning depending on the circumstances. As well as interactional terrain, such as the description of questions and communication techniques, should be acknowledged, as they help to understand why and how a certain story was motivated (J. F. Gubrium & Holstein, 2009). Following each component of the story and thick data description in the narrative approach is essential to promote understanding of the narrator's perspective.

The narrative method concerns the researcher who listens to the story, as much as the storyteller through dialogical practices, as the audience creates the social situation with a particular scope of acceptance (Mura & Sharif, 2017). Therefore, researcher's reflexivity and collaboration between the researcher and participants are concerned in order to understand the context of the stories, especially when every single case of analysis includes interpretation of two people's experiences simultaneously, as in the current thesis.

Sclater (2003) deliberated on the relationship between narratives and self and acknowledged that *identities are negotiated in stories* and are constructed in an intersubjective space of interaction with the researcher as a human being (Andews et al., 2004). The current research focuses on the relationship between identity and experience. One way to access identity could be through searching identity claims in stories that reflect the vacation experiences; that would have shown the place of identity in stories through looking at how the participants want to express themselves in the context of the vacation. However, as in the family context, stories are co-constructed, to define the relationship between individual identities and collective experience, this research employs two sets of specific stories: vacation co-created stories and personal identity stories compared to each other further in the analysis.

Moreover, Sclater (2003) recognised two issues with the narrative approach: that for some participants, identification in stories is more likely than for others, and the essence of the narrative choices remains uncertain (Andews et al., 2004). The adaptation of a dual narrative inquiry, where the identity is released in a separated personal stories, may balance the unproportioned disclosure of identity through vacation storytelling and potentially explain why participants emphasised specific points in a story through an identity expression perspective. Another advantage of employing dual narrative inquiry is in providing insights about the participants from a different

perspective: when they are alone and when they are with a partner. Therefore, it may help disclose the power relationship in the couple and access more information about the narrators.

Narrative inquiry is a popular cross-disciplinary approach to study life experiences (Clandinin, 2006). However, in tourism research, the narrative approach has been widely neglected compared to other qualitative methods (Mura & Sharif, 2017). Besides established attention to tourists' narratives (Coelho et al., 2018; Noy, 2004b), only a few studies employ the narrative inquiry as a method (Chang et al., 2011; Mowatt & Chancellor, 2011; Patil, 2011). Possible explanation maybe in a more complicated, compared to, for example, content analysis, procedures to collect and analyse data.

Narrative inquiry allows us to see how reality is constructed through human thoughts and imagination in the form of a story. This approach recognizes the importance of both the text and context of the stories, as well as the influence of the researcher. It embraces creativity in the research, allows generating new knowledge, and potentially makes conceptual inferences about social processes that may be conceptualised and tested (Andews et al., 2004; Kohler Riessman, 2008).

3.4. Data collection

In constructivism, the research process involves both researcher and participants in sharing experiences relevant to this study. One of the advantages of the narrative approach is that it that people like telling stories about themselves (Savin-Baden & Howell Major, 2013).

3.4.1. Data collection method

The main method of data collection in this thesis is a semistructured interview with narrative questions. This thesis applied the triangulation of research methods: group interviews

with parents in one family and individual interviews with them. In the current research, they were used side-by-side to broaden the research horizons by studying in-depth two concepts - role identity of parents and family recollected travel experience. First, the group interview with both parents took place to explore respondents' co-created experiences. Afterward, to access role-identification, in-depth semistructured interviews were conducted individually with parents. Starting from a group interview, where individuals interacted with each other as well as with the researcher, helped to embrace the participant's readiness for the more intimate setting of an individual interview.

Interviews

Two types of interviews were incorporated in this study: group interview and individual interview. The typical subject matter of an interview is a meaning that participants developed towards a particular phenomenon (Savin-Baden & Howell Major, 2013). A group interview is a variation of the interview with several respondents. A group interview includes the interaction between participants, not limiting it to the communication between participants and a researcher (Savin-Baden & Howell Major, 2013). Interaction between family members is essential to access the family vacation experience, as collective meaning-making implies creating social reality interactively (Boyce, 1995). Previous research evident that when interviewing couples about their past travel experience, the collective 'we' perspective appears (Therkelsen & Gram, 2008). Therefore, group interviews can allow unfolding collective meanings of experiences, as well as an individual.

Both interviews were semistructured, with just a few questions from the researcher to embrace storytelling and structure the narrative. The purpose of using semistructured interviews for data collection is to gather insights of experience and perceptions (DeJonckheere & Vaughn,

2019). Moreover, it is more compatible with research ethic reviews that privilege quantitative research (McIntosh & Thyne, 2005). The interviews focused on storytelling; therefore, the participants were allowed to talk freely. The researcher focused on recording every detail of the conversation (tone, context) and creating a friendly environment that allowed sharing.

Interview guides

The interview guides were followed as it is important to record how participants were encouraged to tell a story. The structure of the guide is based on recommendations for developing strong interview questions discussed by Savin-Baden and Howell Major (2013). Following the recommendations, initial questions were open-ended (narrative questions); and throughout the interview, follow up questions and non-verbal encouragement was applied to encourage storytelling. The interview process also adopted probing and paraphrasing techniques to facilitate the expression of interviewees' thoughts (Hsu et al., 2007). The researcher avoided manipulative, over-empathetic, and leading questions. The interview guides were modified and advanced in the process: initial interviews had broad questions, and with getting more inside on the subject, new questions emerged. The constant analysis of collected data is recognized to provide new insights and 'Aha!' moments that can lead a researcher to modify an interview (Flick, 2013).

The group interview guide is presented in Appendix 1. The guide focuses on embracing storytelling and includes more narrative open-ended questions, not questions about the vacation's attributes. Before the interview, families were approached to prepare stories of their three last vacations (with photos), and at the beginning of the interview, they were asked to focus only on one vacation, the one that embraced most memories. Thus, the interview started from a short discussion between parents about choosing a story to tell. The flow of the conversation was in a triangle: participants talked to each other, as well as with the researcher. Accordingly, the

researcher adopted the moderator's role that not only asks questions but promotes the discussion between participants. At the end of the interview, as a control mechanism, parents were asked to provide a short summary of all family vacations. Verbally they filled in the detailed table that reflected types of a family vacation with kids they conducted in the past, activities they were involved in, the composition of those vacations, destinations, and accommodation/eating choices. Besides being a control instrument that allowed recognizing patterns related to a particular travel type, this table created a broader context for the travel story that parents shared.

Group interviews with parents incorporated images shared by participants from their lived vacation experiences. Every participant of a parent's interview were asked to prepare 2-6 photos (in total) taken on their mobile phone/camera from the family vacations that they wish to share. During the interview, participants were invited to reflect on their chosen photos. Brooks et al. (2014) found that referring to their own photos empowers participants to develop a critical consciousness of their lived experience. This method is sometimes called auto-driven photography or participant-driven photography, and it enables participants to better reflect on their lived experience and reveal more that would have emerged from interviews alone. Such as enhancing the quality of data gathered and bringing greater depth to the topic (Balmer et al., 2015; Liebenberg, 2009; Liebenberg et al., 2012). Marshall and Davis (2020) found that photographs taken using a mobile phone or selfie stick complement and stimulate traditional qualitative investigation methods when studying family practices. Participants were also encouraged to bring (prepare) souvenirs from the vacation for a similar purpose.

Participant driven photography is well suited for the constructivist stance of the research, where experience is co-constructed by the participant and researcher; while participants reconstruct their lived reality through images, these images serve as a medium to help the

researcher understand participants' reality (Liebenberg, 2009). Often, when applying this technique, participants are asked to take photos (as part of data collection) about a specific lived experience. As family photography during the vacation is a popular social practice that projects social capital formation and memory creation (Shannon, 2019), I assumed that most families a priori will have family vacation photos to share and they did.

Individual interviews with parents took place after the group interview. The guide for individual interviews with parents is presented in Appendix 2. First, participants were asked to introduce themselves (as if for the first time), followed by a set of open-ended questions regarding perceived family roles of self, spouse, and how they believed their spouse perceive them. There is a probability that individuals were tempted in showing themselves in a more positive way, which is acceptable for this research; as following the Identity theory, individuals often presume claims of a particular character or attributes that they believe are obligatory for a right image they want to possess and try to share these attributes on public (Schlenker, 1978). The perceived image of the self-identity (often a more positive one) is a driver for an expression through experience. In other words, if a participant was willing to share a perception that he/she is a caring parent, most likely he/she was willing to express the same image in the vacation attributes/activities. Researcher's goal was to get the essence of the true identity but to evaluate perceptions of identity and the interplay of the couple's identities. Therefore, a self-reported identity perception was acceptable.

Charmaz (2014) encouraged researchers to follow new leads and keep reframing the conceptual categories while conduction interviews. The challenge for the researcher is in paying attention to the element of forcing data as "it is difficult to determine whether their repetition in the data was due to the intervention of the researcher or whether the concepts would have emerged

without the researcher's influence" (O' Connor et al., 2018, p. 98). For the study duration, Charmaz and Belgrave (2019) suggested keeping a methodological self-consciousness journal with notes on new meanings, language used, and researcher's reflection in the research process. The benefit of this technique is that it helps to recognize if the researcher forced the data.

In order to make respondents' notions clearer, the researcher paid attention to an interviewees' language, intonation, asked questions, and repeated to clarify (E. Gubrium & Koro-Ljungberg, 2005). The researcher maintained the interview in a casual, conversational manner to enforce sharing, putting respondents' comfort first (J. F. Gubrium et al., 2012).

3.4.2. Sampling strategy and execution

The sampling strategy in this thesis did not attempt to generate a representative sample set but chooses participants based on the relevance of experience and potential theoretical contribution. The findings did not aim to draw generalizations about the population but the nature of the process.

In the majority of category-based qualitative studies, the sample size is often driven until reaching the point of saturation, which means that "no additional data are being found whereby the sociologist can develop properties of the category" (Glaser & Strauss, 1967, p. 61). However, in narrative inquiry with a constructivist stance, the notion of saturation may be misplaced as there are always new things to learn (Savin-Baden & Howell Major, 2013). The current thesis implied a case-based approach, contrary to the category-based approach, and every unit of analysis was studied with more details to be collected from every participant. For example, in grounded theory, the researcher may conduct and transcribe the interviews into text and apply coding procedures to emerge categories of analysis. In narrative inquiry, the data goes beyond transcribes texts; the researcher also considers the context of the stories that include situational and interactional terrain,

the researcher's influence, and the structure of stories. Therefore, every participant provided more data for analysis than an average qualitative interview, which lead to a smaller amount of participants required. For example, Tinson et al. (2015) and (Hibbert, Dickinson, & Curtin, 2013) both used a set of 20 interviews in their narrative inquiry. However, the sample size depends on the within-case data set's complexity, which in the current thesis consists of three interviews. (M. B. Miles et al., 2020) suggested a minimum of five to six cases for analysis with a high complexity of cases.

The current study adopted a purposive sampling strategy that consists of selecting participants based on particular experiences. This thesis looked at a range of similar and contrasting cases - families (S. Miles, 2019) to add confidence in findings. To cover contracting elements of varied family types, the data sample included a comprehensive range of participants that represent families of different sizes (one or several kids), different family travel histories, different time together as a couple, and different ages. Participants with Russian heritage were recruited, which also helps to evolve the body of leisure research knowledge in non-English speaking, non-westernised, developing countries such as Russia (Williamson et al., 2019). In the last 32 years, the society in Russia has lived through a transition from traditional Soviet Union family culture to a more democratic one. Even though economic and political stress and uncertainty remain in society, government policies support families and encourage a positive attitude toward families. Russian people, on average, favor marriage and living together as a preferred life scenario, the ideal age to get married is considered to be in the early twenties (Statista, 2022).

This study included two cycles of interviews with each family: group interviews with both parents and individual interviews with them; therefore, each family is covered through a total of

three interviews. A family's eligibility criteria was that they should had been on a trip away from home for at least three days away within the last five years and have a child or children below 12 years old. Only participants who agreed and succeeded to engage in both cycles of data collection were finally included in this study; due to COVID-19 pandemic several families dropped out in the middle of data collection. The researcher's personal connections were used to obtain the first interviews, followed by a snowball technique where participants invited to refer other families that fitted the eligibility criteria and had an interest in sharing their experience.

3.5. Data analysis

A qualitative design allows flexible, in-depth, and wide-angle multidisciplinary analysis. The analysis was performed in parallel with data collection, which allowed reflection on the new data during the process of collection to adjust and improve it (M. B. Miles et al., 2020). The key challenge of narrative inquiry is the difficulty of deciding and negotiating participants' interpretation (Savin-Baden & Howell Major, 2013). To structure the narrative analysis, the RITES framework is employed (Leggo, 2008):

1. Read the whole narrative first
2. Interrogate by asking questions: Who? What? Where? When? Why? How? So what?
3. Thematize the data
4. Expand the themes by drawing connections and meanings via reflectivity
5. Summarize the themes in general statements

The first part of the RITES framework focuses on the preparation of the data collected through structural analysis. The second part correlates with the coding of data via the most used method in narrative inquiry, which is a thematic analysis (Mura & Sharif, 2017). Thematic analysis

is a process of identifying cross-references in the data that allow linking various concepts and data sets from participants (Ibrahim, 2012).

3.5.1. Data Preparation

The information from data collection was in the form of field notes, wright-ups, interview recordings, and artifacts (family photos from vacations, souvenirs). The narrative analysis began from the organization and preparation of the data collected, followed by obtaining a general sense of the information by familiarizing and rereading the materials, also referred to as a holistic-content reading process (Creswell, 2014; Leggo, 2008). Every interview was audio recorded in addition to accompanying note-taking. Right after the interview was over, the researcher revised the interview, reviewed notes, and reflected on initial impressions of the interaction (Halcomb & Davidson, 2006). The transcription of the audio was performed after concluding each interview.

Even often taken for granted, transcription forms part of the data analysis process and should be specified in the methodology (Wellard & McKenna, 2001). The transcription process goes beyond the transition of audio into text and allows the transcriptionist to engage in sense-making that directly affects the view of the data (Hurst et al., 2019). Considering this study's epistemological stance, where knowledge is co-created between the researcher and respondents, the transcription process was performed by the same researcher who analyzed the data. Recordings were first re-listened by the researcher and later uploaded in the Nvivo qualitative analysis software.

Afterward the interviews, that were originally conducted in Russian language were transliterated and transcribed by the same researcher. In contradiction to direct translation of interviews data, transliteration technique implies replacing words and meaning when the exact meaning might not exist (Regmi et al., 2010). The researcher's personal knowledge and

understanding of Russian language and culture benefited the relevance of translation (Birbili, 2000). Moreover, the use of Nvivo qualitative software allowed to connect the transcribed interview with the original audio recording of the interviews (timestamps). For example, at any point of analysis by clicking on the coded paragraph written in English the program allowed to relisten to that section of the recording in original language. All interviews were transcribed in a naturalistic manner, with an indication of verbal cues (e.g., smile), extraneous words (e.g., hmms). The researcher also indicated participants' mood, tone, and conversation style between participants.

After the interviews were transcribed, the researcher reflected on the structure and context of the interviews by asking the "Who? What? Where? When? Why? How? So what?" questions. In more details, for family vacation stories, questions included: How did spouses position themselves in a story? What was the highlight of the vacation? What was the setting of the vacation? Who was the main character in the story? For personal stories question were: How did the participant behave when talking about self? What was the chronology of personal events/priorities shared in the story? How the storytelling style changed when the partner was not present? Afterward, the researcher rewrote participants' stories, so-called *restorying,* in a united chronological story with the highlight of key elements (Nasheeda et al., 2019)

3.5.2. Coding

The essence of qualitative analysis is in coding the data when codes are assigned to units of data to reveal patterns. Codes are labels of meaning assigned to data units gathered during the research, and coding refers to a profound interpretation of meanings in the data (M. B. Miles et al., 2020). Following Saldaña's study (2021) with over 35 thousand citations, this research followed a two-cycle process of coding. The first cycle focused on assigning codes to initial units

of data. The second cycle was concerned with grouping developed units of analysis into categories or themes.

First cycle coding – theming the data

The first cycle represents an initial summary of data into segments. Open coding was performed using qualitative software (Nvivo), where the data was first grouped in the main units of data (nodes in Nvivo). At this stage, the researcher read and repeatedly analyzed the data word by word, line by line, paragraph by paragraph, or incident by incident (Flick, 2013). Afterward, thematic phases were applied. Themes represented a sentence that contained the description and meaning of what the unit of analysis is about (S. Miles, 2019). The data from all group interviews and data from all individual interviews were analyzed independently at this stage.

In Nvivo qualitative software following actions were implied:

- Auto code responses of husband and wife in each interview for structure (speaker identifier: W1, H1)
- Add on files classification for each family data set (age, family structure)
- Inductive coding with pin points on the original audio file (timestamps); attached memos to codes for clarity; codes can overlap
- Query within each data set: crosstab comparison by attitude and speaker

Second cycle coding – pattering

The second cycle of coding was concerned with coding the patterns in data; it is similar to the focused coding procedures in grounded theory (S. Miles, 2019). For the current research, pattering was concerned with the relationship between personal identity and perceptions of collective experience. Decisions towards combining themes, drawing connections was reflected in a researcher's methodological journal. The coding used display boards, paper sheets, sticky notes,

and large format display boards. At this stage, the research moved away from the software (Nvivo) to embrace imagination and facilitate a broad overview (Maher et al., 2018). The data from a group interview and data from individual interviews was compared to each other and analyzed case by case. The cycles of coding were repeated several times.

Cross-case analysis – interpretation

The current thesis used a case-based narrative approach with two main directions of the analysis: within-case analysis between vacation stories and personal role identity stories of parents and cross-cases analysis between families. The first and second cycles of analysis worked with within-case analysis, where every family were treated as a separate case. Further findings from various cases were compared to each other. The cross-case analysis reinforced the generalizability and transferability of findings (M. B. Miles et al., 2020). Indeed, it was hard to compare every family, one to another, as every family is unique. Accordingly, the researcher developed an understanding of each case on its own terms through using a more sophisticated description of settings and powerful explanations of patterns within cases (M. B. Miles et al., 2020). The connection between cases was analyzed manually with reflecting every step of analysis in the researcher's journal. With an organized, structured, and reflexive analysis the case-based approach lead to enhanced generalizability of findings.

3.6. Trustworthiness of the study

This study adopted a combination of criteria for ensuring the quality of the research. First, classic criteria of trustworthiness of a qualitative study by Lincoln and Guba (1985) was used to ensure the quality of the research product. This approach was widely used in published work of qualitative research in top tourism academic journals (T. E. Li & McKercher, 2016; Skokic et al.,

2019; Wen & Qi, 2020). The criteria include *credibility, transferability, dependability,* and *confirmability*. The latter, confirmability, is established when the other criteria are all achieved. Conformability is concerned with findings to be derived from the data, so other researchers' findings could be confirmed (Lincoln & Guba, 1985). This criterion suggests that the researcher should stay neutral to the data during the analysis; even the current research follows the constructivist stance, where knowledge is co-created between participants and the researcher. The term conformability leaves room for interpretation on the researcher's part, yet the interpretation must be confirmed by others (Savin-Baden & Howell Major, 2013). Besides, a more contemporary criteria of *reflexivity* was used to ensure quality related to the research process. The combination of quality criteria is adequate for the analysis's interpretative nature, as it bases on a classic approach with an additional element for guiding researcher responsiveness.

Credibility

Credibility checks whether the research findings represent valid information drawn from the participants' original data and are a correct interpretation of the participants' original views (Y. G. Lincoln & Guba, 1985). To enforce credibility, triangulation was used. Triangulation in social research refers to observing the research topic from (at least) two different points (U Flick, 2004).

First, this research applied *triangulation of data collection methods* and examined the family through individual interviews and group interviews. Moreover, it implied a prolonged involvement with each studied family case, allowing to study and observe participants in different contexts, social environments, and time periods. Besides prolonged engagement with participants, the researcher had a *prolonged engagement with data* as all interviews were prepared, conducted, transcribed and analysed by the same researcher.

Second, *case triangulation* was used, as data triangulation was applied to the same family cases, which made it possible to make a case-related analysis of both types of data. Case triangulation expands possibilities to compare and interrelate findings obtained via different data collection methods (U Flick, 2004). For example, the combination of two methods allowed to approach parents' self-perception from narrative group interviews with reported role identity perception obtained in individual interviews. In addition, each family case involved two members from each family - both parents. Thus, this dual approach allowed to determine the essence of parents' identities as the researcher was able to observe them in different settings (alone or with the spouse).

Transferability

Transferability refers to how results can be transferred to other contexts or settings with other respondents (Y. G. Lincoln & Guba, 1985). To facilitate (easy) the transferability of findings, a *thick data description* technique (Geertz, 1973) was applied through an in-depth description of participants, the process of data collection, and research settings. These details enable readers to make the transfer of the data. The process of reporting thick data is in line with the interpretative/constructivist paradigm of the research, where the meaning is a constructor of the theory (Latzko-Toth et al., 2017). Specifically, this research provided interview guides used in this study (Appendix 1, 2) and a detailed description of participants (Table 4.1). Some elements mentioned about each studied family case are the number and age of kids, the number of years the couple spent together, occupation, and general travel routines.

In addition, a technique of *context description* was used. The research design allowed to get to know the participants of the study on a profound and personal level, as it included a 1-2-hour individual interview. Therefore, every studied family vacation experience had a broad range

of additional circumstances the family lived through at the moment of the trip. This research design allows every reader to get to know each studied family very close, allowing to explore additional unified or varied elements of their lives.

Dependability

Dependability is the ability of findings to endure over time (Lincoln & Guba, 1985). To enforce this, the researcher documented the research context and clarified the changes that occurred during the research process (Savin-Baden & Howell Major, 2013). The technique applied is called *transparent reporting,* that implies that research steps were described in detail throughout the study (Korstjens & Moser, 2018). The analysis also referred to the criteria for reporting qualitative research (COREQ) developed by (Tong et al., 2007) to enhance confidence in the quality of findings. For example, detailed steps of data analysis were described in subchapter 3.5.2 (Coding) with the specification of how qualitative analysis software (Nvivo) was used.

Reflexivity

The researcher's background and position shape the analysis and following self-reflection of the researcher is essential to ensuring the quality of work (Savin-Baden & Howell Major, 2013). During the study, the researcher maintained *reflexive journaling* that included the reasons for analytical choices, researchers' assumptions, and reflections. "Researchers need to increasingly focus on self-knowledge and sensitivity; better understand the role of the self in the creation of knowledge; carefully self-monitor the impact of their biases, beliefs, and personal experiences on their research; and maintain the balance between the personal and the universal" (Berger, 2015, p. 220). This technic allows readers to understand how and why decisions were made. For a better connection with readers, the discussion chapter of this thesis includes subchapter 5.1 (Reflection on interviews), which reflects on the mindset of the researcher during this study.

Moreover, the technique of *personality statement* was implemented to establish the researcher's profile. Qualitative researchers need to understand themselves, as the influence of their personalities on research and analysis is far more than realized (Savin-Baden & Howell Major, 2013). Every researcher potentially has a bias based on personal beliefs and value systems. In order to understand the researcher's view and how the researcher's presence might have influenced the context of qualitative interviews, the personal statement describing relevant research beliefs, demographic characteristics, and even physical characteristics were acknowledged at the beginning of the study to choose the best strategy for conducting the research. As the researcher is a young, childless woman that 'looks inexperienced' in parenting, the stand towards empathizing that the researcher has no experience in the discussed phenomenon was chosen to be communicated to participants in order to facilitate engagement and trust. Researcher's personal beliefs, biography, the post-modern values and extensive travel history were considered and constantly acknowledged during the research process.

Summary of means to establish trustworthiness

For a better understanding of means of establish trustworthiness, the phases of analysis are divided into data collection, data preparation, coding, and reporting. Although in qualitative research, the process of data collection and further analysis is not in distinct steps, where data collection and data analysis could happen concurrently. Table 3.1 demonstrates how trustworthiness was established during each phase of the analysis, applying techniques discussed in this subchapter.

Table 3.1 Means of establishing trustworthiness

A phase of the analysis	Means of establishing trustworthiness
1. Data collection	- Personality statement - Triangulation
2. Data preparation	- Prolonged engagement with data

		- Documenting thoughts about potential codes
3. Coding		- Reflexive journaling
		- Transparent reporting
4. Reporting		- Context description
		- Thick data description

3.7. Summary of Chapter 3 – Methodology

This chapter has indicated the formation of the research process in order to reach research objectives. To explore the perception of recollected family vacation experiences, family narrative group interviews were used to recognise their perceptions, followed by individual narrative inquiry with parents to investigate their role identity. Finally, to examine the relationship between the perceptions of role identities and perceptions of family vacation experiences pattering and cross-case analysis of key themes was performed. To structure discovered vacation perceptions, they were summarised by attitude and compared to factors that contribute to memorability recognised in previous travel literature (Chandralal & Valenzuela, 2013; Farber & Hall, 2017; J.-H. Kim et al., 2012; Knobloch et al., 2017; Prebensen et al., 2013; Tung & Ritchie, 2011).

CHAPTER 4. FINDINGS

This chapter presents the research findings derived from data collection and analysis following study's objectives. First the profile of participants and initial reflections are displayed to force the transferability of data. The second part is devoted to parents' role-specific identities. The third part reflects key themes of family vacation recollected experiences. The chapter ends with the summary of key findings.

4.1. Participants' information

This study includes a wide range of families, including young parents in early 30s with babies as well as mature parents closer to 50 years old. All families live in the same household and have children below 12 years old. The profile of participants is summarized in Table 4.1. This research did not require couples to be married, but all participant were officially husbands and wives. Besides, every family had a different profile of travel history before becoming parents. For some spouses a family vacation was the main annual travel experience, while other often engaged in business trips or individual leisure trips.

Table 4.1 Profile of participants

#	Code	Occupation	Age	Kid(s)/age	Details
1	W1	dean, academia (law)	34	daughter (5)	Together for 13 years, never travelled as a couple; but had many separate trips.
	H1	sales, construction	34		
2	W2	entrepreneur, events	36	daughter (9)	Together 14 years, it is normal for them to have leisure time separately.
	H2	IT	36		
3	W3	corporate training	36	son (7), daughter (2)	Together 9 years, the husband never travelled abroad before marriage.
	H3	electrician, realtor	36		
4	W4	lecturer	43	son (10), daughter (2)	Together 16 years, the husband travelled a lot separately.
	H4	construction	52		
5	W5	public administration	39		Together 20 years, husband often has business trips.

	H5	marketing	45	daughter (16), daughter (12)	
6	W6	insurance	33	daughter (3) expecting 2nd	Together 5 years, lack of time together. Travelled with grandmother together.
	H6	IT sales, football	33		
7	W7	ecology, teacher	43	son (16), daughter (11)	Together 17 years, grandparents take one child annually for a vacation.
	H7	project manager	44		
8	W8	lawyer, nutrition	34	son (5)	Together 8 years, travel annually to visit family abroad.
	H8	lawyer, realtor	37		
9	W9	education	40	daughter (8)	Together 18 years, travel just the two of them as well as with a child.
	H9	army/medicine	48		
10	W10	freelancer	32	son (10), son (2)	Together 12 years, husband often has business trips.
	H10	entrepreneur	35		

Recruiting a comprehensive range of participants that represents families of different sizes, travel histories, age and length of relationships was critical to overview contrasting cases and add confidence in findings. Following the positive sampling strategy, all families had kids under 12 years old and a travel history together (the whole household) within the last 3 years. All participants were interviewed first as a family and individually, with the majority (8 families) of the interviews conducted via a video call. The family interview was conducted first with a duration between 90-120 minutes. As individual interviews require more trust between the researcher and the participant, they were conducted after the family interview and took between 50-90 minutes. The detailed reflection on the process of data collection and techniques used to ensure the trustworthiness of the findings is presented in Subchapter 5.1 (Reflection on interviews).

4.2. Parents' role-specific identities

Although parents' narratives are snapshots taken at a particular point of time (the time of the narrative interviews), the stories highlighted the dynamic life experiences and the change felt with the appearance of a life partner and children. In addition, the narratives revealed that the

parenting style and attitude towards kids has changed over the years and accordingly may change in the future.

4.2.1. Family number 1

Table 4.2.1 Summary of main identity themes noted - Family 1

Husband	Wife
Healthy/sport lifestyle	The boss (demanding)
Wife is the best friend, proud husband	Supportive daughter
Father as a teacher in life	Mother ensures psychological growth
Together	
Very occupied with work and family tasks	
Democratic family, like friends	
Loyal to each other, high understanding	

The couple in family number 1 had been married for 13 years and both empathised the fact that they were together since university years. Both spouses, besides being the same age (34 years old) had quite a different self-presentation. The wife dedicated a big part to explain her professional journey and volunteer activities, while the husband talked more about his passions in life and future plans for the family. Both spouses were very opened to a dialog and were enthusiastic in sharing their stories.

Husband and wife admitted that their couple relations were democratic, where they try to make decisions together, trust each other and do not limit each other's freedom. For example, the husband shared,

> I never will tell my wife not to go somewhere and stay with me instead. I also will not push my opinion on her. Sometimes, I just suggest things and she trust me; for example, with the vacation destination I told her that this place (the remote village) is good and she trusted me, however she could demand to go to a more traditional vacation spot instead.

The wife reflected on the democratic spirit in a family,

If you would have asked us yesterday (during a group interview), I would of cause say that my husband is the head of the family. But in reality, we are more like partners. We are equal, everyone has a zone of responsibility. Maybe everyone thinks of herself/himself as a head of the family. And probably I feel sometimes that I am. In fact, the daughter is the head, everything is around her.

The couple highlighted their intimacy. The husband said, "I do not really have friends. I have one friend and my wife. And my wife is my best friend. If I want to talk about something, I always talk to her". The husband also showed much appreciation of his wife. He mentioned things like, *"although I was in sports and women liked me, once I met my wife, I knew she was the one"*. The husband described his wife as "*very smart, I realised that from the very beginning. I even told her that she will become the president one day, as she is so smart. And I always supported her. I knew she will be successful"*.

A valuable part of husband's self-identification was dedicated to his healthy/sport lifestyle; he used to be a semi-professional basketball player and shared that it effects his life view a lot. First, he did not drink or party. He said *"I do not see any interest in gathering with people in restaurants in the evening, as I do not drink and I cannot stand drunk people"*. Second, it was important for him to pass the value of healthy lifestyle and sport interest to his daughter. His daughter's sport achievement he saw as his own,

She (daughter) is just 5 years old, but she learned to swim with no assistance and snorkel in the sea; I used to do swimming, I still swim under ice and so I explained her the basics and practiced with her. Everyone at the beach was amazed that she is so young and swims so well. I see my accomplishment in that.

Unlike the husband who talked a lot about his hobbies, the wife was egger to share her professional journey. Even the husband said with pride that *"my wife is well self-realised at work; I know she likes to feel that she succeeded. She drives a good car, wears nice clothes and has a*

team where she is a boss". The wife shared that sometimes it was hard for her to switch from being a boss at home,

> I am used to telling people what to do, being very direct and see results. Sometimes I come home and start talking with my family like with my associates, being all bossy. I know that, I realize that eventually and stop, but I know that I keep doing that again and again.

The husband was less passionate about his professional occupation. He worked for 10 years in one company on the same position (flexible worktime) and maintained a construction business on the side. However, he acknowledged that he did not feel professional/personal development, but at least he could be flexible with his time and manage some family tasks during the day.

Besides having different professional life views, both spouses were highly occupied with tasks outside of main work and family duties. The wife did a lot of charity and mentoring activities, took care of her parents; the husband combined two jobs and played sports. And they both felt that being highly preoccupied is the right lifestyle. The husband shared, *"it is how the life should be, always on the go*". The wife said,

> I will finish our interview (it was around 9 pm) and later have a mentor call, while tomorrow I go to an early work meeting. The day is not over for me at 10 pm, there are still a lot of things I want to accomplish.

The couple had a 5 years old daughter and every time the topic concerned the daughter the tone of parents was very warm, even the name of the daughter was used only in a diminutively affectionate manner. The husband especially talked a lot about the activities he was involved with the daughter, *"I feel very close with her and it makes me feel great when she comes to me for help or advise".* For the husband the role of a parent, besides being a caregiver and loving her, was mostly seen in passing the knowledge to the next generation,

> I will teach my daughter about the importance of healthy lifestyle and sport. Once she goes to school and will find her interest in sports, I will do everything to support that – will bring her to training, pack her bag, practice with her. I am a good swimmer and chess player; I will teach her that as well.

The wife had no doubt about motherhood was at the centre of her priorities, *"first thing in life - I am a mother, and only after my other roles in life"*. The wife showed the importance of being a role model, she said *"it is important to show my daughter an example, such as I cannot teach her to eat healthy and not to eat healthy myself"*. The wife even shared a story to evident the connection she had with the daughter and to highlight the importance of the psychological development,

> When my daughter went to kindergarten, it was a huge stress for me. I could not leave her. I hide behind the trees and kept an eye on her. Even physically it is hard to be away. It is important how is she psychologically, how does she feel. I do not care so much about her education now; I care about her psychological development and critical thinking. We are very connected. My daughter is the main for me. All her free time I want to spend with her.

The wife shared that she felt getting old, therefore she wanted to catch every moment of her daughter's growing up and the time she had left with parents of her own. She felt a high family responsibility not only as a mother to her child, but also as a daughter to her elder parents,

> Every other weekend on my day off I just drive to my parents' house (nearby city) and help them all around. I organize myself and my brother to come and help them with farming, cleaning the house; I do not want to do it, but we have to help. I also bring my daughter; I want to show her the importance of taking care of the family.

4.2.2. Family number 2

Table 4.2.2 Summary of main identity themes noted - Family 2

Husband	Wife
Proud father	The 'excellent student syndrome'
Calm and stubborn	Extravert, social
Normal to take care of the house and child	Loving mother
Together	
Democratic parenting	

> Share all house responsibilities
> Everyone should have separated interests outside of the family, not 24/7 together

The spouses in family number 2 appeared to be very different in terms of personality. The wife showed to be a bright extravert with a lot of energy, while the husband was calmer. The husband said, *"she is a positive boil of energy and I am a negative lump of calm, but it really works"*. The husband added later, *"we complete each other"*, for example the he taught the wife to be calmer in extreme situations and the wife taught the husband to be more expressive in his feelings. The husband reflected that his wife adds on to him with the positivity. The wife shared,

> I kind of force him a little bit to be expressive. When we get a new dress for a daughter, he should say that she looks beautiful and he loves her. Verbalizing feelings is important for me in the family.

Parenting was a big topic of discussion, and both spouses admitted the influence of a father in choosing the parenting style, that is quite democratic and is about leaving the child free and independent. The husband said that he *"was able to calm down the 'excellent student syndrome' of my wife"*. The wife said that *"if not for my husband I would still do homework with my daughter together, to ensure she has excellent grades"*. They both shared the same example, that they did not forbid the daughter if she decides play games till 2am, as this will teach her that if she plays all night, she feels tired the next day and not do that again. And although the daughter might get bad grades in school sometimes, the father said with great pride that *"she is independent"*. The father even shared a story,

> Last year my daughter lost her way returning home, but she did not panic and managed to come home. I am very proud of that, that was a milestone of my parenting. The way the child behaved in an atypical situation showed that we did our job well.

The parenting was seen by the father mostly in leading by example, he said *"there is a point in educating your child – you should educate yourself first"*. The wife, share that she had a lot of pressure to perform from her mother and therefore she tried to avoid the same behaviour with her own daughter. It was evident, that reflecting on daughter's personality parents highlighted their own identities *"she gets independence and calm from me"* said the husband, the wife said that *"my daughter is calm and shy, not at all like me, she is her father's daughter"*.

In regards to power relations and responsibilities in the family, the couple admitted that they had a democratic balance, they also equally benefited family budgets. The wife used to have a period of time at work when she worked all the time, while the husband worked from home and took care of the daughter and the house completely. She said "I would come back home and it was perfectly clean, everyone was fed. I can leave for one month and no one will even mention that and I won't worry. They (husband and daughter) are perfectly well together".

The husband also said that,

> I know that all my wife's friends find it impossible that I can fully take care of everything, stay with the daughter and be comfortable. Other families do not have this, usually when a father stays with the child it is a stress. For me it is normal.

In this family personal freedom was important, the wife shared,

> I am very happy that we all have our interests outside of work and family. Being together 24/7 is wrong. I have my dancing classes and meetings with friends, and my husband has karting. We can easily spend time separately, even travel separately; it is normal for us.

The husband even started the interview from describing his hobbies,

> I love karting and shooting; these are my two main hobbies. And I do both relatively good. And I do not have other interests. I have family, work and two hobbies. Easy like that. If you want, you will find time for hobbies.

Lastly, the couple dedicated a part of personal stories to describing the atmosphere where they grew up. The wife stated that her mother was a dominant in the family and always pushed her and her sister to perform on top. While the husband was the third child in the family and was basically self-educated according to him. Comparing of own parenting and relationship styles with their own families was evident in the stories. However, both spouses build their families differently from their parents' models. For example, the wife said, "in my family it was not common to say 'I love you', that is why it is so important for me to say it every day".

Both interviews were easy-going, the wife laughed a lot and the husband made many jokes in between. They both seemed very opened and confident in their life views. The husband stated in the end, that it was easy for him to share as he does not see roles differently, he is the same everywhere, *"you cannot be different at work, at home and with friends. Some may, but I am the same everywhere. I am stubborn and do everything what I want; this is who I am"*. At the same time, the wife stated that she is *"crazy, positive and love to make everyone around happy"*.

4.2.3. Family number 3

Table 4.2.3 Summary of main identity themes noted - Family 3

Husband	Wife
Father is a provider	Musician
Loving father	Superwoman - busy at work and home
Family is a number one priority	Trusting wife
Together	
Time deficit; balance career and family	
Getting a family changed their self-perception	
Romance	

This family had been together 16 years and had 2 kids, a son of 7 years old and a 2 years old daughter. Parenting for this couple went through a different scenario. In spite of becoming parents was carefully planned, the first baby got diagnosed with an illness; the wife shared, "this

made me to grow up very fast, from a nice quiet girl that likes piano playing I became a fighter".

For the husband becoming a parent was a major moment of reflection as well. He realized the responsibilities that come with parenting, he said "when you get a family your life changes completely; especially when you have kids you start getting less and less time for yourself as you work for the family needs all the time".

For the father the duty of providing for a family took a lot of time and energy, as he juggled between 2 jobs,

> Work gets all your time, and it is a pity. When I go to work my kids just wake up, when I come back, they are about to fall asleep. It feels that they are growing up, but I miss that.

As for the wife, her professional career showed to be important for her, but she also felt highly engaged with house and parenting duties. She expressed that, "my husband cannot figure out how can I manage everything; he maybe thinks I am a superwoman or that I have 10 people helping me. Maybe it is what women are better in, multitasking".

Both spouses reflected to be very busy with work and childcare to dedicate time for themselves as a couple or as individuals. The husband shared,

> I used to have hobbies, I liked photography. I had a photo camera with me everywhere I went. I also watched a lot of movies. But once I grew up, started caring for someone else besides myself these hobbies got limited. Even my wife, she had a piano she loved. But it was too big for our place and we gave it away. She missed it and I gave her an electronic piano she happened to liked. She plays sometimes but not as often as she would love to. Your life changes with the family duty.

As a mother with kids, the wife shared that loving them and providing positive environment was a priority. The husband spent most of the time at work, therefore he allowed himself to be softer as a father and not to hide emotions,

I allow myself to be soft with kids. Certainly, with the daughter as she is still a baby, but even with the son who has already grown - he is 7. I allow my feelings to be out, do not hide my emotions and this is a great thing in me as a father. I give him my soft love while he still wants it and I know one day he will not want it for a while.

Besides high value of emotional attachment and love, the key role as parents was seen in providing a stable and supportive future for the kids. In between spouses a high level of respect and trust towards each other was evident. For example, the wife said *"I trust my husband when he is with kids 100%, I can just go and not to worry"*, while the husband said that *"I would better work an extra shift than stay home with kids how my wife does, it is hard"*. The perception towards relationships as a couple were seen romantically, where both empathised that they are not just parents or friends, they are two loving people. Both spouses shared romantic episodes from the time they met.

4.2.4. Family number 4

Table 4.2.4 Summary of main identity themes noted - Family 4

Husband	Wife
Husband as the head of the family	Stay-at-home mom
Family provider	Supporting wife
Sports enthusiast	Sacrifice for kids
Together	
Traditional family paradigm Christian values	

Family number 4 had been together 16 years and they had two kids, a son of 10 years old and a daughter that was 2 years old. The marriage became a full transformation for the wife,

I always liked my work; I was so passionate about my career and never imagined that I will get married and become a mother. It was not in my plan at all. Even my husband is shocked how I have transformed, becoming a stay-at-home mom with two kids.

For the husband it was the second marriage and he shared that after the divorce he changed his perspective on marriage and developed a clear understanding of family roles,

I understand now, that we all on this planet to make it back to traditional habits, where husband provides for the family and the wife takes care of the house. I do everything I must, even I do not want. But this is the way it should be.

The parenting style got reflected by husbands' family views as well,

I will pass Cristian values to my kids as well; I will teach my son to work hard and provide for a family. As for a daughter, sure I want her to develop, but more in girls' activities, like dancing and singing. She does have to understand that she can have a career, but family must come first.

The commitment to traditional family roles got explained by Christian values that the husband and wife followed in their life. The wife even shared that Sunday visits to the church was her only activity she was involved in besides house duties; she feelt it was not enough, she wanted to socialise more, but she was also determined to stay with the younger daughter at home until she grows up. The level of frustration was shared by the wife,

Oh, you cannot imagine how pathetic my life is now compared to before. I also am not that young to effortlessly cope with the baby. It is hard and I miss people, but this is my life now. I really do not have any hobbies, any friends, I just stay with the baby all the time.

The father spent much time at work, but did not share much passion about the nature of his occupation. He saw it as his duty to always accommodate his wife's needs, but he also allowed himself to engage in his own hobbies and travels,

I love sports, I go to exercise 3 times a week and as my wife is afraid of all extreme sports I travel for diving or hiking with friends. It is important with age to take care of your body; you need to stay strong.

The wife was praising her husband throughout the interview, indicating how she feels his support and care. She was very proud to share highlights from his life, such as *"he travelled all over the world"*, *"he studied in the best university"*, *"he is very good with handy work"*. The harmony was felt in the family as both had very clear family role perceptions, aligned with Cristian

values. The husband several times referenced the bible while explaining his family lifestyle, the wife was very glad to follow Christian values as it was her initiative to introduce her husband to the religion.

4.2.5. Family number 5

Table 4.2.5 Summary of main identity themes noted - Family 5

Husband	Wife
Highly devoted to hobbies	Values active lifestyle
Wife is an inspiration	Example for her daughters
Put daughters' needs first	Wife as a partner in life
Together	
Calm environment at home	
Democratic family, freedom to each other	
Value balance of life	

The family number 5 had been together 20 years and had two daughters of 16 and 12 years old. The wife started her story from introducing her career, *"it was always important to balance work and family for me, it is hard; but I try not to work on weekends"*. For example, every weekend they spent together, walked in the forest with kids and a dog. At the moment of the interview her work was in the office, so she missed exercising and tried to go for a walk, move around when she could. Stressful work also determined a desire for a calm environment at home,

> I am very active at work; I have many projects and high pressure, that is why it is important for me to keep calm at home. With no arguments and conflicts. We all live together, but everyone has his/her own spots and we might just see each other for dinner in a common space and go back to our spots. No one pushes anyone.

As for a husband he had a career, but he reflected that quality of life was more important for him than success at work,

> I have a friend who just got a luxury car. And yes, the car is great, but he worked very hard 10 hours a day in the office to get it. As for me, I do not have a luxury car, but I can travel around and have all good at home. I prefer that. In 2 years, I have visited 62 places.

The wife did not have any particular hobbies, her preferred leisure time was to *"cook something tasty, lay down to rest, read a book, watch a movie"*. According to her, personal freedom had increased with kids getting older; meeting with friends also became more possible. While talking about a lack of major hobbies in her life, she compared it to her daughter's interests. The wife number 5 didn't have big hobbies as a child; as she said it encouraged her to support her kids' activities. According to her *"kids should not stay starring on the phone, they should go and do something, no matter what"*. Her older daughter tried many different things, while her younger daughter was highly involved in theatre acting. The wife referred to her daughter's hobbies in details while reflecting her own.

The husband shared that he was in general very devoted, had many interests and liked experiencing things fully with a high level of engagement.

> If I start reading a book, I won't fall asleep before I finish it. And it is regarding everything I am interested in; I love things that bring energy; I am getting outside of reality with my hobbies. I am interested mostly in everything.

Family number 5 was different from other families participated in this study, as the older daughter was already grown up and studied in high school. This gave parents a different perspective and a certain evaluation of their parenting. The wife said,

> Being a mother is mainly listening to yourself and your children. And it makes me very glad, that now when my daughter is an adult, she has friends and knows many other families. One day she came and said that we have a democratic family, where people listen and ask advice of each other.

As a mother the wife shared that being an example for her daughters was essential for her,

> If you want your kids to do something, make yourself like that first. If you want them to be active, do not just stay at home all day. If you want them to be cultural, go out to see museums, theatre and take them with you. So, you end up doing things together.

The husband as well was very proud that his family was democratic, he shared with pride that he taught his wife how to drive a car to empower her to be independent from him. As a father, he felt a bit distant from his kids, as they were girls; however, he tried his best to do everything possible for them. He said,

> Originally, I thought that a father should be hard, as it was in my family, but my wife taught me to be softer. It is hard for me to know what my daughters want, but if they tell me what they want I try to accommodate their needs immediately. If girls need something, especially for education, we spend money on them and not on us.

The wife perceived her husband as a *"partner in life"* and valued that they could openly discuss things, she shared *"we might not always understand each other, but I know we will always talk things through and listen to each other"*. The husband said that when they just got married, he was older and felt his maturity, but with time they developed their relationships *"now we are not only partners, but friends and we share everything with each other"*. He reflected that his wife was an excellent mother, *"she always puts kids' preferences first",* as a wife *"she supports me in everything, she is like my engine"*. He said that all the positive changes at work and with income happened only after he got married, as she motivated and inspired him.

4.2.6. Family number 6

Table 4.2.6 Summary of main identity themes noted - Family 6

Husband	Wife
Sport activities fan	Balance career and family
Family wellbeing provider	Housekeeper, comfort provider
Comrade dad	Loving mother
Together	
Role model for children	
Being life partners, emotional comfort	
Discovering new things	

Family number 6 had been together 5 years and had a 3 years old daughter. At the moment of the interview the wife was pregnant with the second child. The couple shared the similar point of view on the family roles and power relations in the family, but had different styles of presenting themselves. The husband was direct in communication and showed himself goal-oriented, with a clear vision that the wife takes care of the house and comfort. The wife's interview was more conversational and she was thinking out loud, somehow analysis her life. At the end she thanked the researcher for the interview, because it gave her an opportunity to reflect on her life in which she saw maintaining the balance between the role of the mother and career as essential. It is worth mentioning, that during a family interview spouses noted a lack of time spend together, this topic was not repeated during individual interviews.

The husband number 6 started his story from introducing his occupation, he worked in an IT company, he worked remotely from home in a different time zone (-2 hours). He added that with remote work he felt the luck of communication with colleagues and a time zone difference effected evening hours that he kept working instead of spending with family. In the mornings he dedicated time to his own business, a football school and *"it is a more important emotional part of my daily occupation than my main job"*. About himself he said *"I like communicating with people, like sport, ready to learn new"*. Sports played a big part in his life from childhood; his education and initial career belonged to sports; he even owned a fitness centre in the past and at the moment of the interview he had his own kid's football school. He said that he did not have much free time for his hobbies, such as reading, but for sport he tried his best to find time because of benefits for health. His priority for a free time spending was a quality time with kids and wife.

The wife number 6 started describing herself as a married woman with children. She also showed enthusiasm about discovering new things, just as her husband. Even on a weekend she

said they tried to *"avoid the Groundhog Day"* and explore new spots, new parks, new restaurants; when travelling trying new hotels, new places every time. Describing herself she mentioned, "I am active and curious, interested about everything in life, with active life position, loving life and learning new things, loving my family and learning being a mother".

She worked in corporate development for many years, had two high educations (management and linguistics) during the time of studies she travelled, worked and studied at the same time, tried many different things. After becoming a mother, she switched to being an insurance agent while being on a vacation leave to take care of a child. It was a partly necessary and important change as with this new career she could combine motherhood and work. As she said this switch in a career also showed her being opened to discovering, *"I am not afraid to try new things and constantly want to develop, such as I did with getting a new career".*

Several times during the story the wife empathised that being a mother was something new for her and she was constantly opening up new things. At the same time, it was a challenging experience, she reflected,

> Motherhood from the nature of the case changes you. It teaches you to be more patient, gives you a different perspective...Certainly motherhood limits you a lot, but it also develops you...It was hard for me as I am a very independent person, and it was hard to put my interests second, but I think I managed well.

> And it was especially hard as a new mother, I did not know when I will have time for myself. It felt like it is never over. Now I am waiting for a second baby and I know that it will not be forever. But the beginning was hard.

> Talking about the role of a father, the husband number 6 empathised the essence of being a role model. He said,

> The main is to be an example in human behavior and morals. It is important to go through with your promises, be an example in goal achievement, phycology, communicating with people. To know what is right and wrong. And taking care.

Similarly, the wife mentioned, "for now, I believe that parents' number one task is to love. And if you need to educate, should first go towards yourself to be a better example for your kids". The husband saw his duty in *"taking care emotionally, economically - safety and security, support in her (wife's) decisions - to boost energy and confidence"*. Emotional and psychological components was highlighted throughout the whole story, he empathised making feel everyone comfortable and coming back home with a smile. The idea of continuous improvement of his family quality of life was mentioned several times by him, *"starting from housekeeping needs, such as to buy a robot vacuum cleaner, get a better car"*.

The emotional component of relationship in a family was highlighted by the wife as well. Cosiness of the house, feeding, most parenting, supporting husband are wife's functions, according to her. She said, "while we both have our own functions in a family, we remember to love and support each other. Everyone has its own good qualities, for example my husband is better in business and he educates me in it continuously".

The wife said that as a couple they are more like friends, partners that always try to find a middle ground, and that they communicate issues in advance. The same point of view was recognised by the husband *"my wife is a partner in life that we develop together as a family and as individuals"*.

As parents they tried to treat their child as a friend, the wife even called her husband a *"comrade dad"*. The wife also reflected on a future, that she did not want to become an authority parent, other way around she wanted *"to stay tuned in with their interests, what youngsters will be engaged with; so that for example, we can go to concerts together"*.

The husband said that he felt lucky with his spouse, as the child felt happy with her, she was very loving and caring. Reflecting on her role as a wife he mentioned, "she is a housekeeper;

it is always clean at home and tasty food. I always back home with a willing to come. She creates a comfort at home. I want to be home, return home". They also had the same perception and values about parenting, as the understanding of it was formed together.

Acknowledging the family values shared by both spouses, they have established clear family roles and power relations where they are partners. As a relatively young family, they both were highly evolved in developing personally as well as a family together, however their development was going through different stages probably due to the period that the wife was going through when taking leave from work to give a birth and being pregnant with the second baby. Overall, the ideas of being the best version of themselves and role models for children were indicated throughout both interactions.

4.2.7. Family number 7

Table 4.2.7 Summary of main identity themes noted - Family 7

Husband	Wife
Good son = good father	Loving, experienced mother
Money provider / distributor	Social, activist
'now or never' trying new things	Wife following the husband
Together	
Supporting and understanding each other	
Time for themselves	
Family is the most important	

The family number 7 had been together for 17 years and had a 16 years old son and 11 years old daughter. Since kids were schoolers, parents had more time for themselves compared to when they were babies. Being long time as a couple also developed a high level of understanding and support, for example the husband supported wife's recent career change to become a teacher, that also required her to study pedagogy for a few years.

115

The wife number 7 showed to be very passionate about teaching, she dedicated a big part of her free time to reading related literature. She was active in her social life, supported several ecological initiatives as a volunteer, she was a professional ecologist and could benefit the society by teaching kids recycling and importance of sustainability. In the past she worked in a corporate company, that work she felt less passionate about; she also spent 3 years away from work for each child (3 years is an official time for a baby care holiday in Russian Federation).

Both spouses had hobbies, outside of work activities. The wife loved reading and socialising with friends; it was her favourite time to go out to the country (nature) with friends, but the husband was less passionate about it and it used to take her time to convince him to go; she said,

> I cannot tell him let's go for a daytrip with friends outside the city just with one day notice, I should start telling him in advance to tune in; maybe a month in advance. Tell him how many great things are going to be there for him.

According to the husband, doing sports was his number one hobby (3-4 times a week) and computer games to relax the brain. Only later in life he discovered travelling, he said *"as I like consistency, going out to travel every year became an important part for my emotional stability"*. He also reflected on a change happened after the middle age,

> Now I do things that I realize are 'now or never', I did a parachute jump, I am getting guitar lessons, learn a foreign language. Everything I did not do in the past, I do now when I am 40. Maybe it is an attempt to return to my youth.

He also mentioned that misses a 'me time' sometimes, as according to him it is a good time spend to relax for a family man, that has to deal with negativity at work and family financial tasks, that he is in charge of. The wife also reflected that his husband needed some time alone to recharge, which she accepted but didn't not understand as she was not like that, other way around she liked

to be with people. At the same time, communication with close circle of people was essential for the husband; with parents, friends, wife and children.

Both spouses empathised that they had very close relations with their parents and family. Husband's parents lived in a different city, but they frequently visited and helped when kids were little. The wife shared that she often said to kids that *"family is the main thing; we should love and support each other"*. The husband several times reflected on the way he grew up, *"I had a happy childhood, fair parents and a beloved older brother"*. The relationship with parents was also reflected in the way the husband saw his role as a father, he said

> If as a result, they (kids) will be better, kinder, smarter and more successful than me and will not forget us as parents it will be a success for me as a father. The last part I shall explain. As I believe children reflect the relationship of their parents to their own parents. So, they also see the way I treat my own parents and reflect on it.

> For the wife, she said that developing kids was a big priority for her in the past, but that changed,

> Imagine, when I gave a birth to my first baby and 10 days later the doctor came to check on me at home and the very first question I asked was: "When can I start developing the child?". Can you imagine? It was the very first question, that is how important it was for me. I really wanted them to read, walk, write…I was afraid to miss the moment. Only after some time I realized that parenting was about loving.

In regards to the role of being a spouse and power relations, the husband had a clear vision that one should take lead in the family,

> I do not believe in the equality in marriage. Certainly, the opinion and interests of everyone should be counted, but one should be a leader; 50/50 does not work, it will be a collective irresponsibility. I do not see happy families like that. One should be leading, wife or a husband. I take a lot on myself; global decisions we make together. I am in charge of the money distribution.

And the wife did not disagree with the leadership of the husband, however it was not so important for her and she felt comfortable. She said *"maybe I can say that he is the head of the family and I feel so light about it, thank God. But if I need something, I tell it and no problems"*.

During the interviews, both spouses were relaxed and opened. They mostly talked about themselves, not about other family members. For the wife her volunteer and teaching activities were central in the storytelling, she shared the detailed story of how she decided to teach. For the husband, the topic of childhood and current feeling of being a middle-aged were mentioned throughout the story. The couple also mentioned that family relations were changing throughout the time and at the moment of the interview were in a good spot.

4.2.8. Family number 8

Table 4.2.8 Summary of main identity themes noted - Family 8

Husband	Wife
'Pinguin dad' (highly involved)	'Light mother'
Avoiding conflicts	Emotional
Financial provider	'Not a mother' to her husband
Together	
Healthy lifestyle; Outside perspective	
Multitasking, personal development	
Communication and sharing in a family	

The family number 8 had a 5 years old son and was a young, positive family that followed a healthy lifestyle and felt very enthusiastic about telling their life stories and self-relictions. As the wife shared, *"we both are very matey and have a lot of family friends"*, *"we also do not drink or smoke, so never have arguments about that"*. The wife thanked the researcher for the interview, as according to her, questions asked about her family roles helped her to know herself better.

Throughout the interviews, both spouses reflected to the outside perspective and showed that it was important. The husband stated that "maybe it is wrong, but I prefer people to feel

positive about me. Talk positive things and think positive things about me". He also mentioned that his friends' activities influenced his choices. He shared that his friends fulfilled the bar for the format of celebrating kids' birthdays and now they should follow ahead. The wife several times applied to the outside perspective when describing herself, she said that *"I am a 'light mother' as others say. I am fine with my boy playing around, breaking his clothes and I will not blame him for being active"*. Besides, while describing her role as a mother there were references to 'other parents' to show the difference from their parenting style; when describing the relations in a couple she shared how different some of her friends were. For example, the wife said,

> Sometimes you can see a child laying in snow and making a snow angel, and the parents, as they already forgot what it is like to be a child, they do not see the magic in it anymore. So, they berate a child for getting wet and dirty right away. I try to encourage this magic.

The wife mentioned what teachers in the kinder garden said about her son, *"they say he is a smiley child"*. She reflected with pride that her son was very positive and opened, but not naive.

The husband shared a few traits of his personality; that he was quite soft and tried to avoid conflicts, therefore he did not like arguments at home. Later he added that communication and sharing were important for the balance in the family for him. The wife shared that her husband educated her a lot about communicating conflicts and sharing miscommunication, that was new for her.

The husband said that he liked to plan and control everything, so that if something went not as he planned it made him feel uncomfortable. On the other hand, he used to finish all the tasks he started and did not to jump from one task to another, which was opposite to his wife according to him. As for the wife, she appreciated her husband's understanding of what was important for her. For the wife, every episode in life was valuable as an experience, she reflected on emotions and smells. She shared that did not like collecting things, she collected impressions.

Both the wife and husband number 8 showed to be active in their hobbies and work activities, they had several directions of professional development, they combined work and constant learning. Although it was very tiering to multitask, the husband shared that "ssometimes I get very tiered out of many tasks I have daily. But once I get a few free hours I start feeling that I need to do something".

The husband number 8 called himself a *'pinguin dad'* that means to be close to kids. He said that he tried his best to spend all the free time with his son, as he was afraid to hear back in a few years that his son won't not have time for him. The wife reflected the similar opinion, that her husband was a highly involved dad. The husband also said that gets more stressed in extreme situations, especially related to parenting, such as when a child gets sick, not as his wife that was cold calm in such moments; the wife shared the same reflection in her story.

The wife was very careful in evaluating her role as a mother, she shared that her son mainly taught her to see things from a different perspective. Being a mother was a deep emotional experience for her, she said *"it is impossible to find the word to describe the feeling. It is another person (my son) who just loves you for nothing, just because you are his mother. It is* incredible".

From a more rational perspective, she shared,

Of cause, I want to give the best to my child. But what is it the best? For sure it is education, support. I also want him to know a foreign language, that I do not know so well. Also want him to be in sports, but not in a professional one that may break him. It is hard to understand, he may play football and enjoy it. But how to understand if he wants to play more and take classes and develop in it. It is hard to know.

The role of a spouse for the husband was mostly connected with financial responsibility and making his wife happy. It was also evident that the gender played the role in the dynamic of a family life, as a husband kept saying that *"she is a woman"* and by that he explained that she might

be more short-tempered according to him. The wife later shared the similar opinion, that it was hard for her to stay calm in some moments and her husband supported her in training patience.

As a couple, the dynamic of relationships has changed throughout the years. At a certain point in time the wife felt as acting as a mother to her husband, but the relations got developed and got more balanced. Although the interviews were conducted separately, the refection on family roles and relations was reflected similarly and stories told mostly added on one to another and did not contradict.

4.2.9. Family number 9

Table 4.2.9 Summary of main identity themes noted - Family 9

Husband	Wife
Disciplined, responsible	Guilty mother (no time for a child)
Provider in a family	Not a housewife (pressure of house duties)
Puts daughter first	Working mother
Together	
Lack of free time, many house duties	
Established professional development	
Communication is key	

The family number 9 consisted of two working parents that spend 10 years living together before they decided to become parents. As the wife mentioned *"we were selfish for 10 years; it was hard to switch"* and the father empathises that after the daughter was born the life switched to a *"new centre of everything"*.

The husband spent 20 years in the army and highly associated himself with being organized and responsible, due to professional experience. He did not mention the change in more demand as a parent due to a prominent level of discipline and reliability he was used to. The wife shared that with time she learned to be more patient, as she was naturally quite emotional, especially compared to her less emotional spouse. Overall, as admitted by both the child spent most of the

time with the mother and the mother was a stricter parent. The father described his parent role in communicating with a child, explaining morals, walking with her and controlling key activities. The wife also acknowledged the importance of communication of her spouse with the daughter, such as they did have certain hobbies and activities (e.g., Tik-Tok videos) that involved only them; the wife reflected on that with a high positivity, "they have their own world, with making videos and figuring out things online. It is only theirs; it connects them on a special level".

Both parents mentioned that they had no time for hobbies, as they had no free time. Besides having no time for hobbies, the description of a weekend time was positive, that family liked to spend time together, going out in the city together. The husband said that his only leisure activity was reading books, that he genuinely enjoyed. The wife shared that her life was just 'home-work-school' and besides having no time to do the things she liked (swimming, sports) she barely felt that she performs the role of the mother fully, due to high occupation with work and home duties. She called it "a gap between home and work" and reflected,

> Especially it was evident during remote work (due to pandemic) as I had to seat and work online in one room for 6 hours, while my 6-year-old daughter was alone in her room. I felt very guilty in these moments, but at the same time I want to work, I cannot imagine staying at home all the time.

Home duties was a big topic of self-reflection for the wife number 9. She empathised that they were duties for her that she did not necessary enjoy. And although she and her husband shared most housekeeping tasks, cooking was the one part that her husband did not do, and it fully lied on her side on weekdays, as on a weekend they tried to eat out and take a break from cooking duties. At the same time, as her husband had lived alone for a while before they met, she trusted him with taking care of the house and parent duties, such as feeding a child. The husband number 9 described his role of a spouse as *"making money and doing everything in the house",* later he

clarified that doing everything he was asked to do at home felt like constant work as well. For example, he told a story,

> This summer we go to the seaside house for 1,5 months and I go there first with my wife and daughter to help them with the bags and turn on everything in the house (electricity, water, gas) and after that I come back to the city and finish my work to join them in a week (note, that the house is 3 hours away by plane).

While introducing themselves, both spouses started from clarifying their occupations and they both empathised in a certain point during the interviews that their professions as educator and medicine worker were their long-term careers with over 20 years' experience. The confidence and dedication to work, that they both enjoyed was evident in such reflections, as husband number 9 explicitly stating *"I love my work very much"* and the wife sharing a story where she explained to her daughter *"I love you, but I want to work".* Both careers seemed to be on a good spot, with a certain level of achievements and not much overtime work at that point (both back home by 6 in the evening).

4.2.10. Family number 10

Table 4.2.10 Summary of main identity themes noted - Family 10

Husband	Wife
Tech entrepreneur, 'zoomer'	'The youngest mother'
Football enthusiast	Fresh entrepreneur/freelancer
Extravert	Introvert, closed for people
Together	
Democratic, chilled, but strict parents	
Passionate entrepreneurs, non-office hours	
Give space to each other	

The family number 10 hag been together 12 years and have 2 sons, 10 and 2 years old. They were both young parents that dedicate a lot of energy to their professional development. Both spouses felt most comfortable sharing their current and future work projects and started their

introductions from *"if you ask me about my work".* As they both worked for themselves and had to be engaged with work duties outside of office hours and the borders between work and family were blurred.

The couple early became parents and that had a special strong effect on the wife number 10, as she said that "everyone is always amused when see me with my oldest child, I am the youngest mother in my son's class and cannot really connect with other parents; and I do not really want to".

On the father, being a younger parent had a different affect. He enjoyed being connected with a younger generation and felt himself even younger. He said *"because of my son I feel myself as a zoomer (Z generation), as I see how they are connected to the technology, how they value things and I am glad I can understand the new generation".*

Both spouses reflected on their interests outside of the family, as for the father football was his main passion, if he could arrange, he would travel to watch a major league matches more often and felt a bit disappointed that his kids did not share his passion. He said, "my oldest son has 100% opposite interests from mine, but we can relate. I hope my youngest son will be able to share my passions with me".

As a for a wife, she was a stylist, fashion and design were her main passions. Similarly, she also reflected on her interests through sharing her kids' perspective,

> I love fashion, I think I have a good natural taste. And my son has it as well. He might not care about how he looks, but he does care how I look. He appreciates to see beauty and style. `

Although spouses mainly focused on themselves by sharing their work and interests, not family role specifically, a high level or reflection on family members' opinion was evident.

Spouses shared a similar perspective on that they had very different tempers and interests, that helped them to fulfil each other. The husband said, "we are very different; we cannot even choose a movie to watch that we both are going to like". The wife said "I am very closed, but my husband is very outgoing, he needs people". Therefore, a couple find it normal that they spend leisure time separately. The wife said,

> Every weekend my husband likes to take kids to a sport center, where they play games and ride scooters. I imagine this place full of crying kids and it is like hell for me. I have never been there and I will never go. But they go there every weekend, let them have fun.

Besides personality differences, a couple shared a similar perspective on a parenting style; where kids should be loved and supported, but also strong and dedicated. They both were doing their best to be strict and limit TV and game time for kids to focus on school duties. However, their views of themselves as parents has changed since they got a new baby born. The father said,

> I remember when I brought my oldest son to the kindergarten the first time, I was worried. When I brought my second one, I said 'good luck'. First, they are very different (referring to the younger one being outgoing) and I also learned not to worry too much.

The parenting and life view had changed since the second child for the mother as well, she shared,

> I like to keep things in order, keep the house clean. But since I got the second baby, who is way more active than our first son was as a baby, I realized it is impossible. So, I am more chilled about it now.

Family number 10 were young, but experienced parents that had a strong identification with their professional roles. Family consisted of two strong individuals with distinguished separated interests and passions in life.

4.3 Perceptions of recollected experience

The narrative analysis follows a case-based, not a category-based approach; the key is to look for a broad variety of experiences rather than saturation. Therefore, the attention is focused on in depth analysis of each family.

Qualitative data analysis computer software Nvivo 12 was used to analyze interviews, therefore exports from the software with be used to reflect on the findings. First each family story will be presented in a word cloud to visualize qualitative data. Second the matrix of key themes mentioned by spouses that was used in the analyses is included in the findings. Researcher applied the auto coding function for the spouses in the interviews to distinguished them in different cases that allowed to compare their perceptions, as well as separately examine them. Third the matrix of themes distinguished by the attitude is presented in findings to consider the perspectives of the narratives told.

4.3.1. Family number 1

Family number 1 had a 5-year-old daughter, while being together 13 years there were both only 34 years old. Before marriage they used to travel a lot, after they did not engage in any travel together as a couple, but had separate trips for leisure and work. Mostly because the husband had a high interest in ice fishing and went to the north for this active leisure once or twice a year as his individual vacation. The resume of family trips, where they travelled all together is presented in Table 4.3.1. Although, they managed to have several regional holidays together, as parents were convinced that airplane travel is potentially harmful for a child, their first trip abroad was only in 2021, when the child reached 5 years old. The father even recalled, that *"there were families with babies that cried all flight and I felt very bad about them"*. The last trip was fully organized by the husband, the choice of the detonation and the planning were managed by him.

Table 4.3.1 Resume of trips - Family 1

	When	Where	Age of a child	Description	Main activities
1.	2021 August 14 days	Abkhazia	5 yr.	First trip to the sea all together with wife's mother.	Sea, snorkeling, watersports.
2.	2019 Summer, Winter 2 weeks (multiply)	Local trip	5/4/3/2 yr.	Family trip to a sanatorium.	Swimming pool, SPA, visited surroundings.

Overlooking family trips, there were many similar regional getaways to the sanatorium. Most of the time the family visited the same place twice a year, travelled by car. Besides being strongly connected with extended family and visiting them often in another region, both spouses insisted that it was not a vacation experience, as they just changed the location and continued the same daily routines there.

During the trips in sanatorium, as it was a familiar environment for all, parents practiced trust and empowering of their daughter. The wife said, "we trusted our daughter to move around a lot. She could come from a restaurant to the room by herself. Certainly, I would check on her via the CCTV, but I tried to build trust".

Both spouses were carried away by the beauty of the surroundings during the last vacation. The husband several times mentioned that he was familiar with the area as used to visit the region in his childhood and always found the landscape to be unique, as it combined the sea, the forest and mountains. The wife shared, "on the 1st day I could not believe it was a real view, the mountains looked like a wallpaper image – very surreal".

The most positive memories from trips were connected to daughter's experience, to new things she saw and learned. The husband said, *"my daughter saw me snorkeling and asked to try also. By the end of the trip, she could snorkel by herself"*. The wife shared,

The brightest moment was to see how my daughter could swim by herself, that moment is priceless. The accomplishments of the child are top for me. It was hard, she tried a lot, she failed in between, but she reached her goal. She must be very much as her father in this, he is a sportsman as well. Once I came back, I was telling everyone that my daughter learned to swim.

The wife also positively reflected on her husband spending time with the daughter, the attention she gave her. While, according to her she was mostly chilling and sunbathing, her husband took charge of the daily activities with the daughter,

Our daughter was all the time in the water and my husband was in charge, as he did water sports. He also got her a water quadracycle as a gift, and he was riding her all over the sea on it. I think she liked that everyone wanted the same quadracycle and the same father. She was like a queen.

The wife shared a family video from a trip, where her husband carries the daughter around where she truly looks like a queen. The screenshot from the video is presented in Figure 4.1.

Figure 4.1 Family 1 travel

On a more mixed note, the couple several times pointed out the limitations that occurred with the family getaway, that would not happen if they travelled together as a couple. First, the husband pointed out that they always called it an early night to follow the routine with the daughter's schedule as back at home. He said, "there was a 2-hour difference with our hometown and we tried never to stay out long, as when we are back home, we will struggle to manage the schedule of a child".

Second, the overall choice of the distention was pointed out to be great for a family, but the couple would not go there by themselves. The husband reflected that,

> If only the two of us we will not go there, we would go to Italy maybe or Prague. We do not necessarily need the sea for just us. But imagine you look at the statues in Charles bridge in Prague with the baby? No interest.

Third, the child's presence limited the activities pursued on the trip. The wife pointed out that *"my daughter needs more active leisure now, maybe later when she grows a little, we can do more cultural things".* The husband said, "we could see more things around if we had a car - waterfalls, surroundings. Unfortunately, my daughter might feel uncomfortable in a car".

The daughter also predetermined the circle of people they got engaged with during the last trip. The mother said that where they stayed, there was a playground and *"while our daughter played with kids, we talked with other parents".*

It is worth mentioning, that the scenario of the similar vacation settings in the upcoming future, once the daughter is 1-2 years older was also verbalized, while remembering the current vacation experience. The husband said,

> I wish to show not only the beach next time, but more cultural aspects: churches and ancient buildings, historic buildings. Once our daughter gets older, we will be able to drive there and show it to her. Now at 5 years old, she is not interested. Now she is interested in swimming. Once she gets 7, 8 years old, she will be more interested.

The husband empathized that on a vacation he likes to try everything, new food, see everything around and get the most out of the time away. He hoped that in the future trips he might do that more either once the daughter grows up, either on a separate vacation just as a couple.

The majority of the reflection from both parents was positive and concerned their daughter, although they travelled with the grandmother they rarely separated or spend the time just the two of them. The role of a grandmother was not particularly discussed, even asked directly, as the purpose was to gift her a vacation experience by herself to rest after an illness that she had. The couple also shared that they were looking forward to travel more with the daughter once she grows up a bit, experiencing more cultural and active getaways, for example a road trip around Europe. Especially the husband was looking forward to more adventurous family vacations in the future.

4.3.2. Family number 2

In family number 2, the wife often traveled with their 9-year daughter to the seaside accompanied by her mother and sister. These kinds of vacations were called *'seal rest'* by the wife. Vacations with the whole household happened less and are summarized in Table 4.3.2.

Table 4.3.2 Resume of trips - Family 2

	When	Where	Age of a child	Description	Main activities
1	2020 Summer 3 weeks	Sochi, Russia	8 yr.	Family and sister with kids (2 kids). Direct flight directly. Apartment.	Beach, restaurants, walking around.
2	2018 Summer 12 nights	Djerba, Tunisia	7 yr.	The three of us, rarely only the three. Direct flight, package tour.	'Seal rest', beachfront resort vacation.
3	2017 Summer 3 weeks	Abkhazia	6 yr.	Flight and road trip. Apartment. Big group travel.	Activities were self-organized. Besides accommodation & tickets all decided on the spot.

It is important to highlight that family had many prolonged getaways besides discussed beach vacations, but they did not want to count them as a vacation experience. The husband clarified,

> We do have many other getaways, for example 3+ days; but it is travelling to visit family or to cities nearby. But I do not call it a vacation, as it is going from one house to another. But "going all together, out of our comfort zone in an unknown direction" this was only three times.

The brightest vacation all together was the one in Tunisia, which with a smile on their faces the couple called boring. The husband said *"it is nothing to talk about, really, we just rested",* the wife said,

> We wanted to rest, relax and drink wine; so we made it. Suntanning, bathing, breakfast, swimming, rest, evening shows. Our daughter was occupied with her games (iPhone) in the evenings so we managed to leave her alone in the room and go out by ourself. We did not even leave the hotel much, no excisions.

The couple felt free to separate from a daughter to have a romantic dinner, or choose a place that one of them desires on vacation. The husband reflected that *"our behavior and logistics do not change either we are with the daughter or no".* The wife added,

> Our daughter is also very chilled on trips. For me, just the focus of attention switches a bit. Besides controlling the situation overall, you also control a child; but overall, food, entertainment, sleeping – nothing changes with or without a child.

The overall perception from family vacations was positive, the husband explained that it was important to set up the mood before leaving,

> There is such a thing that the mood that you have when you arrive to your vacation – it is how you rest there. The sea was good, they cleaned it well. There are some minuses, for example the housekeeping quality could be better. But it depends on your mood, as if you are in a good mood, you can close eyes on some small issues.

The wife shared that travelling with her husband and daughter is different from travelling with her mother and sister,

In this trip I finally felt myself as an adult with my family. As usually I travel with my mother and sister; where I am "little sister". But this time I was with my husband and was kind of in charge. It was a hard to organize trip, but it was charming.

Besides the need to be in charge during the vacation with husband and daughter, the wife shared *"when I travel with my mother, she really expects you to behave all the time. With my husband I am more relaxed"*; the couple felt relaxed about perusing own desires on vacations, while with the grandmother the wife had to be more concerned with presenting herself in a more responsible parenting role.

The choice of the vacation activities was compromised from the husband's side, *"my wife likes the sea, I like the mountains";* the wife added that *"actually we have different views on a vacation; I like to lay and do nothing and my husband feels boring doing nothing after 3 days".* Considering the difference in desires, the wife appreciated her husband putting her priorities first when they choose a sea vacation. The wife followed her wish to be at the sea, even if the other family members had a different priority, she said "for me the sea is important and I like to wake up early and be at the beach. Sometimes my husband and daughter do not like to wake up early, so I go alone". Similar, the husband would share that he could separate to presume his own activities, *"sometimes I could lose my temper a bit and go to the mountains alone"*.

Although the most favorable vacation was quite relaxed, the family also experienced a more adventurous vacations when the daughter was only 6 years old. The choice for a relaxed vacation was explained by the wife, who reflected that *"the vacation we had before was more active. But this time, we had a hard year and wanted to have a wonderful rest".*

About the place for the vacation, it was important for the wife to choose a familiar place,

It is a familiar land; you do not have problems with the language. Also, if you go to Turkey you have to take the full medical kit with you with all the medicine – where you have to be ready for every disease possible; as pharmacies are different. So (in a familiar place) you realize if you will have problems, no panic.

The husband appreciated the mentality of local people in familiar places, even over the service quality they could get in other destinations, he said,

Even the local people create the atmosphere, they are more familiar and people with the south mentality they talk a lot and talk wonderfully. Of cause the service is low there, but again depends on the mood you come there with.

The family number 2 followed a goal of relaxation in most of the trips and did not overload on parenting roles or pushed time to spend together. The presence of a child was not much empathized, as family admitted to follow the same routing with a child, as if they travelled alone. The couple's reflections included local cuisine *("the cognac was great, it is not exported"* W2), smell of the nature *("eucalyptus trees, you stand near them, breath and enjoy"* H2), best concert shows they visited *("animation was great, great shows – I remember that very well. They also had a special night when they all dressed up"* W2), and many other personal memories of joy. The storytelling was mostly led by the wife, who also was in charge of planning the vacation, while the husband would often support her reflections and share his experience outside of the time they spent together.

4.3.3. Family number 3

Family number 3 had two kids, but they only travelled with the older son twice (the young one had not been born yet). Before a couple became parents, they had been on one vacation together in Spain, that was also the first trip abroad for a husband. The husband said that it was his wife's initiative to travel, as before that trip he never understood the need of going far, as he believed there were enough local activities; however, he got the taste of travel and fall in love with

the sea. Husband's story often included references to his first time abroad, for example, he could compare his and his son's first impressions of bathing in the sea,

> The sea is impressive even for adults, I remember when I saw it for the very first time. First, visually it was impressive, after I run into it and felt pain in my eyes as I did not expect the water to be so salty.

The wife had a broader travel experience and she reflected that wanted to share some of her travel experiences with her husband. About choosing a resort in Turkey, the wife said, *"I have been in all-inclusive resort before the wedding and I really wanted to show my husband the experience".* The wife often reflected on the limitations of travelling with a child, such as time zone, climate change, no possibility to travel long by road; therefore, she mentioned that after the kids grow up, she prefers to visit more cultural attractions in Europe with them.

The resume of family trips is presented in Table 4.3.3. The couple went to two vacations with a child, where the first experience was overall quite negative, however the couple empathizing many times that they tried to focus only on positive moments. As the wife said, *"according to positive impressions vacation in Turkey was the best, but the intensity of impressions, negative impressions are more from the first trip (Tunisia)".*

Table 4.3.3 Resume of trips - Family 3

	When	Where	Age of a child	Description	Main activities
1	2018 July 10 days	Turkey	5 yr.	Resort vacation.	Beach; fly to visit grandmother by the sea in Bulgaria.
2	2016 September 10 days	Tunisia	2 yr.	Quite a negative experience.	Thermal water retreat; visit family friends for 1 day.

The vacation in Turkey started from an incident, when a travel agency accommodated them to a different, low-quality hotel for the first night, that was below expectations. The husband shared

"even Turkey started from an incident, it was much better than Tunisia. We started resting from a first day. So, I would love to return to Turkey again". The wife added,

> I felt lost and powerless, as you are in a different country with a language barrier. When they want, they understand you, when they don't want, they do not understand. But it is good that we were all together and I did not have to worry about that.

Besides complication with the language, the family tried their best to arrange different activities independently and the presence of a child helped to connect with locals. The wife proudly shared that,

> I am always am mostly amused with our wish and realization of organizing excursions by ourself. When I tell people about it they are always get amused how we managed. And it is always not planned ahead and maybe because of that is more interesting. The child helped us a lot, as he connects us with a lot of people. A child always needs something, like berries. So, he sees berries and starts communicating with a guy who sells berries.

The child helped to connect better with local store owners, where the locals always invited a child for a tea inside and shared tips about the area. The husband said that *"everyone likes babies, just like puppies".* Connection with fellow tourists was also facilitated by the child, the wife said,

> I Iike the effect of the sandbox friendship. Once kids start getting alone, you start to talk to parents of the child that your child made friends with. So, we get connected, even have breakfast together with adults that accompany the child. So, our child chose a friend and we made friends with her grandmother. Same happened several times. Even if we would never ever connect with these kinds of people, but our kids got connected so you start developing warm relationships. Our child helped us to connect with others, even if there was a language barrier.

The sandbox friendship was also mentioned by the husband in the vacation story, *"our child played with local kids, as they are kids, they do not need language to talk, they have their own way to communicate".* The wife shared a video where her son races in water with another child, the screenshot from the video is presented in Figure 4.2.

Figure 4.2 Family 3 travel

In regards to activities, although the spouses themselves liked adventure, they choose resort for the vacation. The wife explained,

> It is much easier with a child to buy a tour to Turkey. Comfort is very important. Once you have safety and comfort you can relax a bit. If you have to decide things all the time, it is not a rest for me.

Reflecting in the vacation, the husband said that although the vacations were not ideal, he was happy to spend time with the family. During family vacations he did not focus on *"what I want and I will",* but tried to focus on family needs.

The narrative was mostly led by the wife, she also showed to be the main planner and decision maker in terms of distention choice and activities (probably as she had more travel experience, that was evident when she said that they do not travel to Europe yet with kids as it will be boring for them). Both spouses were often talking in a dialog between themselves, reflecting on what a good family vacation should be; the focus of the narrative was on the overall family

wellbeing on a vacation. For the last half an hour of the interview, the parents involved a child, who shared that that he remembers the sea and friends he made during the vacations.

4.3.4. Family number 4

In family number 4, both spouses had a rich travel background. The wife enjoyed cultural getaways in Europe, while the husband liked active vacations which he still kept engaging in independently from his family on annual basis to exotic locations, such as Egypt, Brazil, and Thailand. The wife with pride said, *"my husband travelled all over the world";* she was happy for him as herself she felt too scared to make such adventurous getaways. Therefore, the only vacations for the wife were family vacations, where she stayed long time in the destination and visited similar or the same places; often she would stay longer in the destination then her husband as she was on a leave to take care of the baby. While the husband, besides family vacations, had several trips a year for pleasure, where he would go hunting or diving with his friends. The resume of trips that the family had all together is presented in Table 4.3.4.

Table 4.3.4 Resume of trips - Family 4

	When	Where	Age of a child	Description	Main activities
1.	2019 (5 years in a raw) 2 weeks	Local camp	5-10 yr.	Camp in natural surroundings.	Riding, spa, healing procedures.
2.	2018 Summer 3 weeks	Local camp	9 yr.	Camp in natural surroundings.	Spa, healing procedures.
3.	2017 Summer 30 days	Crimea	8 yr.	Familiar hotel, slow travel.	Beach, sightseeing, massages.
4.	2016 Summer 20 days	Crimea	7 yr.	Hotel by the beach, beautiful nature.	Beach, sightseeing, massages.
5.	2015 1,5 months	South of Russia	5 yr.	The wife travelled with her friend and husband joined for 2 weeks.	Beach, exploring the area.

Family number 4 saw a practical benefit for child's health from family vacations, the wife shared, "we had all trips because of the baby. It is good to breath sea air for the baby. Doctors recommended us places like that".

The husband added,

> If not due to healing benefits of that place, we would not go there. We would go somewhere else. It is important also that we can access medical benefits following our insurance, in our language with no language barriers.

Staying healthy for the whole family was a key concern for the wife, she shared a lot of worries and fears she experiences with travelling. She said, *that "in order to avoid talking all the emergency medicine from home, we choose a place with a hospital nearby"*. The child's interest was in the center of every vacation decision, the trips were mostly to meet child's needs and were seen as a duty by parents. The wife said, "we probably do not know how to combine pleasure for kids and pleasure for us, I wish we could, but we cannot".

The family also visited a local fire station during the vacation, as the older child wanted to become a fireman and see the facilities; it was a great experience, as local firemen were very accommodating. The wife said,

> Our child is very specific; he does not have kids' interests. He wanted to become a fireman and he wanted to visit a fire station in Crimea. So, we visited it and people were very positive, they showed us everything, even gave him a ride in a fireman car.

The choice for sunny and beach vacations was explained by healing benefits of the place, although spouses by themselves did not treasure the beach vacation that much. Reflecting on the brightest episodes of the trips, the husband said that *"there is really nothing interesting there"*. The wife mentioned that her best memories concern the people they met,

Mostly I remember meeting people, this is the brightest memory. Also, local people had a hard history these years, we talked to them and learned a lot about the history. We made friends with many local people. Was interesting to hear their stories, they were also very positive. Very interesting.

The family also remembered making friends with fellow travellers who had kids, for example they had lunch together with the grandmother of a girl their son played with at the beach. The specific of the family vacations was that the family usually would start the trip together, afterward the husband would have to return back to work and the wife would stay alone with the kid for a few more weeks. During the time alone, she would not be involved in any activities (excursions, exploring), instead just socialize with fellow travellers, locals and service staff.

While the vacations were not rich in experiences, the wife truly tried to find positive and unique moments in a passive leisure, such as food, nature, stories of locals. She would find interesting in small things and admire her husband's desire to explore surroundings. The husband would try to avoid much planning and took pride in managing to find interesting places on the spot, he said that *"when we arrive, I just ask a taxi driver about the best places, they know the best"*.

The whole family vacation experience with the family was not exciting for the husband and he often referred to his other more adventures trips where he truly followed his passions. His narrative was quite neutral when he explained family getaways, compared to emotional sharing of individual travel experiences. As a diving enthusiast he was calm to postpone his hobbies on a family vacation, as he still had many independent trips throughout the year. Moreover, he was already planning to take the son on more adventurous diving trips when he grows up.

4.3.5. Family number 5

Family number 5 had two older children 16 and 12 years old and according to spouses they rarely had vacations all together in the last 5 years; the resume of trips is presented in Table 4.3.5.

Table 4.3.5 Resume of trips - Family 5

	When	Where	Age of a child	Description	Main activities
1.	2021 Winter 1 week	Nizhny Vartovsk (regional)	15; 11 yr.	Family visit, road trip.	Dinners, gatherings. Staying home.
2.	2020 Winer 4 days	Perm (regional)	14; 10 yr.	Celebrating new year and city festival markets.	City walks, Christmas markets.
3.	2019 Summer 4 days	Perm (regional)	13; 9 yr.	Ethnic music festival. "Alive history in the woods" H5.	2 days festival in the woods, chill, historic roleplay.
4.	2019 Spring 5 days	Arkaim (regional)	13; 9 yr.	Historic ruins, road trip.	Sightseeing, museums.
5.	2018 Summer 10 days	Volgograd, Russia	13; 9 yr.	Road trip to a city getaway.	Visited relatives, sightseeing, museums, listen audiobooks, walking around.
6.	2017 Summer 3 weeks	Turkey	12; 8 yr.	Big family vacation, with sister's family and grandparents in a house.	Beach vacation, family gatherings.

However, the family often engage in road trips and short getaways throughout the year, as well as individual travel. The family did not think that it was mandatory to stick together for the vacation, the wife explained,

> We are all alive, we all need to take rest from each other. So, if my husband wants to go somewhere with friends I do not mind. As for me, I have no problems to spend my time with kids. Especially once they are grown up, they do not bother me at all. I did not have a wish to be without them. I have the same rest with them. When they were little, I am happy my mother would join and help me with them.

While the kids were younger the family would choose a resort vacation, but since they grew up the attitude changed. The husband said,

We are both experiences tourists - me and my wife. We know other countries. For example, in Spain the beach may be more dangerous and getting to Thailand is a faraway journey. But now with kids grown up, our interests are outside of the beach vacations.

The wife added, that with kids getting older the resort facilities were less required and she preferred to explore the area more and have more time to enjoy themselves,

When kids were small, we always chose resort vacations. With small kids, to follow the schedule and rest is great. But in 10 days you cannot really rest. So, we decided to rent a house and stay longer.

The family also saw a big difference in travelling just as a household or with extended family. The husband explains,

When it is only our family, we negotiate better to make sure that everyone is happy. In a big family, parents often just push their opinion. They do not have a habit to ask. When it is just us, we are very flexible and chilled.

The wife added, that "in a big family gathering, I feel tiered and want to go home. It is hard. I was not really able to have intimacy with my own family.

Many recent family vacations included travelling by car and the journey itself was one of the highlights for the family. The wife appreciated the close relations that everyone had in an isolated environment and the husband said,

While you drive, you already change locations and reload. For us the road trip is already a vacation. We agree in advance the audiobooks we want to listen; we choose some classic books to listen to on the road that also develops our kids.

Even the road trip may had some complications, such as the car got broken in the middle of nowhere the family was proud to reflect on such events as they coped with fixing the car all

together. The recent vacations were more adventurous. Spouses enjoyed sharing different stories from the vacations, including local festivals, visited museums. For example, the husband reflected on the festival the family visited,

> In the festival you feel yourself as 500 years ago and everything is very interactive. It was an "alive history" in the woods experience. Very authentic feeling. Very chilled environment. Kids wanted action, we wanted to restore, we managed both.

The couple shared two photos from the festival. The first photo presented in Figure 4.3, where a cook in a traditional costume prepares pancakes on the stove. The second photo presented in Figure 4.4 shows an authentic tent where the family slept during the festival.

Figure 4.3 Family 5 travel (1)

Figure 4.4 Family 5 travel (2)

Family was very positive about the ability to negotiate and agree in advance on the activities for the vacation and follow the activities that satisfy all when they travel just the four of them. The spouses were particularly happy about the fact that everyone was happy and no one had any argument on the trips, they were able to maintain the balance of interests and intimacy on the vacations.

4.3.6. Family number 6

Family number 6 was a young couple with a 3-year-old daughter. They had never travelled together before the wedding and did not have any other travel activities besides family vacations after; the summary of trips is presented in Table 4.3.6. During the vacations they tried to presume

their own interests, as well as to spend some quality time as a couple. The wife was particularly

happy about the vacation when they had her mother to assist with the baby, because *"we barely*

have time for just the two of us, so we were very happy to spend time just the two of us with no

kids", the husband added, *"it is very different from when we vacationed just the 3 of us and one*

was always on duty to watch the child".

Table 4.3.6 Resume of trips - Family 6

	When	Where	Age of a child	Description	Main activities
1.	2020 July 10 days	Sochi, Russia	3 yr.	A couple with a child and grandmother, resort vacation near the city and the sea.	Beach, extreme activities without a child, sightseeing. Tried to manage many things in one day.
2.	2019 September 2 weeks	Turkey	2 yr.	Resort vacation.	Beach, sightseeing, excursions.
3.	2018 September 2 weeks	Turkey	8 months	A couple with the baby.	90% of the time in the hotel, beach, hotel activities.

Both spouses valued active vacations, they were motivated to include many things in their

travel agenda and the presence of the baby was not considered a big limitation for their plans. The

wife said, *"we do the same, the child does not change our vacation much. We just carry a baby*

trolley with us". The main interest of the couple was reflected in nature activities, such as hiking,

the husband said,

> I think the nature is something appealing to all. Well, for the child probably it is not the
> key, maybe due to the age. It is more important to engage everything in a game for her. But
> for us nature was the key.

The couple shared a photo of the laguna (Figure 4.5) that they saw on their hikes to display

the beauty of nature they experienced.

Figure 4.5 Family 6 travel

The couple also felt obligated to visit famous attractions, the wife explained the reason behind visiting the Olympic vision as, *"all our friends have been there already and we also needed to see"*. Recalling the vacation, spouses proudly shared that they visited many as they perceived non-tourists' spots that they found out from fellow travellers, the wife said *"we asked other customers in the hotel what is worth seeing, where to eat"*. Communication with other tourists was an important part of the vacation memory. The wife said, *"you are always surrounded by people, a bit outside of your comfort zone, so you have to communicate a bit with others; certainly, it may expand your life view"*, the husband added *"it was also interesting to know why they have chosen this hotel, what did they do"*. All the activities were done together on vacations in Turkey, as wife clarified *"three of us and maybe someone else, but we were always together"*, as they felt luck of time together on daily basis. Besides activities, the family enjoyed many walks during the vacation. The change of 'picture' was a necessary aspect of restoration for them.

The first family vacation was within the resorts, but it did not limit them from perusing many activities. The wife said,

> We were very active in the life of the hotel, volleyball tournament, animations. Not just to lay at the beach. I did yoga with the baby. It was also the part of the vacation. As we had to spend much time in the hotel, we tried to do different things everyday there, to make it more interesting.

Besides family being satisfied with the hotel facilities in family resorts and the service overall, they felt the lack of privacy and too much destruction from other families with kids, the husband even referred to such hotels being filled with an *"army of kids".*

A big part of vacation reflections was the description of places they visited and want to visit in the future, they wanted to try it all. The wife was very inspired to share her future ideas for the trips,

> And once kids are grown up, we want trips with more information purpose, to show the world from different sides: show them Asia, different nature, different fruits. Great plans. But we always plan to travel as a family.

The family tried to manage many things in one day and showed that enjoyed planning the vacations. The father was the main narrator of the child's perspective on vacations and answered many children related questions. The wife was enthusiastic about describing the nature and attractions they saw in details. The storytelling of the vacation experience was very positive and energetic, mostly lead by the wife's narrative.

4.3.7. Family number 7

In family number 7 vacations all together were rare, the husband traveled separately and the wife traveled with kids. Moreover, the grandmother annually took one of the children for a summer vacation, usually to Spain. The husband even mentioned that his kids had more stamps in the passport than he did. The resume of family vacations is presented in Table 4.3.7.

Table 4.3.7 Resume of trips - Family 7

	When	Where	Age of a child	Description	Main activities
1	2019, august 3 weeks	South of Russia	9; 15 yr.	Roundtrip to the south, changing location every 3 days, visiting old friends that also have kids.	Many locations, a lot of moving, meeting friends, beach, hiking, sightseeing.
2	Germany 2015 3 weeks	Germany	9; 3 yr.	Visited friends, often separated, mother stayed with kids and father with his friends.	Sightseeing, gathering with friends.

While reflecting on a more recent vacation experience, the husband admitted that when the kids were little, they went to a resort vacation and it was a pure hell for him; so, he compromised with his wife that he will avoid family travel until the kids grow up and are able to take more care of themselves, as he valued his own resting, he said *"I also need a vacation and it was not a vacation with little children, it was hell"*.

The husband indicated that, *"f*or us it is important that the vacation is active. Where you have to make effort. In the end you feel accomplished. I like these places. When you feel great after". During the vacation, which included the road trip the car's wheel got broken and when recalling the story, the husband was very positive and proud that the family managed the situation well. At the same, the husband did not like to take risks in terms of having a bad vacation, he said that, "I know some people took a boat in Venice, but they were very disappointed, because of the smell. I do not want to be disappointed like that. I want my expectations to be met".

Therefore, he said that he plans all in details, likes to have a car with them; in case they do not like the location they can easily move to a different place. Although in fact the detailed plan was mostly about logistics and accommodation, he felt that the vacation was planned well.

The ideal vacation for a husband included activities, while the wife and children had a different perspective, The wife said,

> For me it is good, if I come back with new impressions. That I have seen something that I have not seen before. It also should be unusual. For example, there was a lake and it was in the mountains, that was interesting. Also, the historic hiking. Our kids are different. Our son does not like active excursions, he likes to seat in one place.

The husband felt joy in discovering new perspectives,

> We got not only good impressions, but also managed to see the reality of today. The reality of our country. We also stopped by the monument of the war. I believe especially us, who grew up listening to war stories we had to see it.

The majority of the narrative was led by the husband who also was the main planner of the trips. He admitted that sometimes he would separate from the family for a walk in the nature for a personal pleasure, the vacation was important for him to restore. The wife would add on her and kids' perspective on a vacation during the storytelling. She felt no pressure of mother duties, *"I spend most of the time with them anyway, it is normal for me"*. She explained that the road trip was her favorite element of the vacation, as everyone spent time together. Other bright memories for the wife included activities together, for example the family participated in a family quiz game one night in the south and brough a cup as a souvenir. She was very proud and happy to have such a reminder of a time together. The family members had different perceptions of the vacations, but they understood each other's priorities and followed the husband's lead.

4.3.8. Family number 8

Family number 8 was a relatively young family with a 5-year-old son. Before a couple became parents, they had been on two vacations together, both in Europe. Wife's mother lived abroad and they often visited her in Bulgaria. The resume of family trips is presented in Table 4.3.8. The couple often asked if the researcher had seen, experienced or been in the places they

were talking about, that created a perception of the importance of being heard. The storytelling frequently included references to their past trips; therefore, stories were all interconnected.

Table 4.3.8 Resume of trips - Family 8

	When	Where	Age of a child	Description	Main activities
1	2019 Summer 2 weeks	Bulgaria	3; 7 yr.	The aim of the trip was to check on document (wanted to move to Bulgaria)	Beach; visiting grandmother, paperwork.
2	2018 Summer 1 month	Bulgaria, Greece, Turkey	2; 7 yr.	Visiting grandmother and drove to Greece (non touristic area, visiting friends)	Beach; visiting grandmother, visiting friends, sightseeing.
3	2018 Spring 2 weeks	Tumen', Russia	2; 5 yr.	Sanatorium, 5 hours driving distance.	Thermal water retreat; visit family friends for 1 day.
4	2017 Summer 1 month	Bulgaria	1; 7 yr.	"*Similar to visiting the grandma in the village, just outside the country*" as the wife said.	Beach; Fly to visit grandmother by the sea in Bulgaria.

Overlooking family trips, all of them combined visiting family members or friends, "*to show the baby*" as the husband said. Besides being with friends on the vacations, the reflection of friends back home was also mentioned in narratives. Such as the wife said, that "friends were telling that we are crazy to bring jamon from a trip; but then they try it and say that it was the most amazing thing they tried".

The couple introduced from the start that "on trips we maintain the same lifestyle, eat similar food, follow child's common daily routine of feeding and napping, maintain same relationships with people". As an example, the husband kept his routine of going for a run in the mornings, and the wife did not allow a less healthy (such as fast food) diet for her family on a vacation.

The family was very optimistic about sharing their experience. Although they had misfortune events, those did not affect the overall positive perception from trips. For instance, the Airbnb host cancelled their booking last minute and kept the deposit. Reflecting on this, the husband shared calmly that he just will not consider Airbnb for future trips. Another event, when the wife and the child had to return home with a different flight after which they planned to catch a train back home, but they did not have a birth certificate with them and the train company refused to issue the ticket. The wife shared, *"it was* just funny, as I could bring the child out of the country with no birth certificate, but inside the country they refused me. I joked with them that if I wanted, I could easily escape anyway".

The major positive aspect of the storytelling was connected to people, to friends and locals they met on the trips. The family was fascinated by the attitude towards kids they experience, from the staff in restaurants and even from strangers. The wife shared:

> In Istanbul we saw an interesting car, it was a police car. My son was amazed that the doors are opening up. The policemen mentioned it, came to him and offered to seat inside. It was very nice, kind.

The kindness of strangers not only made them feel safe, but also was reflected as a positive influence on the child's development to become as a more positive and opened person. The husband reflected,

> My favorite photo from that trip is where our son is seating together with three Greek kids (local friend's children) at one table, he is the only blond child. And besides the language barriers they could connect, play together.

The photo the husband referred to is presented in Figure 4.6.

Figure 4.6 Family 8 travel

The wife shared,

> In childhood it is easy to plant interest to life. Trips help to form an opened mentality, not
> to be shy, be opened talking to strangers, easily approach other kids. I believe our trips
> benefited our son's worldview a lot. He is a very opened boy, and I believe because he
> experienced this kind of attitude towards him in Greece, he can now come and say hello to
> anybody.

Several times throughout the story the outside perspective was mentioned. For example,

the wife explained that her friends were telling her that it is hard to fly with a baby and she is out

of her mind to do it. When a wife was recalling the road trip to Greece, she said

> We had a lady with us in a car, she joined for the way there and way back; she said that the
> child has changed even in his vocabulary and behavior reactions. It was a quantum leap in
> development, that was very evident. She told us that several times.

The big topic of reflection on previous vacation experience played the food. The husband

highlighted the difference between eating habits,

In Greece they eat a lot of bread for breakfast, a full basket for one person. They also mix feta cheese with watermelon; it was new for us. When we went out for dinners with our friends, we trusted them fully to make an order and everything was great.

The wife also reflected on the ability of food to share their experience with people back home,

From trips we don't bring souvenirs. Instead, we buy local olive oil (showed the oil on the kitchen table), spices or organic wine and bring it back home. My friends do not understand that, until the moment you serve it to try and it brings them to that place, makes them experience what you tried there.

The food choices were influences by having a child on a trip, such as the husband said,

We choose places to eat based on the speed of preparation, as our son can suddenly get hungry and his mood goes down, just like any men's mood…For food places it is also important that the associates are nice with kids.

The wife added,

Our son does not eat everything, he won't eat unhealthily. We were often going for a buffet, as our son gets hungry very sudden. You may ask him many times and he will reply that is not hungry; and suddenly will get super hungry.

To get ready for the vacation, the husband in advance outlined the plan of the trip "*to avoid the negative sediment*"; but he leaves room for adventure. For example, on the way from Bulgaria to Greece, the wife mentioned a beautiful old temple and they easily stopped by and walked around for an hour to enjoy the landscape.

At the beginning of the interview family number 8 talked a lot about the baby on the trips and only later in the story started sharing their own perspectives. Both spouses actively participated in storytelling, respected each other and did not interrupt. However, the wife's narrative was more expressive and positive. She also was more concerned with explaining the child's experience and transformation that happened.

4.3.9. Family number 9

Family 9 represents a mature couple in their forties with an 8-year-old child. The couple had several vacations without the child to India, Vietnam and other exotic places. Vacations all together were once a year in summer; however, the family as a rule made a lot of staycations and getaways to nearby cities together throughout the year. The resume of trips is presented in Table 4.3.9.

Table 4.3.9 Resume of trips - Family 9

	When	Where	Age of a child	Description	Main activities
1	2021 May 6 days	Armenia	8 yr.	Last minute decision, city getaway, parents and a child in a SPA hotel.	Rest, excursions, sightseeing, SPA.
2	Annual trip (summer) 1 month	South of Russia		A family apartment, familiar area, village life.	Going to the sea, evening walks.
3	2017 Summer 2 weeks	Marmaris, Turkey	5 yr.	Resort vacation, travelled with wife's friend.	Beach, walk around the city.
4	2016 Summer 1 month	Sochi, Russia	3 yr.	Resort vacation.	Beach, walks in the evening.
5	2015 Summer 2 weeks	Egypt	2 yr.	Resort vacation.	Hotel, beach, rest, walking in the evening.

The couple had a clear and united understanding of what the vacation should be, the wife explained that,

> We do not like to isolate in a hotel, we like to feel like locals a bit. I once travelled with a friend to UAE and we did not leave the hotel. This is not our choice for a vacation, we cannot seat in the hotel, we need to walk around, go out, feel like locals.

Certainly, the ability to explore on vacations got affected with the presence of the child, the husband said, *"the* problem is that travelling with a child by car or to the mountains area is hard, our daughter does not feel good with this kind of activities.

A big part of positive reflection on vacations was dedicated to people, locals and fellow travelers. The wife shared about the last trip with joy,

> Very good attitude of locals. When we just stepped out of the airplane everyone said hello. In restaurants and cafes people are very nice, some people on the streets checked on us if there was anything they could help us with.

> Besides the adventurous vacations the spouses had together, every year the family would go to the south and stay in the same apartment in the same area; the wife shared,

> We feel like locals there because we stay in the apartment, not in the hotel. We go to the same place every year. I go there since childhood; it feels like my village. We are like locals. We do not seek to try new things there.

Parents allowed the child to break the diet habit on vacations, the husband said, *"I think my daughter liked it (the vacation), as there was a tradition in the hotel to have sweets in the evening, so we had a tradition to eat sweets before going to bed"*. The wife clarified, *"we were on a vacation, so I allowed my daughter to eat many sweets and ice cream, not like at home"*.

The vacation in Sochi was a bad memory for a family; besides everything being good during the vacation in the end the daughter got sick and it eliminated all the positive memories. The wife reflected, *"I do not really remember that trip so well, I just remember how sick we all got and it was hell"*. She repeated the incident happened several times during the story, and when talking about other trips she would add on that that no one got sick on the vacation.

The narrative was led by the wife, spouses would mostly share about themselves on the vacation and tell many references from their trips as a couple when recalling vacations with the child. As two experienced travellers they clearly knew what they wanted, with a clear understanding of limitations of the vacation with the babe and did not react negative towards it.

4.3.10. Family number 10

Family number 10 consisted of two well-travelled spouses, they had travelled a lot individually before getting married and travelled as a couple a few times before kids. In the last 5 years the husband often went on business trips to different places, such as Dubai, Portugal and China. While the wife stayed home and travelled only when the whole family travelled. The summary of family vacations is presented in Table 4.3.10.

Table 4.3.10 Resume of trips - Family 10

	When	Where	Age of a child	Description	Main activities
1.	2021 Christmas 1 week	Portugal	10; 2 yr.	Spontaneous road trip around Portugal, Airbnb.	Relaxing in rural areas.
2.	2021 August 1 month	Andorra, Spain	9; 2 yr.	Rent an apartment with pool near the beach.	Pool, beach, fishing.
3.	2019 August 1 month	Valencia, Spain	7; 0,5 yr.	Exploring the seaside city, Airbnb, travel by train.	Beach, museums, cafes.
4.	2018 Christmas 1 week	Paris, France	6 yr.	Flying to explore the big city.	Museums, walking, Christmas markets, cafes.
5.	2017 August 1 month	Alicante, Spain	5 yr.	Exploring towns around the sea, Airbnb.	Beach, tanning.

The couple felt that it was mandatory to travel away for a month every summer, mostly to the seaside. The husband explained,

In summer, it is too hot to stay in the city and nothing to do for the kids. It is really hard to stay. So, we just relocate every august to the sea town, where kids can play in the pool or sea.

The choice of the destination was explained by the necessity for kids to find entertainment and avoid the city heat. But both parents did not prefer the sea vacation. The husband said,

After the second week I really hated the sea, I hated being in flipflops and everything there. One week of the sea is fun, but more than that is too much to handle. But the most important that my wife and kids were happy.

If the husband had a chance, he would prefer to travel to a sport event, such as a football match or a tennis tournament. Events related to his hobbies were overall his favourite travel memory. The wife added from her side, "I do not care about the sea, I do not like the beach. I like art and museums, interesting places. But what else we can do with two kids, really".

The couple experienced travelling with their son to Paris when he was 7 years old, and that trip left many positive memories for both. The wife with admiration remembered how they visited museums all together, walked all day and even celebrated the New Year's Eve on the streets of Paris. The husband felt that that city getaway was very easy, with no pressure as the city had much to offer.

The children in family number had a significant difference in age (8 years) and a couple reflected on a big difference in activities with them. The husband said,

> It can be very interesting with my older son, going fishing, diving, visiting amusement parks. But the young one is too active; you cannot even go to the restaurant for a dinner with him. If you go – you just keep non-stop apologizing in front of all for his behaviour. He breaks glasses, runs around…

Later the husband added,

> Family vacation with little kids is simply hell if you do not have a nanny with you. Then you can play with them and enjoy and leave the caretaking part to her. Especially for mothers it is hard, as they try to look from the outside that they enjoy holding a baby while having a cocktail at the beach – in reality they all must be very exhausted to do so.

The couple was not particularity excited about the recent trips in terms of interesting events or activities they tried. But the element of a spontaneous decision was a big part of reflection. The wife shared about a recent Christmas vacation road trip, which they decided to make within

minutes. She said "I am so happy that we made it. We just realized all that we are too tiered, we want a change and got the idea in our head, we packed all within 30 minutes and started driving".

The husband added that it was an easy option to make everyone happy,

It is really easy, there are many Airbnb houses for a family you can just book. We drive around and stay in each place for a few days. The wife is happy just not to be at home for a holiday. Kids happy to explore.

The family number 10 shared their stories in a neutral manner, the trips did not seem to excite them both. They both had their own desires for travel, husband liked sport events and the wife liked art museums. The wife seemed exciting when shared their future plans for a getaway just the two of them to visit a famous Balenciaga Museum for a few days; the husband was looking forward to attend an upcoming football world cup. Both spouses valued their individual interests and liked to connect their individual travel with them. The family vacation was perceived by both as a necessity to allow kids play outside more and change of scene outside of a daily routine, rather than an exciting and memorable time together.

4.4. Summary of Chapter 4 – Findings

This chapter introduced the results of this study according to each studied case. As the study applies a case-based approach, findings are not presented as generalized but in a case-by-case manner to enforce transferability. First, the findings of key themes that emerged from individual interviews are presented; they help to identify the perception of the role identities of parents (objective 1). After, the description of critical themes that emerged during the family interviews that helped to explore the perception of recollected family vacation experiences is introduced in detail (objective 2). Chapter 5 (Discussion) reveals the contribution of the discovered

themes to the body of knowledge and discusses the relationship between the perception of role

identities and the perception of family vacation recollected experience (objective 3).

CHAPTER 5. DISCUSSION

This chapter provides an in-depth discussion following this study's main objectives. This study collected data from 30 interviews, including 47 vacation experiences within ten households, and analysed them with thematic analysis. As this inquiry follows the narrative case-based approach, thematic analysis was applied not to look for generalisations but to acknowledge the diversification of parents' perceptions. This chapter leads by addressing the reflection of the researcher, followed by the perception of role-identities of parents and their perceptions of recollected family travel experiences. The results are elaborated based on the literature, and new perspectives are highlighted. Finally, this chapter consolidates the discussion on a relation between role identity perception and perception of recollected vacation experiences.

5.1 Reflection on interviews

The researcher's reflexivity is an essential component of qualitative research, where the role of self and personal beliefs of the researcher influence the analysis (Berger, 2015). The researcher's reflexivity and collaboration between the researcher and participants are concerned in order to understand the settings of the stories shared. In narrative inquiry, where data is gained through stories, the researcher does not simply serve as a listener, he/she also creates the social context and dialogs with participants.

I approach this thesis as a close observer of the generational change and interdisciplinary trends in tourism research. I am a frequent traveller, and during my experience I was able to see, for example, how fathers could follow most caregiving functions on vacation and get fully involved in playing with kids, or how families would engage in adventurous trips with babies. The reality around me would alert that the change had happened in how families see travel; scholars also recognised the shift to more intense parenting and differentiation of the family travel (M. Li

et al., 2020; Schänzel et al., 2012). Not being a parent myself, my assumptions were based on the things I observed and gained from the literature. Probably the key perception that I had was that parent act as parents most of the time. That even if they are tired of being parents, they would be willing to transmit the message to the world that they were strong and determined to do everything for a child. Throughout the studies I was able to break this assumption and get to a more human side of parenting, where personal wellbeing and rest from being a parent found a place. Being able to follow and reflect on the assumptions I had helped me to avoid being seemed as judgemental or transmitting the 'I understand your experience' message (which could have been wrong). My stand in every interview was as 'I know nothing, please tell me about it'. For example, when the mother from family 8 would share that taking care of her son's mental development would be important to her, that she cares that he will grow up a good person, I would ask to clarify what being a good person meant for her. When the father from family 7 would say that he cannot rest when he travels with small babies, I would not be afraid to appear naive and clarify what does he mean and listen with high engagement and empathise on his experience with no judgment (looking in the eyes, nodding, adding on non-verbal communication). Maintaining an unbiased mindset would be an essential part of reaching out to different kinds of families included in this research. Before every interview, I would remind myself of a Socratic Paradox, and when I start, I would introduce myself and share that I am not a parent and that I am willing to learn every part of their experience, as 'I know that I know nothing.'

It is important to highlight that the interviews conducted in this study succeeded in gaining sensitive insights beyond the socially accepted topics and opinions. The habit of probing and acknowledging best practices of interviewing and advancing the protocol of conducting the interviews was maintained; such techniques as moving from general to specific questions, using

behaviour questions before attitude questions, asking positive before negative questions, and using unaided prior to aided questions (Savin-Baden & Howell Major, 2013). In addition, an active listening technique of paraphrasing, when the participants' answers are repeated, was used to embrace understanding and encourage conversation (e.g., "You mentioned that the food in the hotel was comfortable for the child, can you elaborate on this please?"). As a result, the effectiveness of certain techniques may be distinguished for future research. Consistency of interviews and justification of every element of communication style, settings and even personal story shared by the researcher points to the effectiveness of interviewing techniques beyond the natural communication ability of the researcher.

5.1.1 Effectiveness of individual narrative inquiry

This study incorporated individual narrative inquiry with parents to understand their role identity, via the interview where parents talked only about themselves. Many tourism studies are often limited by the storytelling of the vacation experiences (interviews, travel blogs, travel journals), through which the identity aspects are revealed (Bolderman & Reijnders, 2017; X. Chen et al., 2020; Ourahmoune, 2016; Pung et al., 2020; Tinson et al., 2015); therefore, identity expression is a key element of such research. This study is pioneer research that investigates the relationship between the identities of parents' and families' travel recollected experiences, where identity is considered beyond identity expression—also implying role-identities interrelations. A more holistic view on identity from the role perspective can allow a new level of understanding of a vacation experience, which is revealed further in subchapter 5.3. Although the individual inquiry of perceived role identities is one of the objectives of this thesis, knowing participants better on an individual level helped to avoid simplistic distinctions of participants (Fook & Gardner, 2007).

Added perspective

In regards to the structure of the interviews, while talking about the family roles, participants were asked a similar question from three different perspectives: 1). How do you see yourself; 2). How do you see your spouse? 3). How do you think your spouse sees you? This structure of questions allowed a more detailed discussion, and evidently, the most profound reflections were shared after the third round of questions. An interesting observation is that most participants found it challenging to identify their self-view as parents and spouses from the first question. The question was perceived as confound, or participants were talking about what they think an 'ideal' parent and spouse should be like. However, the third question would change the story in a more personalised way, such as husband from family 3 would reflect "my wife often says that I am a good father, that I put family first". Probably some spouses felt uncomfortable to complement themselves in their parenting and family roles, but the 'evidence' of spouses' perception helped them to estimate their roles better. Previous identity studies revealed that the opinion of your partner affects self-perception, therefore the effectiveness of the third question might be justified (Cast & Cantwell, 2007).

Separately, but together

The literature has also discussed the differences in conducting family interviews separately or together, where the social context and tendency towards agreeing with each other was evident in joint interviews (Bjørnholt & Farstad, 2012). Although it is not possible to see how the information shared would have been different if the interviews were conducted jointly; it is a fact that participants acknowledged the absence of the spouse by adding on "if you ask when we are together…" (H7), "maybe if you ask my spouse, you might hear different..." (W4), "maybe I think in my head that I am the head of the family, but in fact I am…" (H5). These insights were mainly

present when describing interrelationships between spouses. In addition, the level of involvement in storytelling during the family interview was not always balanced, and individual interviews allowed more introverted participants to share. For example, in family 10, the wife was dominating the family vacation story narrative, and in family 7 the husband took the lead in sharing the story; however, during the individual interview spouses that were less involved added on their experience by providing examples of parenting they used during vacations (e.g., "As my husband said, he needs some alone time even during a family vacation, but I am very comfortable to spend the whole time with the kids", W7). Therefore, a choice of the narrative interviews with spouses separately is continuously justified for the value of understanding the joined experience.

Other aspects of life

Additional questions, regarding other aspects of life asked in the conclusion of the interview showed to be highly important in this study ("Are there other parts of your life that are important for you and you wish to share?'). For example, in family number 4 the husband did not mention the role of being a Christian in his story until this question was asked. Afterward, he reflected that his overall view of family roles is aligned with religious beliefs that he strongly supports. However, the story about himself did not reveal this aspect of his life by itself, as it followed a more socially common scenario of reflecting on education/career/hobbies.

5.1.2 Effectiveness of joined narrative inquiry

To access the recollected experience of couples, group interviews were used. The focus of experience interviews was on a family vacation; the scope of the family vacation was determined as a trip away from home all together for three or more nights away from home.

Group interviews – balancing the input

The researcher tried to balance the input of both parents during the interview by addressing follow-up questions to the spouse if they were less involved. Previous research advised that interactions between family members are essential to access family vacation experiences (Boyce, 1995), allowing the 'we' perspective to uncover (Therkelsen & Gram, 2008). Overall, the interviews went as a conversation between the couple and the researcher, where participants often talked between themselves, allowing the 'a cueing phenomenon' (Morgan & Krueger, 1993) when participants in a group interview help each other divulge information to arise. Moreover, interviewing two people together allowed observing the family dynamic between spouses, acknowledge their level of interest in each other's reflections (Beitin, 2007). As current research is concerned with memory recollection, observing the reaction of spouses on each other's most memorable episodes allowed the researcher to distinguish the brightest memories that they emotionally share.

Combining individual and group interviews

In family therapy studies combining individual interviews and group interviews is a time and labour consuming practice; that however allows to observe participants in varied settings and get a more complete understanding of their personalities (Killian, 2001). While individual interviews provide a deepened level of personal sharing (Beitin, 2007), in order to understand the family consumption of a holiday, it is essential to consider the family and relational identities (Epp & Price, 2008). A joined approach in this study that required more engagement with participants also allowed to establish a deepened emotional connection and trust with participants. Most of the participants shared a personal, partly sentimental note after the end of the interview process thanking the researcher for the time spent together that allowed them to dedicate energy for self-

reflection. One of the families even reached out after the interview process was finished to share the story of a new vacation that they have been on.

Group interviews – use of prompts

Participants were asked to prepare photos or souvenirs from their vacations, which did embrace the storytelling. Most group interviews (8 interviews) were conducted online while participants were in their households; this arrangement gave participants an opportunity to show how their favorite souvenirs are displayed in the house to remind them of specific episodes. For example, family number 7 participated in a quiz game as a family during summer vacation and got coffee cups that they were drinking from during the interviews. Family number 8 had an olive oil brought from the vacation in Greece standing in their kitchen. The setting of the interviews allowed the researcher to reveal daily reminders of past vacations that embrace positive memories.

5.2 Parents' role identities

The first objective of this study is to investigate the perception of role identities of parents. Following the narrative case-based approach, the research was able to distinguish key role-identities perceived by parents as individuals, as well as shared identities. For example, in family 4 both spouses shared the role of being Christians, in family number 9 both spouses valued their professional roles. Although some couples were very different in their self-identification, as a unite every family in the analysis had partly a shared vision of family values, parenting style, and lifestyle choices.

This study's sample included a variety of roles seen by spouses that may be summarised in key dimensions that were perceived with different perceptions. The dimensions participants used to interpret themselves include:

1). Parent identity (e.g., father as a teacher, comrade dad, guilty mother)

2). Personality traits (e.g., calm, extravert, emotional, disciplined)

3). Role in a household (e.g., family provider, housekeeper)

4). Lifestyle elements (e.g., sportsman, trying new things)

5). Child identity (e.g., loving daughter, good son)

6). Spouse identity (e.g., wife as a best friend, supporting wife, 'not a mother' to her husband)

7). Professional identity (e.g., balance career and family, working mother, 'boss')

Self-perception is evidently not defined simply by the activities in which the person is primarily involved. Such as the wives in families 3 and 10, although they had a lot of daily tasks at home (e.g., cooking, cleaning) as mentioned by their husbands, they did not reflect much on it. Meanwhile, in other families, such as the wife in family 9, housekeeping duties were a big part of what life consists of in self-reflection. Similarly, the level of participants' attachment to their professional occupation varied, although most of the participants had a career.

The literature review evident that interpersonal social relations influence the formation of self-identity (Cooley, 1992). The perception of identity roles, as seen by spouses may affect a person's perception of self (Cast & Cantwell, 2007). All participants of the research are in long lasting relationships (from 5 to 20 years together) and they did have similar views of themselves with the perception of spouses. The current research included a varied sample of parents' profiles, mature and young parents, democratic and traditional families, working spouses and housekeepers. Moreover, many couples had quite different self-identification in terms of personality traits, which was further reflected in a difference of perceiving a similar vacation experience.

5.3 Recollected family vacation experience

The second objective of this study is to explore the perception of recollected family vacation experiences. The narrative case-based methodology aimed to expand the understanding of the family vacation experience. A number of important themes emerged that we compare to the existing literature to highlight new findings.

This research touched on the number of themes in line with previous literature and the research trends in family travel. First, the trend of multifamily travel, which includes travelling with extended family (Schänzel & Yeoman, 2014) and grandparents traveling with kids (Gram et al., 2019). Second, this research agrees that the presence of a small child leads to less active and more relaxing vacations (Lehto et al., 2012).

Experiences are subjective in nature and valuable insights may be gained by investigating the relationship between activity and subjective outcomes (Knobloch et al., 2017). Therefore, this chapter focuses on the perceptions of the experiences seen by parents, rather than activities and contexts. The discussion starts from the overall perceptions of a family vacation, followed by the distinguished touchpoints of experience that were remembered by parents.

The overall perception of a family vacation

The introduction of this study mentions that family travel may be a difficult experience for parents due to interpersonal severe difficulties and stress (Backer & Schänzel, 2013), continuous physical and emotional tasks of being a mother (Anderson, 2001), or pressure on fathers to be more engaged with their children (Kay, 2009). This study uncovered varied perceptions of a family vacation overall that are summarised by attitudes in Table 5.3.1.

Table 5.3.1 Key overall vacation perception themes by an attitude

Attitude	Positive	Negative	Neutral	Mixed
Themes	Transformation for kids / time together as a couple or family/ benefit health	Family vacation is work / no personal pleasure / it's a duty	Kids do not affect much / relaxed parenting	Limitations are temporary / it is time limited / others help
Quotes	*"we barely have time for just the two of us, so we were very happy to spend time just the two of us with no kids" W6* *"I believe our trips benefited our son's worldview a lot" W8*	*"I also need a vacation and it was not a vacation with little children, it was hell" H7* *"We probably do not know how to combine pleasure for kids and pleasure for us, I wish we could, but we cannot" W4*	*"I have no problems to spend my time with kids" W5* *"our behaviour and logistics do not change either we are with the daughter or no"H2*	*"We were only able to enjoy with a grandparent's support" W6*

First, a positive attitude is presented. Aligned with previous research of family travel the positive perception of the experience, such as spending time together (Backer & Schänzel, 2013) and promoting family wellbeing (Lehto et al., 2017) have been identified. The phycological and physical transformation of a child and the opportunity to observe that change was highlighted by participants of this study. The introduction of this study mentions literature that recognised learning outside of classroom as a post-trip benefit for kids as perceived by parents (Poria et al., 2005; Turley, 2001). Besides practical and content knowledge, vacations may lead to interpersonal skills development and personal growth for children even in domestic trips (M. J. Stone & Petrick, 2017; W. Wu et al., 2021). Recent research by We et al. (2021) highlighted that developing social skills, that influence adaptability and flexibility, is an essential learning outcome for teenagers who travel with families. The current study expands this finding for young children. Parents of preschooled kids recalled with pride that their kids were able to connect with people in a different cultural environment, even with no language skills. "He played with local kids, as they are kids,

they do not need language to talk, they have their own way to communicate" said the husband from family 3. The wife from family 8 mentioned "he is a very opened boy, and I believe because he experienced this kind of attitude towards him in Greece, he can now come and say hello to anybody".

The new dimension perceived by parents that got identified in the current research is in a health benefit of the vacation, such as sun, fresh sea air and calm climate may help to stimulate immunity system of kids who often get sick in the kindergarten or help family members to recover after the sickness, stressful time. The majority of discussed experienced were after the outbreak of COVID-19 and several families mentioned that a relaxed vacation was essential to feel better if they suffered from it. In the current study, parent of small kids described their decision to take a vacation (even during pandemic restrictions) as a necessary investment in child's health. Even the destination choice will be aligned with the healing features of the natural environment, such as forests and seasides. Time spent outside playing, enjoying the sun and breathing forest air is a seen benefit for parents that come from urban destinations with continental climates. Healing benefits of the environment, such as forests and seaside were mentioned when explaining the motivation for a trip. Wellbeing and wellness continue to be an emerged topics in tourism (Kay Smith & Diekmann, 2017; J. Yu et al., 2021) and kids' wellbeing might need further attention from the industry and academia.

Second, the negative perception of the family vacation is summarized. Most participants admitted that the choice of the destination was predetermined by the presence of a child and included extra responsibility and stress, as uncovered in previous research (Backer & Schänzel, 2013). For example, a mother from family 4 admitted that family vacation was not connected with personal pleasure. The father from family 7 admitted that he refused to go to vacation before kids

grew up, as after a single experience he realized that it is constant child care and, in this environment, he cannot enjoy the vacation. The father from family 10 said that "family vacation with little kids is simply hell if you do not have a nanny with you". Family vacation seen as a duty is one of the perceptions defined in the previous research and the current study confirms its presence. However, this level of sacrifice of personal pleasure during family time was often explained by ability to take personal vacation leaves.

Third, the neutral perception of the vacation with kids compared to other vacations was recognized. Although some parents saw additional hassle in handling caregiving duties, other participants did not feel much change in it. The wife from family 7 recalled, "I spend time most of the time with them all the time anyway, it is normal for me". Even the range of activities might have stayed the same for others. The wife in family 6 said when reflection on arranging a lot of hiking activities on vacation mentioned "we do the same, the child does not change our vacation much. We just carry a baby trolley with us". Similarly, the father in family 2 reflected that he perceived the vacation time as a vacation for all and parents may be allowed to relax their parenting style a bit, he said "it is fine if the daughter stays in the room to play with an Ipad while we are out having dinner, it is safe in the resort and this arrangement is just for a while". The wife in family 9 felt the same way about controlling the family's healthy food diet, "we are on vacation, so I allow my daughter to eat many sweets and ice cream, not like at home". Therefore, vacation may be the time when parents allow to easy the discipline and rules for children in order to relax themselves, they perceive it as a rest from being strict parents.

Fourth, mixed perceptions were widely recognized in this study. The vacation stories with kids were highly affected by the past and potential future travel experiences. As literature suggested (Carr, 2011), having children comes the time of reflection upon pre-parenthood travel

experience and holidays with kids can become more constrain or enhanced. In the current study when sharing their family vacation stories, parents reflected on their personal travel experiences they had with no kids. Beyond this comparison, the current research evidence that potential future experiences also affected the perception of the experience, as the idea of future trips could change the view of current events. For example, imagining that next time the family will come back to the destination once the child is older allowed the father in family 1 to fantasies about future adventures and feel more enthusiastic about the place and cope with passive vacation mode. The father from family 4 shared how the next time at the sea destination he may try diving with his son. The desire for future travel plans and activities with a child is found to be a common theme of vacation reflection for parents who would have preferred more active leisure activity. Therefore, while experiencing activities that were not perceived as positive, the fantasies of future adventures changed the tone of vacation storytelling.

Especially the research participants with babies perceived some difficulties as a temporary arrangement and were enthusiastic about making travel plans for future vacations once kids grow up a bit (reach school age of 6-7 years old) and they can pursue more cultural and adventurous vacations. Such as family numbers 1, 3, 8 talked about more cultural getaways in Europe, the wife in family 6 mentioned more adventurous routes to travel for the future. This finding first directs towards the need to separate family vacation with kids further by age, where preschool and school kids allow parents different activities. Second, the need to investigate the destination choice for vacations with older kids, as the idea for these vacations is generated during the early years of travel as a family.

On the same note, one-year parents are able to go for a vacation with a baby, but in a few years, it will be a preschool child, and in a few more it will be a teenager that will be more interested

in a vacation with fellow peers. The idea that a family vacation is a time-limited choice ("do it now or never", potential lost opportunity to be with your child) increased the positive perception of the vacation experience for some parents, even if the trip was challenging and not fully enjoyable. For example, family number 3, although they had an objectively challenging vacation, were happy and proud that there were able to arrange a time. Therefore, for some participants the credo of "do it while you are young", got extended to "do it while kids are young".

United memory

Considering that spouses may have different experiences even if they are doing the same thing in the same place at the same time (Burke, 1954). The family recollected experience, especially with time and sharing the experiences through storytelling and dialogs (Wright et al., 2000) got aligned in a united memory of the vacation for participants of this study. The literature review revealed that autobiographic memories influence one another within a small social circle, such as a family (Fivush, 2011); without recognizing the other family members, one cannot arrive at a definition of one's own experiences (Schänzel & Smith, 2014). In the current study, although some parts of the vacation had a different perception by spouses, for example in family 7 difficulties with small babies was seen as negative by a husband, when it was considered neutral by the wife, the overall vacation perception was affected by the perception of the spouse.

All participants we aware of the perceptions their spouses had and as a result, a negative or positive perception of some events for one of the spouses influences the overall perception of the vacation. This finding is aligned with the literature (Fivush et al., 2014) about the view of personal experience being closely tied to how we perceive others' experiences; beyond that this study recognises a strong influence of personal experiences on a collective memory creation. This creates opportunities for future research and practitioners to investigate whether personal

satisfaction with the vacation experience leads towards a more satisfying vacation overall or shall the industry target a family as a whole. In other words, instead of creating services that will target the family altogether, the industry may consider targeting the needs of spouses individually even in a context of a family trip.

Experience touchpoints

Literature review reveals memorable factors of a vacation experience that help to clarify what is more likely to be remembered. These factors serve as touchpoints that are most likely to affect the memorability of the vacation. These factors are i) seeing scenery and wildlife; ii). experiencing surprising, novel, or unexpected circumstances; iii) enhancing social relationships; iv) intellectual development and self-discovery; v) overcoming physical challenges; vi) enjoying local culture; the professionalism of local tour guides; vii) extremeness or reputation of a trip; viii) unique personal experiences; and ix) positive feelings (Chandralal & Valenzuela, 2013; Farber & Hall, 2017; J.-H. Kim et al., 2012; Knobloch et al., 2017; Prebensen et al., 2013; Tung & Ritchie, 2011). The findings of this study found examples of these factors; however, the key question is not what parents remember but how do parents remember certain events. Table 5.2.2 reveals the key themes that emerged under each touchpoint within the family vacation setting.

Table 5.3.2 Experience touchpoints and key themes revealed

	Factor that contributes to memorability *(help to identify what people remember best)*	Themes revealed the following touchpoints
1	Seeing scenery and wildlife	• Kids connected with animals, play with them • Personal admiration of beauty, relaxation
2	Experiencing surprising, novel, or unexpected circumstances;	• An incident with health/cars/bookings • Meeting new people
3	Enhancing social relationships	• Spending time as a couple • Spending time as a family
4	Intellectual development and self-discovery	• Developing a child, soft skills • Discovering yourself as a parent
5	Overcoming physical challenges	• Hiking, adventures • Everything is harder with a baby (trolley, breaks)

6	Enjoying local culture	• Food (the comfort of the food, exotic food) • Local people, local service
7	Extremeness or reputation of a trip	• Being where your social circle have been • Being where your spouse has been
8	Unique personal experiences	• Parents first times (first trip with the child, first time to see the sea) • Children first times (1st airplane, first time to swim)
9	Positive feelings	• The mood of the trip is created before the trip • Everyone is healthy, everyone is happy

Scenery and wildlife found individual outcomes as a tool for relaxation and enjoyment for most parents, while interaction with animals was seen as a fun activity for kids. Unexpected circumstances and novelty were often remembered in the form of a travel incident or connected with unexpected connections with other people. Enhanced relationships found interpretation from two different angles – connecting with a spouse, connection with the baby. Intellectual development and self-discovery were mostly about the transformation of children or rediscovering the role of a parent. Overcoming physical challenges, were connected with adventures and activities, such as hiking. The challenge of moving around, even a simple city walk but with the baby was also considered as a physical challenge for many parents as included carrying the baby trolley or children themselves. Enjoying the local culture found recollection in memories of food, either it was special or just convenient for parents to accommodate the needs of a child. Special attention was dedicated to reflecting on locals' behavior towards children.

The extremeness or reputation of a trip, following the findings were evident when parents talked about places that were either recommended by friends or had been visited by all the friends, such as when wife in family 6 said "all our friends have been there already and we also needed to see." The higher reputation also had places that were recommended by one of the spouses, such as when wife in family 3 said that "I have been in all-inclusive resort before the wedding and I really wanted to show my husband the experience" or when family 1 went for the vacation to the place that the husband frequently visited when growing up. Unique personal experiences were associated

with almost every activity that involved a child: first airplane, first sea vacation; basically, everything first for a child was remembered by most parents. On a different scale, but the theme of first times for parents themselves was reflected. Positive feelings about the trip were often present in sharing the settings of the trip, highlighting the importance of the moos and pre-trip expectations for the trip. A fair number of positive feelings were connected with not having any health issues during the trip.

Besides the themes behind the overall perception of the vacation experience and experience touchpoints, research distinguished several additional or extended themes that were remembered by parents, they are discussed below.

Friendly locals – family-friendly destination

Aligned with previous studies, parents often highlighted friendly associates in the hotel/restaurants as a positive element of the trip (Khoo-Lattimore et al., 2015). In addition, this study acknowledged the positive memories of locals' reaction towards kids, either it is a policeman who let the child see inside of the car in story from family 8, or a fireman station showing the facilities for a son in family 4, or a friendly store seller that helped family number 3 to find a way to the aquapark and gave tea for their child. Tourism literature recognizes importance of residents' attitudes towards tourists and vacation satisfaction outcomes for visitors (Nunkoo & Gursoy, 2012; Sharpley, 2014). This study suggests that the attitude towards little children is additionally important for family travelers and creates the overall perception for the destination to be family-friendly.

Having kids may be helpful

Adding on the previous theme, the current study highlighted that having kids often were the reason or a channel to connect with locals or other travellers. Such as parents in family number

4 got bound with the grandmother of the girl that their son made friends with, so they ended up having a daily lunch together. In family 3, parents that had difficulty with understanding the local language recognised that when they have a child more people around are willing to help. Therefore, being a family with a child may be perceived as positive in terms of the additional support the family will get during travels. Simple examples of extra support for families in the industry include a plane allocation for families on first rows, serving families first, priority boarding in airplanes. These touchpoints were not explicitly named, yet the overall attitude towards kids affected the perception of the experience.

Small troubles, big memories

Previous research highlighted that unique experiences and overcoming challenges may result in positive memorable experiences (Knobloch et al., 2017), even if experiences were not enjoyable (Oren et al., 2021). Evidently in the current study, negative events such as a broken wheel of the car (family 7), mixed up with hotel reservations (family 3) were perceived as positive outcomes for family cohesion by the time of sharing the vacation experience.

Family vacation – no need to plan much

McCormick (2001) considered that a family vacation requires substantial planning and organization. With the presence of more family members or peers, travel parties participate in more organized activities (Yun & Lehto, 2009). Shaw and Dawson (2010) categorized family leisure as purposive that requires planning and targets towards particular short- and long-term goals. In the current study, participants on the other hand preferred to stay flexible. Even when the father in family number 7 mentioned that he likes to plan all in advance, in fact he only took care of logistics and accommodation and reflected several times how great it was to have a car, as if he did not like some places the family could easily move. The father in family 4 mentioned that "when

we arrive, I just ask a taxi driver about the best places, they know the best". The wife in family 6 mentioned that "we asked other customers in the hotel what is worth seeing, where to eat." In difference with previous literature, participants of the research did not see a vacation as an organized and pre-planned schedule and often decided on the spot, depending on the weather and mood of children. Even a decision to take a short haul vacation may be spontaneous, such as a 30 minutes decision of family 10 to start a road-trip on Christmas as booking a family accommodation seemed so easy for them.

Other kids may be too much

Family resorts do have facilities that are admired by families, such as food convenience, playground, and animation. And besides being positive about kid's facilities in resorts and appreciating that kids play around together, being in a "family hotel" was often reflected with mixed emotions due to crowds. The husband in family number 6 even referred to other kids in the hotel as, "army of kids". Similarly, talking about the airplane experience the father in family 1 acknowledged that "there were families with babies that cried all flight and I felt very bad about them". Being with children does not necessary create a tolerant perception towards other families.

Not always about the baby

Putting a child aside, some participants admitted that the vacation was also a requirement by the other half, even they did not necessarily enjoy the destination. For example, a husband from family 2 shared that he is not a fan of the sea vacation, but as a good husband he followed the wish of his wife.

Healthy vacation – good vacation

Previous research recognized that families with small kids (preschool age) prefer short-haul travel within the same time zone (Khoo-Lattimore et al., 2015) due to less stress and

convenience. In agreement with previous literature, parents in the current study expressed concerns with following the daily schedule and avoiding extreme weather changes as an explanation for a short-haul destination choice. Moreover, availability of medical support, familiarity with medicine, ability to use family insurance, and being able to talk to doctors (language barriers) in case of emergency were also valuable points for choosing a destination to travel with preschool kids. For example, a mother in family 4 said "in order to avoid talking all the emergency medicine from home, we choose a place with a hospital nearby". Remembering vacations, one condition was mentioned by all families (mostly wives) when evaluation the vacation, it was either everyone stayed healthy or no. Simple food poisoning or a light cold was remembered and affected the overall perception of the trip. The wife from family 9 even said that "I do not really remember that trip so well, I just remember how sick we all went and it was hell", or a mother from family 1 added to her experience".

Based on themes identified in this research following key experience touchpoints and additional revealed themes, a family vacation specific conceptual system of factors that contribute to memorability may be illustrated. Figure 5.1 summarizes 11 factors that influence the memorability of the family vacation experience. Listed factors do not focus on memorable experience, that is mostly concerned with hedonic (pleasurable) emotions of a travel experience (Oren et al., 2021); these factors influence the recollection experience on both spectrum from negative to positive perception. Such as if local people were friendly or rude, the overall factor of local's attitude is potentially important for memorabilitry of the vacation. Out of listed factors most are connected with previous literature (Chandralal & Valenzuela, 2013; Farber & Hall, 2017; J.-H. Kim et al., 2012; Knobloch et al., 2017; Prebensen et al., 2013; Tung & Ritchie, 2011), with specifying it for a family vacation context. For example, social relationships factor is specified in

a factor of 'Spending time together'; unique personal experiences are specified in a 'First time experiences' factor. Some factors got expanded, for example previously mentioned factor of enjoying the local culture got specified into 'Friendliness of people & local food' and 'Local's attitude towards kids'. In a context of a family vacation, not only the overall friendliness of service, fellow travelers and convenience of food is appreciated; the attitude of locals towards kids overall is mentioned. Moreover, two factors emerged that were not mentioned in previous family recollected experience literature, that are 'Wellbeing of a family' and 'Fulfilling wishes of family members'. The research mentioned the importance of physical health during and after the trip and sensitive reaction of parents towards kid's illnesses. Findings also acknowledged the sacrifice or fulfilling other family members' desires as a valuable part of the recollection of the vacation experience.

Figure 5.1 Factors of memorability of the family vacation experience
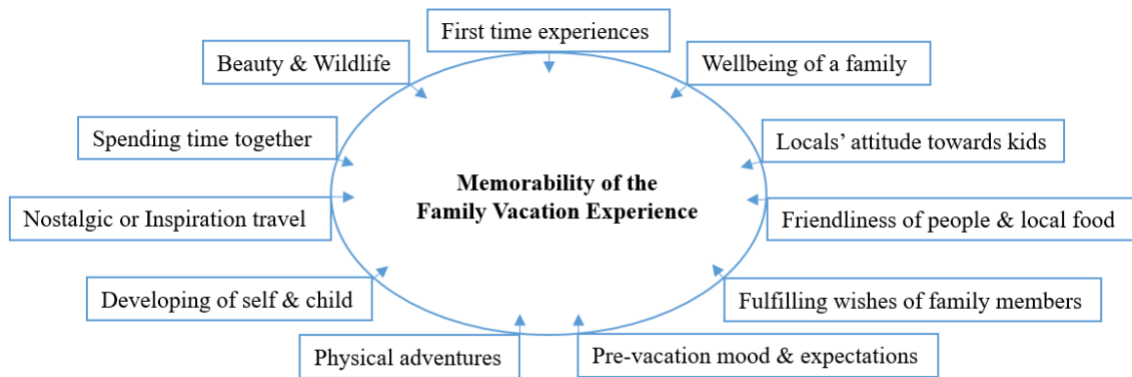
5.4 Relationship between role-identities and recollected experience

The ultimate goal of this study is to investigate the relationship between the identities of parents and family travel recollected experience, focusing on perceptions. To fulfil this goal, the cases are summarised following two evident types of relationships role identity perception had

with a perception of a vacation experience: i). expression of the role; ii) transformation of the role. Following the identity theory, key roles perceived by individuals most likely will be expressed in most situations (Stets et al., 2020). Transformation of self is an evident result of a strong emotional experience, such as a vacation (Laing & Frost, 2017; Ourahmoune, 2016). The aim is to visualise the variety of themes, not generalisation.

Table 5.4 Transformation and expression of role identity dimensions

Transformation	Role identity dimension	Expression
Escape from strict parent duties Embracing quality time with kids	Parent identity	Teaching kids' new skills Putting a child first
Disciplined nature relaxes on vacation Social in life, rest from people	Personality traits	Experiences place through emotions Keep being social with people
Change household roles (e.g., the one in charge to follow)	Role in a household	Maintaining household roles (e.g., the one in charge to follow)
Relax from busy schedules	Lifestyle elements	Keeping busy and active
Being a child, when grandparents take care of your child	Child identity	Care of grandparents
-	Spouse identity	Romance embraces Friendly connection
Rest from the professional roles Taking charge	Professional identity	-

Following previous studies of an individual travel experience (Laing & Frost, 2017; Noy, 2004b; Ourahmoune, 2016; Pung et al., 2020; Westwood, 2005), identity expression and transformation were perceived in a family vacation. On a Table 5.3 it is evident that transformation and expression of role-identities are on the opposite ends of dimensions. Even similarly perceived role identity found a different interpretation of a parent's identity on vacation. For example, in family 2 and family 4, both parents saw the child as a center of their life; however, while one family stayed deeply connected with a child during the vacation, other parents treated it almost as a fun time for themselves. Another example, the husband from family 3 and family 7 are both lack time to spend with a child and perceive it as a lack of family time, however while the first sees vacation as an opportunity to spend quality time with kids, the other one feels that deserves a

vacation for himself as a priority. Even with a similar lifestyle and perceived parenting identities, families may interpret the vacation and importance of a child on that vacation differently. However, two major themes may be summarised: 1). they were taking rest from professional roles, strict parenting, busy schedule, rest from busy social life, household roles; 2). they were embracing family roles, hobbies, active lifestyle, social life. It is important to highlight, that transformation of role identity revealed in this study was connected to a short-term transformation, mostly during the vacation period; that is different to a transformative travel experience that changes consumers (Kirillova et al., 2017).

The previous research suggested that a family vacation is often focused on togetherness, and the role-identities are reinforced through communicating with family members (Michael et al., 2020). The current research revealed that even within the family vacation settings travel may be an escape from daily demands of family roles; for example, when spouses allow themselves to break some rules and adopt a more relaxed parenting. This is aligned with how identity is transformed within individual travel settings (Laing & Frost, 2017; Noy, 2004b; Ourahmoune, 2016; Pung et al., 2020; Westwood, 2005). This is a valuable finding, as it highlights the importance of personal benefits within the family vacation for some spouses and acknowledges the value of connecting the identity perception and vacation experience perception for identifying the diversity of the family travel market.

The professional role identity had no interpretation of the expression in perceptions of recollected sample among participants, which is aligned with a recognised detachment from work on vacation (Kuykendall et al., 2020). The spouse identity did not evident transformation on vacation among participant; couples either stayed the same or embraced their relationships. Even within the family vacation settings, spouses value the benefit of spending time as a couple.

Previous studies distinguished the benefits for the family to spend time together and the value of time with a child (Lehto et al., 2017), this research evident that family vacation may be perceived as a time for a couple, with showing care and romance. Previous research found that personal role-identities connected to interests are likely to evolve during the vacation (Therkelsen et al., 2013), however in a context of a family vacation research showed that spouses' interests often faded on the background with exception of special occasions and hobbies that can be shared with a child (swimming, hiking).

This study is based on the Identity Theory (initially developed by Stryker (1980) and further evolved by Stets et al. (2020) that proposes that roles that individuals associate themselves with are likely activated in some situations. As the family vacation is characterised by a thick sociality, family roles were expected to stay the same or evolve (Obrador, 2012). However, this study uncovered that role-identities may not only express, but also temporary transform during a family travel, similar to individual travel. Although this thesis was based on the foundation of a self-congruity theory (Aaker, 1997) that vacation is a form of self-expression (Cowan & Spielmann, 2020; Gartner & Ruzzier, 2011) and by telling family vacation stories parents could potentially signal aspects of themselves (Manthiou et al., 2017; Pera, 2014); the research did not find a straightforward influence of perceived role-identities of parents on perception of the vacation experience. Basically, even if I know from you a number of personal reflections, including who you are as a parent, how you see your family and professional roles, from the data it seems like there is no direct influence of the role identity perception on the perception on how you will perceive that vacation experience. Therefore, the exploratory ability of a role identity is limited (similar to socio-demographic, national culture, social class and family communication style factors).

The literature review mentioned that current families consist of two strong individuals with complex and contrasting preferences and values (Jepson et al., 2019) that have economic and social independence to make their own consumer decisions (P. Cohen, 2018). In the current study, this got revealed from a new perspective that the family vacation often was not the only vacation spouses were engaged in the recent years; they also had individual leisure and business trips that closer correlated with their personal interests. For example, the husband from family 4 had diving vacations, and the husband from family 1 had fishing trips. The opportunity to presume personal benefits on individual trips affected the expectations spouses had from the family vacation. This finding suggests considering the overall travel experience of parents to study family vacation experience for future research.

Although understanding of role identity transformation and expression helps to expand our understanding of the meaning-making of the recollection experience; role identity factor was not found to predict recollected experience and potentially segment the family vacation market. Why do some parents become engaged parents and other perceive it as a time for a personal relaxation? Why, for some parents, vacation is a time to spend together, while others focus on their relationships as a couple and pass caregiving functions to grandparents? Current research recognises a *plausible explanation for varied perceptions of family vacation recollected experience* and the view of self-family roles in that experience; that is connected with family vacation frequency and parents' vacation/travel routine outside of joined family vacations. The range of travel experiences, amount of travel with friends without family, and business trips may affect the longing to travel on one's own rather than with family and following own desires on a family vacation.

The suggestion of a plausible explanation is presented in Figure 5.2, that consists of two spectrums, travel routine and identity activation. The spectrum of travel routine lays between no travel and extensive travel, while the spectrum of identity activation lays between transformation (they were taking rest from strict parenting, household roles) and expression (embracing family roles). The identity activation is limited to family related role-identities for simplicity and potential visualisation. Within these two spectrums four dimensions are suggested,

Figure 5.2 Plausibility of a travel routine factor
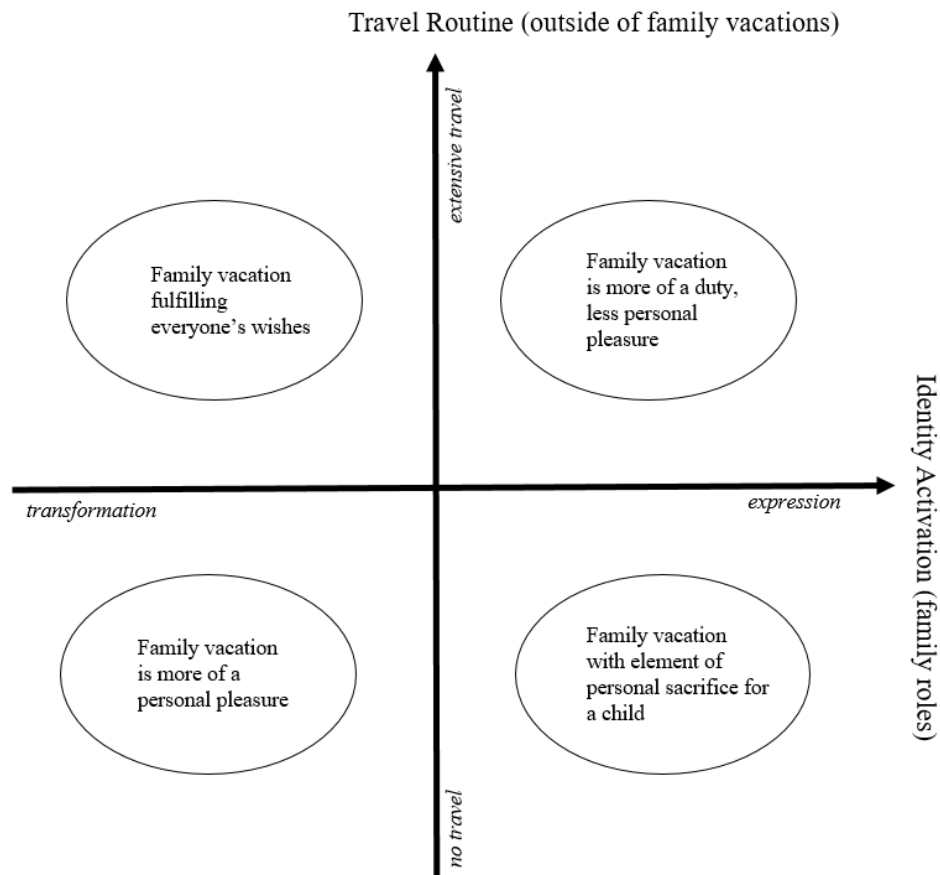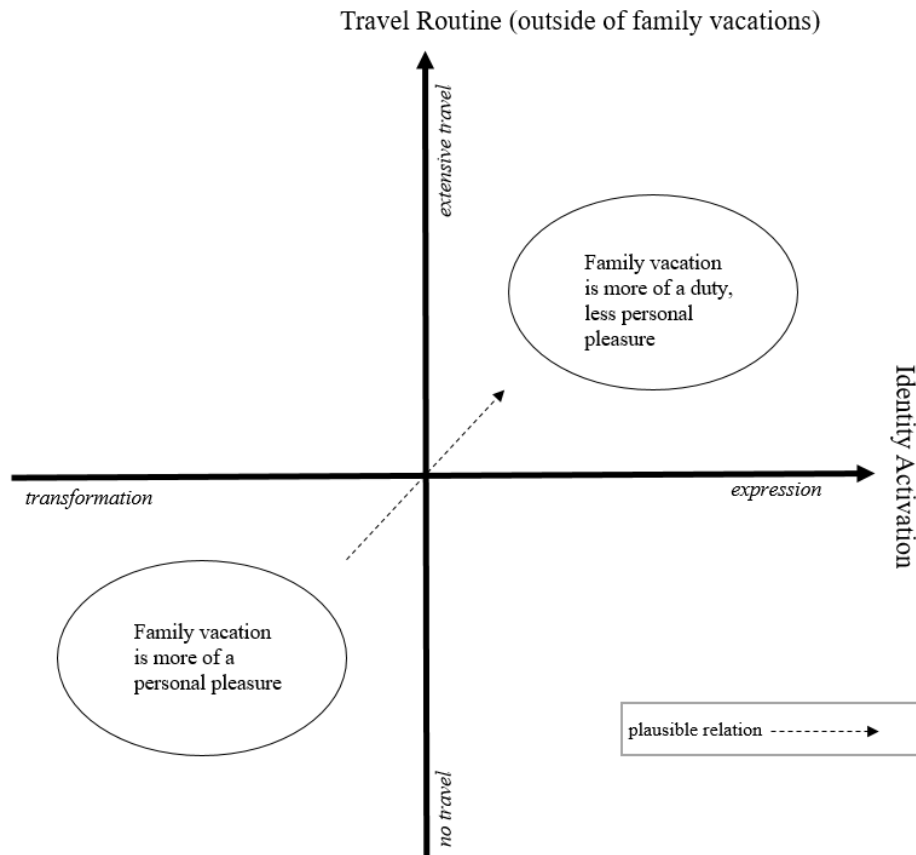

This research did not target to evaluate the travel routine of parents; however, most participants had an extensive travel schedule outside of a family vacation where both parents and kids are present. Other travel activities included personal work and leisure trips, single parent with children vacations, couple vacations and children travelling with grandparents. During this

research a number of frequently travelled parents evolved in their family roles (as a spouse, as a parent) at the vacation (e.g., W1, H1, H4, H5, H10). On the other hand, some parents (e.g., H6, W6, H7, W7, W10) that did not have opportunity to travel much found personal pleasure on the vacation.

Figure 5.3 Suggested relation between travel routine and identity activation

Travel Routine (outside of family vacations)

extensive travel

Family vacation is more of a duty, less personal pleasure

Identity Activation

transformation

expression

Family vacation is more of a personal pleasure

plausible relation ----------►

no travel

The possible relation is that more trips outside of the family vacations, such as dates or trips with friends, lead towards more expressive behaviours in family roles; while no travel outside of a family vacation routine suggests transformation outside of the family roles, where parents seek more personal pleasure. The visualisation of this relation is presented in Figure 5.3. Following the two quadrants of Figure 5.3 two possible segments of family vacationers may be determined: 1). Extensive travellers that focus on family duties during family vacations (extensive travel –

expression) and 2). Families that have limited personal travel and seek for personal pleasure within family vacations (no travel – transformation). This observation may lead to future research, that will consider a travel routine of parents that include trips away from the family as a plausible explanation of how they perceive family vacations. In addition, the combination of travel routines of parents, frequency of the family vacations and satisfaction with amount of travel before kids should be considered.

5.5. Summary of Chapter 5 – Discussion

Reaching the first objective of the study, to investigate the perception of role identities of parents, contributed to the complexity of parents' self-perception and the influence of spouses on the formation of self-identity. Adding a more complex instrument of role identity, instead of focusing on a narrative identity identified during travel experiences helped to uncover the difference between self-perception during the vacation and during the daily life. To reach the second objective of the study, to explore the perception of recollected family vacation experience for families, this study disclosed the key themes mentioned by parents in regards to a family vacation. To structure discovered vacation perceptions, they were summarised by attitude and compared to factors that contribute to memorability recognised in previous travel literature (Chandralal & Valenzuela, 2013; Farber & Hall, 2017; J.-H. Kim et al., 2012; Knobloch et al., 2017; Prebensen et al., 2013; Tung & Ritchie, 2011). As a result, this study supported and extended the existing body of literature of family travel by introducing a conceptual system of factors that contribute to memorability of a family vacation.

The aim of this thesis is to investigate the relationship between the identities of parents and family travel recollected experience. The research design did not target to reach generalisations,

but to explore the variety of themes. This study showed the diversity of relationships, with no straightforward influence of identity perceptions identified. Although previous research suggested that family roles often stay the same on a family vacation (Obrador, 2012), the current research found that roles of being a parent may be transformed or expressed in a variety of ways, from relaxed to intense parenting that may vary from how this role is perceived in daily life. Therefore, this research supported that the family vacation may be an escape from daily demands of family roles and family travel industry may benefit from targeting family members' needs individually as well as a family as a whole. Finally, a plausible explanation of varied vacation perceptions is suggested based on the travel routine factor, where more trips outside of the family vacations lead towards a more expressive behaviour in family roles, while parents seek more personal pleasure with limited travel outside of the family vacations.

CHAPTER 6. CONCLUSION

This chapter presents a summary of the results of the study. It begins with an overview of the research, followed by the study's contributions to theory and practice. Then, the scope and limitations of the research are discussed. This chapter ends with suggestions for future research.

6.1. Overview of the Research

The value of identity expression is recognised for individual travel but stay unclear for family travel. This study unpacks the ways in which role-identities of parents are (re)constructed and experienced through vacation recollected memories. Throughout the study, this research determines the role-identification of parents and compares it to the identified perceptions of the experience.

Following the aim of the research, three research questions were answered. The first research question, 'What are parents' role-specific views of themselves?' was addressed through individual narrative interviews that identified various roles seen by parents further summarised in 7 key dimensions of parents' role identities. The second research question, 'What are the perceptions of recollected family travel experience?' got answered by conducting in-depth group interviews with parents through which main experience themes were identified and compared to the existing body of literature. Developed themes were outlined by attitude and compared to factors of memorability of the experience evident to the meaning development and more profound our understanding of the family vacation recollected experience overlooked in previous research. A family vacation specific conceptual system of factors that contribute to memorability was developed. Finally, the study addressed the question 'What is the relationship between parents' role-specific views of selves and recollection of travel experience?' by recognising parents' role

identity expression and transformation within identified dimensions of role identity perceptions through main themes of the recollected experience. Although understanding the role identity activation on a vacation deepened our understanding of the recollection experience; role identity factor was not evident to predict recollected experience. A plausible explanation for varied perceptions of recollected vacation experience through varied travel routine of parents is suggested.

This study applied the narrative approach that focuses on discovering a variety of themes rather than drawing generalisations. As recollected family vacation experiences and parents' role identity mainly were overlooked by previous research, a qualitative inductive inquiry with a narrative approach allowed the in-depth examination of the phenomenon and developing a new understanding of the family vacation experience, which integrates both previous theories and newly discovered effects.

This study implied a dual research inquiry method, where parents' identities were addressed not simply as narrative identities through vacation stories but via individual interviews and via vacation stories. Therefore, every parent's identity was identified through three different angles: self-role perception, spouse's perception, and role expression on a vacation recollected memory. This approach allowed the researcher to use a more systematic role identity perception (the Identity theory) of their self-perception and draw more justified conclusions towards their identity expression through travel experience memory.

The findings clearly indicate the diversity of the family vacation market goes beyond 'one size fits all'. It was found that differentiation between parents' role-identities on vacation in a post-modern family are more clarified, where a vacation can be seen not only as a duty or compartmentalization of parental roles; but also as a source of personal transformation and

restoration. Parents' perceptions of the family vacation showed a substantial effect on one another, where the dissatisfaction or satisfaction of one family member influences a collective perception of the family vacation experience. Therefore, the role of parents' individual memorable experiences on their vacation may affect their overall recollected experience.

6.2. Contribution

6.2.1. Theoretical and Methodological Contributions

The theoretical contribution of this study lies in putting forth an advanced understanding of the recollected family vacation experience and identification of the parents' role identity expression and transformation within the family vacation experience.

First, this study extends factors of vacation memorability from the literature (Chandralal & Valenzuela, 2013; Farber & Hall, 2017; J.-H. Kim et al., 2012; Knobloch et al., 2017; Prebensen et al., 2013; Tung & Ritchie, 2011) specifically for a family vacation context; for example, the factor of social relationship is specified into spending time together as a family. Moreover, the findings of the study distinguish additional factors of memorability, such as the value of wellness for a child. As a result, a holistic outline of memorability factors of a family vacation is suggested for tourism research. This provides the base for a further conceptualisation of the process of meaning creation of recollected memory of a joined family vacation. This study added to existing travel research by addressing emerging trends in family travel and highlighting the diversity of factors that may boost memorability.

Second, this research is one of the first attempts to apply an identity factor to assess a joined family experience, that previous research mostly used to study individual travel experience (Laing & Frost, 2017; Noy, 2004b; Ourahmoune, 2016; Pung et al., 2020; Westwood, 2005). In order to

more comprehensively outline the identity activation of individuals on a joined vacation experience, the identity perceptions of participants were assessed separately via individual interviews. Previous research evident that recollected experience is different between individuals, even if they experienced the same activities (Knobloch et al., 2017) and develop a collective meaning of the events (Boyce, 1995). The findings of this study suggest that the formation of a joined 'we' perspective of a vacation experience is highly affected by personal perceptions of experience. This may be a new approach towards addressing joined family experiences by acknowledging the travellers individual experiences beyond strong joined lived experiences, as individual perceptions strongly affect the overall perception after the event has passed, and the time has been given for reflection, sharing, and final memories are formed. Thus, exploring the individual self-perceptions during the joined experiences allows to explore the joined experience in more depth.

Third, this research studied an identity perception beyond the identity that emerged from travel narratives by applying the Identity Theory (initially developed by Stryker (1980)) that aims to determine a role identity perception of self. Therefore, the identity factor got a dual inquiry where first role identity was analysed separately and further compared with identity perception developed from vacation narratives. It thus allowed the inquiry to evolve beyond identity expressed on vacations, to avoid misconceptions and to connect participants' daily life identity with the identity on vacations. As a result, a more profound understanding of identity transformation was discovered with no direct connection with their daily views of themselves. Furthermore, this highlighted the diversity of the family segment and the potential to separate family leisure and travel activities for the same profile of families.

Next, this research highlighted the possibilities of parents' role identity expression and transformation on a family vacation, an essential finding for experience design studies. This study presented two critical directions of identity activation (transformation and expression) on family vacation within seven discovered dimensions of identity. Although outlined perceptions require further scale development, this structured approach expands opportunities for researchers to describe a family experience in more detail. Besides previous research suggesting that parents' family roles are likely to stay the same on vacation (Obrador, 2012), on the contrary, the findings of this research showed that the role identity activation on vacations might vary and have no straightforward influence by the perceived family role identity in daily life. Thus, this research suggested a plausible factor (parents' travel routine) that can explain the direction of identity activation on vacation.

Methodologically, this study applied a case-based approach with a high variability of participants that implied a deep level of engagement with each studied case. Discussion of the applied inquiry method discovered advantages of prolonged conversations and increased trust between the researcher and participants to explore a sensitive and personal topic - family. The applied approach showed results in uncovering commonly excluded matters such as religion and health. Besides being heavy in execution, the narrative approach and dual inquiry showed its potential for future family travel studies, and this research design and procedures implied may be used as a possible template for future research.

6.2.2. Practical Contribution

This study enriches tourism and hospitality understanding of an essential family segment and offers insights for DMOs and practitioners.

This research helped to summarize and update factors of memorability of the family vacation experience, where new essential parts of the experience such as family wellbeing and fulfilling wishes of family members emerged. Therefore, designing family experiences following the identified factors may boost customer satisfaction and loyalty (Agapito et al., 2017; Manthiou et al., 2016; Walls et al., 2011). For example, resorts and destinations may empathise with the healing benefits of natural surroundings and the friendliness of local people towards kids. Moreover, the reference to such factors as first-time experiences, nostalgic travel, and the development of children may be used in marketing campaigns of destinations to attract families with small kids. These factors can help to create an opportunity for destinations outside of traditional seaside locations to promote their offers; for example, promoting countryside locations with videos of a child learning to ride a bicycle for the first time.

The findings of the study are evidence of the diversity of the family travel segment that has yet to be fully embraced by the current tourism and hospitality offers. New businesses may emerge by acknowledging the variety of preferences that families have beyond the classic SSS (sea, sun, sand). For example, this research revealed the importance of inspirational travel, local environment (attitudes, food), wellbeing, and physical adventures; the recognition of these factors may create an opportunity for family-themed festivals (arts & crafts festival for kids) and natural getaway offers (medieval/historic themed glamping) in destinations. New values may be added to existing businesses, new niches may be found, and new competitive advantages created. For example, companies that operate an online marketplace for lodging and vacation rentals may gain more loyalty from the family segment by including information regarding parks, food scenes, and medical facilities in the area.

Moreover, this study acknowledges that a family vacation has the potential to address more faithfully the needs and desires of families beyond the traditional family vacation stereotype of spending time together: such as romance, 'me time', and wellness. The study suggests targeting the family vacation not only as a joined experience but also by designing individual identity fitting experiences for parents, as individual memorable experiences have a substantial effect on overall recollection of the experience. For example, the industry may address that some parents seek personal desires or target to fulfill the wishes of the other half. More appealing marketing strategies may be created for parents that choose to have an easy parenting style and allow themselves to relax even in the context of a family vacation. For example, new concepts of family resorts that allow more privacy for families and couples that includes more entertainments targeting sophisticated experiences of parents as a couple and individually (romantic dinners, spas, interest classes) may be developed.

This research revealed a different perception of parents when travelling with school-age kids, small kids, and babies. Thus, this study suggests dividing the segment of families via the one with babies (0-2 years old), small kids (2-6 years old) and school-age kids (7-12 years old); currently, this segment is mostly represented by the airlines and hospitality unites as families with kids between 2-12 years old and babies of 0-2 years old. Further separation has a potential to better project the reality of family travel experiences and target families more efficiently.

6.2.3. Scope and limitations

First, the explorative nature of case-based narrative analysis lacks statistical generalizations; this study aimed to acknowledge the variety of themes of family travel, rather than prove a general theory. Hence, the revealed effect of role identity factor developed in the study

needs further statistical testing. Nevertheless, this limitation is common for qualitative based studies.

Second, the role identity of parents and the power relations between their identities are constantly changing. This research acknowledged the identities of parents at the moment of the data collection, however, the identities during the trips or even at the time passed after the interviews may vary. The assumption of this study was that the storytelling is connected to a current identity at the time of sharing a story; however, the stories that have been retold constantly might contain the reflection of past identities.

Third, cultural limitations; in the introduction, it was established that cultural factors are not critical to explaining the behavior and perceptions of family vacations. At the same time, a broader range of cultural backgrounds could have increased the ability to study this factor. The majority of participants are of Russian heritage, which did not allow us to consider the wide variety of cultural differences.

Fourth includes, the limited recent travel experiences due to the COVID-19 pandemic travel restrictions. On the one hand, the study managed to postpone the data collection period to include more families with recent travel experience (till middle 2021), but even so during the COVID-19 pandemic due to prevention measures the trips during this period were mostly inbound or short-haul due to travel restrictions at that time. Moreover, travelling during the COVID-19 prevention measures might be perceived differently once the pandemic is over and travel is different. For example, enjoying a freer travel available after travel restrictions are over, or, on the other hand, miss the time of travelling with less tourists in destinations.

6.3. Recommendations for a Future Research

The findings of the study may be further developed in three directions for further consideration by scholars. First, the understanding of role identity activation may be extended to other family members (e.g., grandparents, older children) and family holiday types. The current study focused on vacation that involved two parents and children below 12 years old. Future research may explore the role identity of parents and other family members in the context of the popular single parent vacation and extended family holiday.

Second, to assist practitioners with targeting family vacations, the search for factors to explain differences in perception of the vacation experience is recommended. This study suggests including parents' individual travel experiences in the scope of analyzing their joined family trips. As not only previous vacations but the current vacation agenda of parents in post-modern families includes individual trips. And the ability to express their identity in individual trips may affect their level of expectations for family vacations. The current research suggests to study further the effect of parents' travel routine on their perception of a family vacation. Plausible connections between the two are discussed in the study. The factor also may be explored cross-culturally to increase the generalizability of the segmentation.

Third, the research acknowledged the value of fantasizing about future vacations when you are currently with little children, but dreaming about time with them when they grow older. Many desired activities while vacationing with little kids were perceived as postponed adventures until kids reach school age. This suggests separating family travel with pre-school kids and considering the 'dreaming' element from the past trips when studying vacation with school-age kids. Literature review from the past 5 years shows that the way people imagine their vacations

beforehand can influence the memorability of the experience; therefore, this factor of prior fantasizing may have a strong influence on future recollection.

6.4. Concluding Remarks

The main contribution of this thesis is the relationship between parents' role-specific views of selves and recollection of travel experiences. This study demonstrated that roles of being parents may be expressed in a more intense way or transformed in a different role-perception during the family vacation with no discovered influence of the role identity perception in daily life on an identity perception during the vacation time. Therefore, daily leisure and travel activities perception by parents may vary, where a vacation may be a more liminal experience. In addition, this study suggests a plausible explanation of identity activation (expression or transformation) depending on the travel routine the parents are involved in. Overall, this thesis initiates new directions for future research opportunities that contribute to understanding the complex relationship between self-perception and recollected experience.

Appendix 1 Group interview guide

(The interview will be conducted with two parents from one family)
Date & Time of the interview_____

The description of the interview settings_____

    1. Gain Consent form approval
(Participants may agree to the form in a digital format prior to the interview)
    2. Casual introduction
        (Participants introduce themselves, small talk)
Today I have asked you to prepare three stories from your past vacations, but we will focus only on one of them that left the strongest impression. The purpose of the interview is to share your travel story. Feel free to talk to each other or add on to each other / interrupt at any moment. I will ask you several open-ended questions on the way. You may choose not to answer any of them. Your story will be confidential, and you will not be individually identified. Thank you!
    3. Questions:

Initial questions (open-ended)	Please tell me about the vacation you agreed to share with me. How was your vacation? What did you do together? What did you do by yourself? I have asked you to prepare a few photos from the vacation. May you tell me what is on the photos? ***Follow up questions and non-verbal encouragement are used to continue storytelling.* Could you tell me a bit more about that? What do you mean when you say "XXX"?
Intermediate questions (gather in-depth data)	What was your best time on this holiday for you/as a family? Why? Was there anything not particularly fortunate on this holiday? What you maybe did not enjoy that much? ***Follow up questions and non-verbal encouragement are used to continue storytelling.*
Ending questions (follow up)	Did anything else happen that can help me to understand your experience? How do you feel about repeating this vacation?

    4. Control questions *(on the next page)*
    5. Closing:
Thank you for participating in the first part of the interview. Again, let me assure confidentiality. I will see you soon for the second part of the interview individually. Do not hesitate to contact me if you have any questions. Stay safe.

Group interview guide – control questions.

Recent travel history (Please try to remember all the family vacation trips for more than 3 nights away from home in the past 5 years. Can you provide me more details of these trips?

Destination (s)	Approx. date & duration	Who did you travel with?	Main activities perused	Transportation	Accommodation	Eating	Purchase method	Information search method	How did you decide on this vacation?	What did you enjoy most about this trip?

Appendix 2 Individual interview guide

(The interview will be conducted with one parent at a time)

Date & Time of the interview_____

The description of the interview settings_____

_____

1. Double-check a signed consent approval form and remind conditions
2. Welcome back, casual talk

Today I will just talk to you about you and the way you see yourself and your spouse. This is not directly related to the context of our previous talk, but you may refer to the experiences shared with me as a reference. I will ask you several open-ended questions on the way. You may choose not to answer any of them. Your story will be confidential (I will not share it with your spouse), and you will not be individually identified. Thank you!

3. Questions:

Initial questions (open-ended)	Please imagine that we just met and tell me about yourself in a few words. What are your hobbies? Free time activities? ***Follow up questions are asked:*** You mentioned, XXX how important is that for you? Could you tell me a bit more about that? What do you mean when you say "XXX"?
Intermediate questions (gather in-depth data)	How do you see yourself as a mother/father? How do you see yourself as a spouse? How do you see your spouse as a mother/father? How do you see your spouse as a husband/wife? How do you think your spouse sees you as a mother/father? How do you think your spouse sees you as a husband/wife? ***Follow up questions and non-verbal encouragement are used to continue storytelling.***
Ending questions (follow up)	Are there other parts of your life that are important for you and you wish to share?

4. Closing:

Thank you for participating in the second and final part of the interview. I highly appreciate your time. I may contact you in the future to follow-up interviews. Again, thank you for participating, and allow me to assure the confidentiality of your answers. Please do not hesitate to contact me if you have any questions.

Aaker, J. L. (1997). Dimensions of Brand Personality. *Journal of Marketing Research*, *34*(3), 347–356. https://doi.org/10.1177/002224379703400304

Abelson, R., Function, D. P.-A. structure and, & 1989, U. (1989). Beliefs as possessions: A functional perspective. *Attitude Structure and Function*, *3*, 361–381.

Abrams, D., & Hogg, M. A. (1988). Comments on the motivational status of self-esteem in social identity and intergroup discrimination. *European Journal of Social Psychology*, *18*(4), 317–334. https://doi.org/10.1002/ejsp.2420180403

Agapito, D., Pinto, P., & Mendes, J. (2017). Tourists' memories, sensory impressions and loyalty: In loco and post-visit study in Southwest Portugal. *Tourism Management*, *58*, 108–118. https://doi.org/10.1016/j.tourman.2016.10.015

Agoda. (2018). *Asian travelers leading the family travel surge; Agoda releases findings from its global 'Family Travel Trends 2018' research*. [Press release].

Agyeiwaah, E., Pratt, S., Iaquinto, B. L., & Suntikul, W. (2020). Social identity positively impacts sustainable behaviors of backpackers. *Tourism Geographies*, 1–22. https://doi.org/10.1080/14616688.2020.1819401

Akatay, A., Çakici, A. C., & Harman, S. (2013). Involvement with backpacking: A research on backpackers visiting Istanbul. *Tourism*, *61*(4), 361–377.

Alden, D. L., Steenkamp, J. B. E. M., & Batra, R. (2006). Consumer attitudes toward marketplace globalization: Structure, antecedents and consequences. *International Journal of Research in Marketing*, *23*(3), 227–239. https://doi.org/10.1016/j.ijresmar.2006.01.010

Anderson, J. (2001). Mothers on family activity holidays overseas. In S. Clough & J. White (Eds.), *Women's Leisure Experiences: Ages, Stages and Roles* (pp. 99–112). Eastbourne: Leisure Studies Association.

Andews, M., Day Sclater, S., Squire, C., & Tamboukou, M. (2004). Narrative Research. In C. Seale, G. Gobo, J. F. Gubrium, & D. Silverman (Eds.), *Qualitative Research Practice* (pp. 109–123). SAGE Publications.

Atkinson, R. C., & Shiffrin, R. M. (1968). Human memory: A proposed system and its control processes. In J. T. S. K. Spence (Ed.), *The psychology of learning and motivation* (pp. 90–191). Academic Press.

Australian Institute of Family Studies. (2015). *Forecast share of family types in Australia from 2011 to 2036*. [Graph]. Statista.

Backer, E., & Schänzel, H. A. (2013). Family holidays-vacation or obli-cation? *Tourism Recreation Research*, *38*(2), 159–173. https://doi.org/10.1080/02508281.2013.11081742

Bai, K., & Fu, G. (2011). 家庭旅游决策研究的中国化理论视角与分析思路 [Perspective of the theory of localization in the study of family travel decision–making and train of thoughts for analysis]. *旅游学刊 [Tourism Tribune]*, *26*(12), 49–56.

Balmer, C., Griffiths, F., & Dunn, J. (2015). A review of the issues and challenges involved in using participant-produced photographs in nursing research. *Journal of Advanced Nursing*, *71*(7), 1726–1737. https://doi.org/10.1111/jan.12627

Beitin, B. K. (2007). Qualitative research in marriage and family therapy: Who is in the interview? *Contemporary Family Therapy*, *30*(1), 48–58. https://doi.org/10.1007/s10591-007-9054-y

Belk, R. W. (1988). Possessions and the Extended Self. *Journal of Consumer Research*, *15*(2), 139. https://doi.org/10.1086/209154

Bennett, L., Wolin, S., & Cycle, K. M. (1988). Family identity, ritual, and myth: A cultural perspective on life cycle transitions. In C. J. Falicov (Ed.), *Family Transitions: Continuity and Change Over the Life Cycle* (pp. 211–234). The Guilford Press.

Berger, R. (2015). Now I see it, now I don't: researcher's position and reflexivity in qualitative research. *Qualitative Research*, *15*(2), 219–234. https://doi.org/10.1177/1468794112468475

Birbili, M. (2000). Translating from one language to another. *Social Research Update*, *31*(1), 1–7.

Bjørnholt, M., & Farstad, G. R. (2012). 'Am I rambling?' on the advantages of interviewing couples together: *Http://Dx.Doi.Org/10.1177/1468794112459671*, *14*(1), 3–19. https://doi.org/10.1177/1468794112459671

Black, I., & Veloutsou, C. (2017). Working consumers: Co-creation of brand identity, consumer identity and brand community identity. *Journal of Business Research*, *70*, 416–429. https://doi.org/10.1016/j.jbusres.2016.07.012

Blumer, H. (1969). *Symbolic Interactionism: Perspective and Method*. Prentice-Hall.

Bojanic, D. C. (2011). The impact of age and family life experiences on Mexican visitor shopping expenditures. *Tourism Management*, *32*(2), 406–414. https://doi.org/10.1016/j.tourman.2010.03.012

Bokek-Cohen, Y. (2011). Marital power bases as predictors of spousal influence strategies in a vacation purchase decision. *International Journal of Culture, Tourism and Hospitality Research*, *5*(2), 144–157. https://doi.org/10.1108/17506181111139564

Bolderman, L., & Reijnders, S. (2017). Have you found what you're looking for? Analysing tourist experiences of Wagner's Bayreuth, ABBA's Stockholm and U2's Dublin. *Tourist Studies*, *17*(2), 164–181. https://doi.org/10.1177/1468797616665757

Bosnjak, M., Brown, C. A., Lee, D. J., Yu, G. B., & Sirgy, M. J. (2016). Self-Expressiveness in Sport Tourism: Determinants and Consequences. *Journal of Travel Research*, *55*(1), 125–134. https://doi.org/10.1177/0047287514535845

Botterill, D. (2014). Constructionism - A critical realist reply. *Annals of Tourism Research*, *48*(48), 292–294. https://doi.org/10.1016/j.annals.2013.11.004

Bourdieu, P. (1979). *La distinction [The distinction]*. Minuit.

Boyce, M. E. (1995). Collective Centring and Collective Sense-making in the Stories and Storytelling of One Organization. *Organization Studies*, *16*(1), 107–137.

Brenner, P. S., & Delamater, J. (2016). Lies, Damned Lies, and Survey Self-Reports? Identity as a Cause of Measurement Bias. *Social Psychology Quarterly*, *79*(4), 333–354. https://doi.org/10.1177/0190272516628298

Bronner, F., & de Hoog, R. (2008). Agreement and disagreement in family vacation decision-making. *Tourism Management*, *29*(5), 967–979. https://doi.org/10.1016/j.tourman.2007.12.001

Bronner, F., & de Hoog, R. (2018). Conspicuous consumption and the rising importance of experiential purchases. *International Journal of Market Research*, *60*(1), 88–103. https://doi.org/10.1177/1470785317744667

Brooks, C. M., Poudrier, J., & Design, A.-O. V. M. C. A. of C.-C. R. (2014). Anti-Oppressive Visual Methodologies: Critical Appraisal of Cross-Cultural Research Design. *Qualitative Sociology Review*, *10*(4).

Bryce, D., & Čaušević, S. (2019). Orientalism, Balkanism and Europe's Ottoman heritage. *Annals of Tourism Research*, *77*, 92–105. https://doi.org/10.1016/j.annals.2019.06.002

Burke, K. (1954). *Permanence and change*. University of California Press.

Burke, P. J. (1980). The self: Measurement requirements from an interactionist perspective. *Social Psychology Quarterly*, *43*(1), 18–29.

Burke, P. J. (1991). Identity Processes and Social Stress. *American Sociological Review*, *56*(6), 836. https://doi.org/10.2307/2096259

Buzzegoli, K., Piattoli, A., Sassi, C., & Timpano, M. (2018). Psychotherapy Training Process as a Group Experience: A Hermeneutic-Constructivist Perspective. *Journal of Constructivist Psychology*, *31*(2), 130–147. https://doi.org/10.1080/10720537.2016.1271377

Carr, N. (2011). *Children's and families' holiday experience*. Routledge.

Carù, A., & Cova, B. (2006). How to facilitate immersion in a consumption experience: appropriation operations and service elements. *Journal of Consumer Behaviour*, *5*(1), 4–14. https://doi.org/10.1002/cb.30

Cast, A. D., & Cantwell, A. M. (2007). Identity change in newly married couples: Effects of positive and negative feedback. *Social Psychology Quarterly*, *70*(2), 172–185. https://doi.org/10.1177/019027250707000206

Cathay Pacific. (n.d.). *Travelling with children*.

Centraal Bureau voor de Statistiek. (2019). *Centraal Bureau voor de Statistiek. (2019). Total number of live births in the Netherlands from 2008 to 2018*. [Graph]. Statista.

Chandralal, L., & Valenzuela, F. R. (2013). Exploring memorable tourism experiences: Antecedents and behavioural outcomes. *Journal of Economics, Business and Management*, *1*(2), 177–181.

Chandralal, L., & Valenzuela, F.-R. (2015). Memorable Tourism Experiences: Scale Development. *Contemporary Management Research*, *11*(3), 291–310. https://doi.org/10.7903/cmr.13822

Chaney, D. (1996). *Lifestyles*. Routledge.

Chang, R. C. Y., Kivela, J., & Mak, A. H. N. (2011). Attributes that influence the evaluation of travel dining experience: When East meets West. *Tourism Management*, *32*(2), 307–316. https://doi.org/10.1016/j.tourman.2010.02.009

Charmaz, K. (2014). *Constructing grounded theory*. SAGE Publications.

Charmaz, K., & Belgrave, L. L. (2019). Thinking About Data With Grounded Theory. *Qualitative Inquiry*, *25*(8), 743–753. https://doi.org/10.1177/1077800418809455

Chen, G., & Huang, S. (2019). Backpacker identity: Scale development and validation. *Article in Journal of Travel Research*, *59*(2), 281–294. https://doi.org/10.1177/0047287519829255

Chen, S., Wang, S., & Xu, H. (2017). Influence of Place Identity on Residents' Attitudes to Dark Tourism. *Journal of China Tourism Research*, *13*(4), 338–356. https://doi.org/10.1080/19388160.2017.1401023

Chen, X., Mak, B., & Kankhuni, Z. (2020). Storytelling approach of the self-reported slow adventure to Tibet: Constructing experience and identity. *Tourism Management Perspectives*, *35*, 100679. https://doi.org/10.1016/j.tmp.2020.100679

Cheng, I. F., Su, C. J., Liao, H. H., Lorgnier, N., Lebrun, A. M., Yen, W. S., Lan, Y. F., & Huang, Y. (2019). Adolescents' perceptions of mother–father dominance in family vacation decisions: a 25-society study. *Service Business*, *13*(4), 755–778. https://doi.org/10.1007/s11628-019-00404-6

Cheong, Y. S., & Sin, H. L. (2019). Going on holiday only to come home: making happy families in Singapore. *Tourism Geographies*, 1–22. https://doi.org/10.1080/14616688.2019.1669069

Clandinin, D. J. (2006). Narrative Inquiry: A Methodology for Studying Lived Experience. *Research Studies in Music Education*, *27*(1), 44–54.

Clauzel, A., Guichard, N., & Damay, C. (2020). Exploring emotional traces in families' recollection of experiences: A study based on luxury hotel reviews. *Qualitative Market Research*, *23*(1), 21–45. https://doi.org/10.1108/QMR-07-2018-0076

Cleveland, M., & Bartsch, F. (2019). Global consumer culture: epistemology and ontology. *International Marketing Review*, *36*(4), 556–580. https://doi.org/10.1108/IMR-10-2018-0287

Cockburn-Wootten, C., Friend, L., & McIntosh, A. (2006). A discourse analysis of representational spaces: Writings of women independent traveller. *Tourism*, *54*(1), 7–16.

Coelho, M. de F., Gosling, M. de S., & Almeida, A. S. A. de. (2018). Tourism experiences: Core processes of memorable trips. *Journal of Hospitality and Tourism Management*, *37*, 11–22. https://doi.org/10.1016/j.jhtm.2018.08.004

Cohen, E., & Cohen, S. A. (2012). Current Sociological Theories and Issues in Tourism. *Annals of Tourism Research*, *39*(4), 2177–2202. https://doi.org/10.1016/j.annals.2012.07.009

Cohen, P. (2018). *The family: Diversity, inequality, and social change* (Second edi). W.W. Norton & Company.

Cooley, C. (1992). *Human Nature and The Social Order*. Charles Scribner's Sons.

Cowan, K., & Spielmann, N. (2020). Culture is in the "I" of the beholder: Identity confirmation in tourist advertisements. *Journal of Business Research*, *121*, 378–388. https://doi.org/10.1016/j.jbusres.2018.05.015

Cowan, N. (2008). Chapter 20 What are the differences between long-term, short-term, and working memory? *Progress in Brain Research*, *169*, 323–338. https://doi.org/10.1016/S0079-6123(07)00020-9

Creswell, J. W. (2013). *Qualitative inquiry and research design: Choosing among five approaches* (3rd ed.). SAGE Publications.

Creswell, J. W. (2014). *Research design: Qualitative, quantitative, and mixed methods approaches*. Sage publications.

Crompton, J. L. (1979). Motivations for pleasure vacation. *Annals of Tourism Research*, *6*(4), 408–424.

Cross, G. S. (1993). *Time and money: The making of consumer culture.* Taylor & Francis.

Cuc, A., Ozuru, Y., Manier, D., & Hirst, W. (2006). On the formation of collective memories: The role of a dominant narrator. *Memory and Cognition*, *34*(4), 752–762. https://doi.org/10.3758/BF03193423

Cummings, J., & Sanders, L. (2014). Memories as Types and Stages. In *Introduction to Psychology* (pp. 312–323). University of Minnesota Libraries Publishing.

Daly, K. (1992). The fit between qualitative research and characteristics of families. *Qualitative Methods in Family Research*, *3*(11).

Davis, J. L., Love, T. P., & Fares, P. (2019). Collective Social Identity: Synthesizing Identity Theory and Social Identity Theory Using Digital Data. *Social Psychology Quarterly*, *82*(3), 254–273. https://doi.org/10.1177/0190272519851025

De Ronde, C., & Fernandez Moujan, R. (2018). Epistemological vs. Ontological Relationalism in Quantum Mechanics: Relativism or Realism? In D. Aerts, M. L. Dalla Chiara, C. de Ronde, & D. Krause (Eds.), *Probing the Meaning of Quantum Mechanics*. World Scientific.

DeJonckheere, M., & Vaughn, L. M. (2019). Semistructured interviewing in primary care research: A balance of relationship and rigour. *Family Medicine and Community Health*, *7*(2). https://doi.org/10.1136/fmch-2018-000057

Demangeot, C., Broderick, A. J., & Samuel Craig, C. (2015). Multicultural marketplaces: New territory for international marketing and consumer research. *International Marketing Review*, *32*(2), 118–140. https://doi.org/10.1108/IMR-01-2015-0017

Desforges, L. (2000). Traveling the world identity and travel biography. *Annals of Tourism Research*, *27*(4), 926–945. https://doi.org/10.1016/s0160-7383(99)00125-5

Dickinson, J. E., Lumsdon, L. M., & Robbins, D. (2011). Slow travel: Issues for tourism and climate change. *Journal of Sustainable Tourism*, *19*(3), 281–300. https://doi.org/10.1080/09669582.2010.524704

Donald, M. (2001). *A mind so rare: The evolution of human consciousness.* WW Norton & Company.

Echterhoff, G., & Hirst, W. (2009). Social influence on memory. *Social Psychology*, *40*(3), 106–110. https://doi.org/10.1027/1864-9335.40.3.106

Eichhorn, V., Miller, G., & Tribe, J. (2013). Tourism: A site of resistance strategies of individuals with a disability. *Annals of Tourism Research*, *43*, 578–600. https://doi.org/10.1016/j.annals.2013.03.006

Ennis, L. (2014). *Intensive mothering: The cultural contradictions of modern motherhood.* Demeter Press.

Epp, A. M., & Price, L. L. (2008). Family identity: A framework of identity interplay in consumption practices. *Journal of Consumer Research*, *35*(1), 50–70. https://doi.org/10.1086/529535

Escalas, J. E. (2004). Narrative Processing: Building Consumer Connections to Brands. *Journal of Consumer Psychology*, *14*(1–2), 168–180. https://doi.org/10.1207/S15327663JCP1401&2_19

Eurostat. (2020a). *Fertility statistics*.

Eurostat. (2020b). *Mean average age of woman at first childbirth in Europe in 2018, by country*. [Graph]. Statista.

Faircloth, C. (2014). Intensive parenting and the expansion of parenting. In E. Lee, J. Bristow, C. Faircloth, & J. Macvarish (Eds.), *Parenting culture studies* (pp. 25–50). Palgrave Macmillan.

Family Travel Association. (n.d.). *US Family Travel Survey 2018*.

Farber, M. E., & Hall, T. E. (2017). Emotion and Environment: Visitors' Extraordinary Experiences along the Dalton Highway in Alaska. *Https://Doi.Org/10.1080/00222216.2007.11950107*, *39*(2), 248–270. https://doi.org/10.1080/00222216.2007.11950107

Feldman, S. (2018). *Working Moms by the Numbers*. [Digital image]. Statista.

Filiatrault, P., & Ritchie, J. R. B. (1980). Joint Purchasing Decisions: A Comparison of Influence Structure in Family and Couple Decision-Making Units. *Journal of Consumer Research*, *7*(2), 131. https://doi.org/10.1086/208802

Finnair. (n.d.). *FAQ-Children*.

Fivush, R. (2011). The Development of Autobiographical Memory. *Annual Review of Psychology*, *62*, 559–582.

Fivush, R., Bohanek, J. G., & Duke, M. (2014). The Intergenerational Self Subjective Perspective and Family History. In F. Sani (Ed.), *Self Continuity: Individual and Collective Perspectives* (pp. 131–143). Psychology Press.

Fletcher, T. (2020). *Negotiating fatherhood: Sport and family practices*. Palgrave Macmillan.

Flick, U. (2004). Triangulation in qualitative research. In U. Flick, E. von Kardoff, & I. Steinke (Eds.), *A Companion to Qualitative Research* (pp. 178–183).

Flick, U. (2013). *The SAGE handbook of qualitative data analysis*. SAGE Publications.

Fodness, D. (1992). The Impact of Family Life Cycle on the Vacation Decision-making Process. *Journal of Travel Research*, *31*(2), 8–13. https://doi.org/10.1177/004728759203100202

Fook, J., & Gardner, F. (2007). *Practising critical reflection: A resource handbook: A handbook*. McGraw-Hill Education (UK).

Franklin, A., Lewis, C., Kerr, G., & Pomering, A. (2010). Self-identity and Social Norms in Destination Choice by Young Australian Travellers. *Tourist Studies*, *10*(3), 265–283. https://doi.org/10.1177/1468797611407753

Freysinger, V. J. (1995). The Dialectics of Leisure and Development for Women and Men in Mid-life: An Interpretive Study. *Journal of Leisure Research*, *27*(1), 61–84. https://doi.org/10.1080/00222216.1995.11969977

Fromm, E. (1976). *To Have or To Be*. Harper & Row.

Galvin, K. M. (2014). Blood, law, and discourse: Constructing and managing family identity. In L. A. Baxter (Ed.), *Remaking "family" communicatively* (pp. 17–32). Peter Lang.

Ganzeboom, H. (1988). *Leefstijlen in Nederland: Een verkennende studie [Lifestyles in the Netherlands: An Exploratory Study]*. Sociaal Cultureel Planbureau.

Gartner, W. C., & Ruzzier, M. K. (2011). Tourism Destination Brand Equity Dimensions: Renewal versus Repeat Market. *Journal of Travel Research*, *50*(5), 471–481. https://doi.org/10.1177/0047287510379157

Geertz, C. (1973). Thick description: Toward an interpretive theory of culture. In Y. S. Lincoln & N. K. Denzin (Eds.), *Turning Points in Qualitative Research: Tying Knots in a Handkerchief* (pp. 143–168).

Giddens, A. (1991). *Modernity and self-identity: Self and society in the late modern age*. Stanford University Press.

Gitelson, R. J., & Crompton, J. L. (1984). Insights into the repeat vacation phenomenon. *Annals of Tourism Research*, *11*(2), 199–217. https://doi.org/10.1016/0160-7383(84)90070-7

Glaser, B., & Strauss, A. (1967). *The discovery of grounded theory: Strategies for qualitative research*. Aldine Pub.

GlobalData. (2018). *Family travel to increase by 25% by 2022*.

Goldin, C., & Katz, L. F. (2002). The power of the pill: Oral contraceptives and women's career and marriage decisions. *Journal of Political Economy*, *110*(4), 730–770. https://doi.org/10.1086/340778

Gram, M., O'Donohoe, S., Schänzel, H., Marchant, C., & Kastarinen, A. (2019). Fun time, finite time: Temporal and emotional dimensions of grandtravel experiences. *Annals of Tourism Research*, *79*, 102769. https://doi.org/10.1016/j.annals.2019.102769

Guba, E. G. (1990). *The paradigm dialog*. SAGE Publications.

Guba, E. G., & Lincoln, Y. S. (2004). Competing paradigms in qualitative research: Theories and issues. In S. N. Hesse-Biber & P. Leavy (Eds.), *Approaches to qualitative research: A reader on theory and practice* (pp. 17–38). Oxford University Press.

Gubrium, E., & Koro-Ljungberg, M. (2005). Contending With Border Making in the Social Constructionist Interview. *Qualitative Inquiry*, *11*(5), 689–715. https://doi.org/10.1177/1077800405278776

Gubrium, J. F., & Holstein, J. A. (2009). *Analyzing narrative reality*. SAGE Publications.

Gubrium, J. F., Holstein, J. A., Marvasti, A. B., & McKinney, K. D. (2012). *The SAGE handbook of interview research: The complexity of the craft* (2nd ed.). SAGE Publications.

Halcomb, E. J., & Davidson, P. M. (2006). Is verbatim transcription of interview data always necessary? *Applied Nursing Research*, *19*(1), 38–42. https://doi.org/10.1016/j.apnr.2005.06.001

Haldrup, M., & Larsen, J. (2003). The Family Gaze. *Tourist Studies*, *3*(1), 23–46. https://doi.org/10.1177/1468797603040529

Haley, R. I. (1985). *Developing Effective Communications Strategy: A Benefit Segmentation Approach.* John Wiley & Sons.

Hammarberg, K., Collins, V., Holden, C., Young, K., & McLachlan, R. (2017). Men's knowledge, attitudes and behaviours relating to fertility. *Human Reproduction Update*, *23*(4), 458–480. https://doi.org/10.1093/humupd/dmx005

Handel, G., & Rainwater, L. (1964). *Persistence and change in working-class life style.* Prentice-Hall, Inc.

Hassanli, N., Gross, M. J., & Brown, G. (2016). The emergence of home-based accommodations in Iran: A study of self-organization. *Tourism Management*, *54*, 284–295. https://doi.org/10.1016/j.tourman.2015.11.018

Hays, D. G., & Singh, A. A. (2011). *Qualitative inquiry in clinical and educational settings*. Guilford Press.

Heise, D. R., & MacKinnon, N. J. (2010). Theories of Identities and Selves. In *Self, Identity, and Social Institutions* (pp. 163–197). Palgrave Macmillan. https://doi.org/10.1057/9780230108493

Hennigs, N., Wiedmann, K. P., Klarmann, C., Strehlau, S., Godey, B., Pederzoli, D., Neulinger, A., Dave, K., Aiello, G., Donvito, R., Taro, K., Táborecká-Petrovičová, J., Santos, C. R., Jung, J., & Oh, H. (2012). What is the Value of Luxury? A Cross-Cultural Consumer Perspective. *Psychology and Marketing*, *29*(12), 1018–1034. https://doi.org/10.1002/mar.20583

Hibbert, J. F., Dickinson, J. E., & Curtin, S. (2013). Understanding the influence of interpersonal relationships on identity and tourism travel. *Anatolia*, *24*(1), 30–39. https://doi.org/10.1080/13032917.2012.762313

Hibbert, J. F., Dickinson, J. E., Gössling, S., & Curtin, S. (2013). Identity and tourism mobility: An exploration of the attitude-behaviour gap. *Journal of Sustainable Tourism*, *21*(7), 999–1016. https://doi.org/10.1080/09669582.2013.826232

Hollinshead, K. (2006). The shift to constructivism in social inquiry: Some pointers for tourism studies. *Tourism Recreation Research*, *31*(2), 43–58. https://doi.org/10.1080/02508281.2006.11081261

Hsu, C. H. C., Cai, L. A., & Wong, K. K. F. (2007). A model of senior tourism motivations-Anecdotes from Beijing and Shanghai. *Tourism Management*, *28*(5), 1262–1273. https://doi.org/10.1016/j.tourman.2006.09.015

Hsu, C. H. C., & Huang, S. S. (2016). Reconfiguring Chinese cultural values and their tourism implications. *Tourism Management*, *54*, 230–242. https://doi.org/10.1016/j.tourman.2015.11.011

Huang, X., Zhang, L., & Ihnatoliova, L. (2020). Spatial Memory Bias in Children Tourists. *Journal of China Tourism Research*, *16*(1), 78–95. https://doi.org/10.1080/19388160.2020.1718051

Hurst, H., McCallum, K., & Tilles, S. (2019). Dialoguing with the silent researcher: Rethinking the role of the transcriptionist in qualitative research. *Methodological Innovations*, *12*(2), 205979911986328. https://doi.org/10.1177/2059799119863285

Hyde, K. F., & Olesen, K. (2011). Packing for touristic performances. *Annals of Tourism Research*, *38*(3), 900–919. https://doi.org/10.1016/j.annals.2011.01.002

Ibrahim, M. (2012). THEMATIC ANALYSIS: A CRITICAL REVIEW OF ITS PROCESS AND EVALUATION. In *West East Journal of Social Sciences-December* (Vol. 1, Issue 1).

Im, J. Y., & Hancer, M. (2014). Shaping travelers' attitude toward travel mobile applications. *Journal of Hospitality and Tourism Technology*, *5*(2), 177–193. https://doi.org/10.1108/JHTT-11-2013-0036

Insee. (2019). *Number of divorces for 1.000 marriages in France in 2017, by duration of the marriage*. Statista.

Insee. (2020a). *Number of families in France in 2017, by family type (in 1,000s)*. [Graph]. Statista.

Insee. (2020b). *Percentage of children born out of wedlock in France from 1994 to 2019*. [Graph]. Statista.

Insee. (2020c). *Total number of marriages in France from 2004 to 2019*. [Graph]. Statista.

IResearch. (2018). *Number of people with infant in the family in China from 2012 to 2017 with a forecast until 2020 (in millions)*. [Graph]. Statista.

Istituto Toniolo. (2017). *In your opinion, what is the ideal age for women and men to become parents?* [Graph]. Statista.

Iveković Martinis, A., & Sujoldžić, A. (2020). Austro-Hungarian heritage and tourism discourses in Pula, Croatia. *Journal of Tourism and Cultural Change*, *1*(18). https://doi.org/10.1080/14766825.2020.1764572

Jackson, S. E. (1981). Measurement of Commitment to Role Identities. *Journal of Personality and Social Psychology*, *40*(1), 138–146.

Jackson, S. M. (1999). Paradigm shift. In R. L. Hegel & M. Scannapieco (Eds.), *Kinship Foster Care Policy, Practice and Research* (pp. 93–111). Oxford University Press.

Jenkins, J., & Lyons, K. (2006). Non-resident fahers' leisure with their children. *Leisure Studies*, *25*(2), 219–232. https://doi.org/10.1080/02614360500504701

Jenkins, R. L. (1978). Family Vacation Decision-Making. *Journal of Travel Research*, *16*(4), 2–7. https://doi.org/10.1177/004728757801600401

Jepson, A., Stadler, R., & Spencer, N. (2019). Making positive family memories together and improving quality-of-life through thick sociality and bonding at local community festivals and events. *Tourism Management*, *75*, 34–50. https://doi.org/10.1016/j.tourman.2019.05.001

Jiang, Y. (2020). A Cognitive Appraisal Process of Customer Delight: The Moderating Effect of Place Identity. *Journal of Travel Research*, *59*(6), 1029–1043. https://doi.org/10.1177/0047287519872827

Johnson, A. A. (2007). Authenticity, tourism, and self-discovery in Thailand: Self-creation and the discerning gaze of trekkers and old hands. *Sojourn*, *22*(2), 153–178. https://doi.org/10.1355/sj22-2a

José Barlés-Arizón, M., Fraj-Andrés, E., Martínez-Salinas, E., & José Barlés-Arizón Elena Fraj-Andrés Eva Martínez-Salinas, M. (2013). Family Vacation Decision Making: The Role of Woman. *Journal of Travel & Tourism Marketing*, *30*(8), 873–890. https://doi.org/10.1080/10548408.2013.835681

Kang, S. K., & Hsu, C. H. C. (2005). Dyadic consensus on family vacation destination selection. *Tourism Management*, *26*(4), 571–582. https://doi.org/10.1016/j.tourman.2004.01.002

Kang, S. K., Hsu, C. H. C., & Wolfe, K. (2003). Family Traveler Segmentation by Vacation Decision-Making Patterns. *Journal of Hospitality and Tourism Research*, *27*(4), 448–469. https://doi.org/10.1177/10963480030274005

Kay Smith, M., & Diekmann, A. (2017). Tourism and wellbeing. *Annals of Tourism Research*, *66*, 1–13. https://doi.org/10.1016/J.ANNALS.2017.05.006

Kay, T. (2009). *Fathering through sport and leisure*. Routledge.

Kaygalak-Celebi, S., Kaya, S., Ozeren, E., & Gunlu-Kucukaltan, E. (2019). Pride festivals as a space of self-expression: tourism, body and place. *Journal of Organizational Change Management*, *33*(3), 545–566. https://doi.org/10.1108/JOCM-01-2019-0026

Khoo-Lattimore, C., delChiappa, G., & Yang, M. J. (2018). A family for the holidays: delineating the hospitality needs of European parents with young children. *Young Consumers*, *19*(2), 159–171. https://doi.org/10.1108/YC-08-2017-00730

Khoo-Lattimore, C., Prayag, G., & Li Cheah, B. (2015). Kids on Board: Exploring the Choice Process and Vacation Needs of Asian Parents With Young Children in Resort Hotels. *Journal of Hospitality Marketing & Management*, *24*(5), 511–531. https://doi.org/10.1080/19368623.2014.914862

Killian, K. D. (2001). Reconstituting racial histories and identities: the narratives of interracial couples. *Journal of Marital and Family Therapy*, *27*(1), 27–42. https://doi.org/10.1111/J.1752-0606.2001.TB01137.X

Kim, H., Kim, J., Kim, K. T., & Chen, Y.-L. (2019). *Memorable Travel Experiences: Qualitative Approach* (pp. 101–112). Emerald Publishing Limited. https://doi.org/10.1108/s1745-354220190000015006

Kim, J. (Jamie), & Fesenmaier, D. R. (2017). Sharing Tourism Experiences. *Journal of Travel Research*, *56*(1), 28–40. https://doi.org/10.1177/0047287515620491

Kim, J.-H., Ritchie, J. R. B., & McCormick, B. (2012). Development of a Scale to Measure Memorable Tourism Experiences. *Journal of Travel Research*, *51*(1), 12–25. https://doi.org/10.1177/0047287510385467

Kirillova, K., Lehto, X., & Cai, L. (2017). Tourism and existential transformation: An empirical investigation. *Journal of Travel Research*, *56*(5), 638–650. https://doi.org/10.1177/0047287516650277

Klein, S. B. (2015). What memory is. *Wiley Interdisciplinary Reviews: Cognitive Science*, *6*(1), 1–38. https://doi.org/10.1002/wcs.1333

Knobloch, U., … K. R.-J. of T., & 2017, U. (2017). Experience, emotion, and eudaimonia: A consideration of tourist experiences and well-being. *Journal of Travel Research*, *56*(5), 651–662. https://doi.org/10.1177/0047287516650937

Knobloch, U., Robertson, K., & Aitken, R. (2014). (MIS)Understanding the nature of tourist experiences. *Tourism Analysis*, *19*(5), 599–608. https://doi.org/10.3727/108354214X14116690097891

Kohler Riessman, C. (2008). *Narrative Methods for the Human Sciences*. Sage publications.

Korstjens, I., & Moser, A. (2018). Series: Practical guidance to qualitative research. Part 4: Trustworthiness and publishing. *European Journal of General Practice*, *24*(1), 120–124.

Kozak, M. (2010). Holiday taking decisions–The role of spouses. *Tourism Management*, *31*(4), 489–494.

Kutschera, S. (2019). *Travel statistics to know in 2019 and 2020*. Trekksoft.

Kuykendall, L., Lei, X., Zhu, Z., & Hu, X. (2020). Leisure Choices and Employee Well-Being: Comparing Need Fulfillment and Well-Being during TV and Other Leisure Activities. *Applied Psychology: Health and Well-Being*, *12*(2), 532–558. https://doi.org/10.1111/APHW.12196

Laing, J. H., & Frost, W. (2017a). Journeys of well-being: Women's travel narratives of transformation and self-discovery in Italy. *Tourism Management*, *62*, 110–119. https://doi.org/10.1016/j.tourman.2017.04.004

Laing, J. H., & Frost, W. (2017b). Journeys of well-being: Women's travel narratives of transformation and self-discovery in Italy. *Tourism Management*, *62*, 110–119. https://doi.org/10.1016/J.TOURMAN.2017.04.004

Lambin, J. J., Chumpitaz, R., & Schuiling, I. (2007). *Market-driven management: Strategic and operational marketing*. Macmillan International Higher Education.

Langer, E. J. (1989). Minding Matters: The Consequences of Mindlessness–Mindfulness. *Advances in Experimental Social Psychology*, *22*(C), 137–173. https://doi.org/10.1016/S0065-2601(08)60307-X

LaRossa, R., & Reitzes, D. C. (2008). Symbolic Interactionism and Family Studies. In *Sourcebook of Family Theories and Methods* (pp. 135–166). Springer US. https://doi.org/10.1007/978-0-387-85764-0_6

Larsen, S. (2007). Aspects of a Psychology of the Tourist Experience. *Scandinavian Journal of Hospitality and Tourism*, *7*(1), 7–18. https://doi.org/10.1080/15022250701226014

Latzko-Toth, G., Bonneau, C., & Millette, M. (2017). Small data, thick data: Thickening strategies for trace-based social media research. In L. Sloan & A. Quan-Haase (Eds.), *The SAGE handbook of social media research methods* (pp. 199–214). SAGE Publications.

Lee, C. J. G. (2012). Reconsidering Constructivism in Qualitative Research. *Educational Philosophy and Theory*, *44*(4), 403–412. https://doi.org/10.1111/j.1469-5812.2010.00720.x

Leggo, C. (2008). Narrative Inquiry: Attending to the Art of Discourse. *Language and Literacy*, *10*(1).

Lehto, X. Y., Fu, X., Li, H., & Zhou, L. (2017). Vacation Benefits and Activities: Understanding Chinese Family Travelers. *Journal of Hospitality & Tourism Research*, *41*(3), 301–328. https://doi.org/10.1177/1096348013515921

Lehto, X. Y., Lin, Y.-C., Chen, Y., & Choi, S. (2012). Family Vacation Activities and Family Cohesion. *Journal of Travel & Tourism Marketing*, *29*(8), 835–850. https://doi.org/10.1080/10548408.2012.730950

Lehto, X. Y., O'Leary, J. T., & Morrison, A. M. (2004). The effect of prior experience on vacation behavior. *Annals of Tourism Research*, *31*(4), 801–818. https://doi.org/10.1016/j.annals.2004.02.006

Levitt, T. (1983). The globalization of markets. *Harvard Business Review*, *61*(3), 92–102.

Li, L. M. W., Masuda, T., & Russell, M. J. (2015). Culture and decision-making: Investigating cultural variations in the East Asian and North American online decision-making processes. *Asian Journal of Social Psychology*, *18*(3), 183–191. https://doi.org/10.1111/ajsp.12099

Li, M., Lehto, X., & Li, H. (2020). 40 Years of Family Tourism Research: Bibliometric Analysis and Remaining Issues. *Journal of China Tourism Research*, *16*(1), 1–22. https://doi.org/10.1080/19388160.2020.1733337

Li, M., Wang, D., Xu, W., & Mao, Z. (2017). Motivation for family vacations with young children: anecdotes from the Internet. *Journal of Travel & Tourism Marketing*, *34*(8), 1047–1057. https://doi.org/10.1080/10548408.2016.1276007

Li, T. E., & McKercher, B. (2016). Developing a typology of diaspora tourists: Return travel by Chinese immigrants in North America. *Tourism Management*, *56*, 106–113. https://doi.org/10.1016/j.tourman.2016.04.001

Liebenberg, L. (2009). The visual image as discussion point: increasing validity in boundary crossing research. *Qualitative Research*, *9*(4), 441–467. https://doi.org/10.1177/1468794109337877

Liebenberg, L., Didkowsky, N., & Ungar, M. (2012). Analysing image-based data using grounded theory: the Negotiating Resilience Project. *Visual Studies*, *27*(1), 59–74. https://doi.org/10.1080/1472586X.2012.642958

Lin, P. M. C. (2020). Is Airbnb a Good Choice for Family Travel? *Journal of China Tourism Research*, *16*(1), 140–157. https://doi.org/10.1080/19388160.2018.1551167

Lincoln, Y. G., & Guba, E. (1985). *Naturalistic Inquiry*. SAGE Publications.

Lindridge, A., & Dibb, S. (2003). Is 'culture' a justifiable variable for market segmentation? A cross-cultural example. *Journal of Consumer Behaviour*, *2*(3), 269–286. https://doi.org/10.1002/cb.106

Litvin, S. W., Xu, G., & Kang, S. K. (2004). Spousal Vacation-Buying Decision Making Revisited across Time and Place. *Journal of Travel Research*, *43*(2), 193–198. https://doi.org/10.1177/0047287504268232

Liu, J., & Filimonau, V. (2020). Exploring the business feasibility of childcare provision in hotels. *International Journal of Hospitality Management*, *88*, 102394. https://doi.org/10.1016/j.ijhm.2019.102394

Livingston, G. (2014). *Four-in-Ten Couples are Saying "I Do," Again*. Pew Research Center.

Livingston, G. (2018). *They're Waiting Longer, but U.S. Women today more likely to have children than a decade ago.* Pew Research Center.

Lock, S. (2019). *Travel and tourism industry in the U.S. - Statistics & Facts*. Statista.

Maher, C., Hadfield, M., Hutchings, M., & de Eyto, A. (2018). Ensuring Rigor in Qualitative Data Analysis. *International Journal of Qualitative Methods*, *17*(1), 160940691878636. https://doi.org/10.1177/1609406918786362

Mandelbaum, J. (2013). Storytelling in conversation. In J. Sidnell & T. Stivers (Eds.), *Handbook of conversation analysis* (pp. 492–508). Cambridge University Press. https://doi.org/https://doi.org/10.1002/9781118325001.ch24

Manthiou, A., Kang, J., Chiang, L., & Tang, L. (Rebecca). (2016). Investigating the Effects of Memorable Experiences: an Extended Model of Script Theory. *Journal of Travel & Tourism Marketing*, *33*(3), 362–379. https://doi.org/10.1080/10548408.2015.1064055

Manthiou, A., Kang, J., Sunghyup, &, & Hyun, S. (2017). *An integration of cognitive appraisal theory and script theory in the luxury cruise sector: the bridging role of recollection and storytelling*. https://doi.org/10.1080/10548408.2016.1277575

Marriott. (n.d.). Kids Benefits. In *https://marriottbonvoyasia.com/kids*.

Marschall, S. (2015). 'Travelling down memory lane': personal memory as a generator of tourism. *Tourism Geographies*, *17*(1), 36–53. https://doi.org/10.1080/14616688.2014.925963

Marshall, C., & Rossman, G. B. (2014). *Designing qualitative research*. SAGE Publications.

Marshall, D., & Davis, T. (2020). Selfie stick accounts: extending and engaging visual methods in contemporary family practice. *Qualitative Market Research*. https://doi.org/10.1108/QMR-03-2019-0047

Martin, D. (2010). Uncovering unconscious memories and myths for understanding international tourism behavior. *Journal of Business Research*, *63*(4), 372–383. https://doi.org/10.1016/j.jbusres.2009.04.020

Matteucci, X., & Gnoth, J. (2017). Elaborating on grounded theory in tourism research. *Annals of Tourism Research*, *65*, 49–59. https://doi.org/10.1016/j.annals.2017.05.003

McAdams, D. P. (1988). *Power, intimacy, and the life story: Personological inquiries into identity*. The Guilford Press.

McAdams, D. P. (2015a). *The art and science of personality development*. Guilford Publications.

McAdams, D. P. (2015b). Three lines of personality development: A conceptual itinerary. *European Psychologist*, *20*(4), 252–264. https://doi.org/10.1027/1016-9040/a000236

McAdams, D. P. (2018). Narrative Identity: What Is It? What Does It Do? How Do You Measure It? *Imagination, Cognition and Personality*, *37*(3), 359–372. https://doi.org/10.1177/0276236618756704

McCall, G., & Simmons, J. (1966). *Identities and interactions.* Free Press.

McGregor, I., & Holmes, J. G. (1999). How storytelling shapes memory and impressions of relationship events over time. *Journal of Personality and Social Psychology*, *76*(3), 403–419. https://doi.org/10.1037/0022-3514.76.3.403

McIntosh, A. J., & Thyne, M. A. (2005). Understanding tourist behavior using Means-End Chain theory. *Annals of Tourism Research*, *32*(1), 259–262. https://doi.org/10.1016/j.annals.2004.05.005

Merolla, D. M., Serpe, R. T., Stryker, S., & Schultz, P. W. (2012). Structural Precursors to Identity Processes: The Role of Proximate Social Structures. *Journals.Sagepub.Com*, *75*(2), 149–172. https://doi.org/10.1177/0190272511436352

Michael, F., & Clandinin, C. D. J. (1990). Stories of Experience and Narrative Inquiry. *Educational Researcher*, *19*(5), 2–14.

Michael, N., Nyadzayo, M. W., Michael, I., & Balasubramanian, S. (2020). Differential roles of push and pull factors on escape for travel: Personal and social identity perspectives. *International Journal of Tourism Research*, *22*(4), 464–478. https://doi.org/10.1002/jtr.2349

Miles, M. B., Huberman, A. M., & Saldaña, J. (2020). *Qualitative Data Analysis: A Methods Sourcebook* (Fourth Edi). SAGE Publications.

Miles, S. (2019). Immersive narratives of 'self-work' in an experience society: understanding the cruise ship experience. *Leisure Studies*, *38*(4), 523–534. https://doi.org/10.1080/02614367.2019.1597148

Miller, G. A. (1956). Human memory and the storage of information. *IRE Transactions on Information Theory*, *2*(3), 129–137. https://doi.org/10.1109/TIT.1956.1056815

Miller, L. R. (2016). Definition of family. *Encyclopedia of Family Studies*, 1-7.

Mills, J., Bonner, A., & Francis, K. (2006). Adopting a constructivist approach to grounded theory: Implications for research design. *International Journal of Nursing Practice*, *12*(1), 8–13. https://doi.org/10.1111/j.1440-172X.2006.00543.x

Morgan, D., & Krueger, R. (1993). When to Use Focus Groups and Why. In D. Morgan (Ed.), *Successful Focus Groups: Advancing the State of the Art* (pp. 3–19). SAGE Publications, Inc. https://doi.org/10.4135/9781483349008

Morse, J. M., Stern, P. N., Corbin, J., Bowers, B., Charmaz, K., & Clarke, A. E. (2016). *Developing grounded theory: The second generation (3rd ed.)*. Routledge.

Mowatt, R. A., & Chancellor, C. H. (2011). Visiting death and life. Dark tourism and slave castles. *Annals of Tourism Research*, *38*(4), 1410–1434. https://doi.org/10.1016/j.annals.2011.03.012

Mura, P., & Sharif, S. P. (2017). Narrative analysis in tourism: a critical review Paolo. *Scandinavian Journal of Hospitality and Tourism*, *17*(2), 194–207. https://doi.org/10.1080/15022250.2016.1227276

Murdock, G. P. (1949). *Social structure.* Macmillan.

Myers, P. B., & Moncrief, L. W. (1978). Differential leisure travel decision-making between spouses. *Annals of Tourism Research*, *5*(1), 157–165. https://doi.org/10.1016/0160-7383(78)90009-9

Nasheeda, A., Abdullah, H. B., Krauss, S. E., & Ahmed, N. B. (2019). Transforming Transcripts Into Stories: A Multimethod Approach to Narrative Analysis. *International Journal of Qualitative Methods*, *18*, 160940691985679. https://doi.org/10.1177/1609406919856797

National Bureau of Statistics of China. (2019). *Number of divorces in China from 2008 to 2018 (in millions)*. [Graph]. Statista.

National Bureau of Statistics of China. (2020). *Number of births per year in China from 2009 to 2019 (in millions)*. [Graph]. Statista.

Nichols, C. M., & Snepenger, D. J. (1988). Family Decision Making And Tourism Behavior And Attitudes. *Journal of Travel Research*, *26*(4), 2–6. https://doi.org/10.1177/004728758802600401

Nock, S. L. (1992). S. of the F. (2nd ed.). P. Hall. (1992). *Sociology of the Family (2nd ed.)*. Prentice Hall.

Noy, C. (2004a). Performing identity: Touristic narratives of self-change. *Text and Performance Quarterly*, *24*(2), 115–138. https://doi.org/10.1080/1046293042000288353

Noy, C. (2004b). This trip really changed me: Backpackers' narratives of self-change. *Annals of Tourism Research*, *31*(1), 78–102. https://doi.org/10.1016/j.annals.2003.08.004

Nunkoo, R., & Gursoy, D. (2012). Residents' support for tourism: An Identity Perspective. *Annals of Tourism Research*, *39*(1), 243–268. https://doi.org/10.1016/J.ANNALS.2011.05.006

O' Connor, A. B., Carpenter, B., & Coughlan, B. (2018). An Exploration of Key Issues in the Debate Between Classic and Constructivist Grounded Theory. *The Grounded Theory Review*, *17*(1), 90–103.

Obrador, P. (2012). The place of the family in tourism research: Domesticity and thick sociality by the pool. *Annals of Tourism Research*, *39*(1), 401–420. https://doi.org/10.1016/j.annals.2011.07.006

Oren, G., Shani, A., & Poria, Y. (2021). Dialectical emotions in a dark heritage site: A study at the Auschwitz Death Camp. *Tourism Management*, *82*, 104194. https://doi.org/10.1016/j.tourman.2020.104194

Ourahmoune, N. (2016). Narrativity, temporality, and consumer-identity transformation through tourism. *Journal of Business Research*, *69*(1), 255–263. https://doi.org/10.1016/j.jbusres.2015.07.038

Owens, T. J., Robinson, D. T., & Smith-Lovin, L. (2010). Three Faces of Identity. *Annual Review of Sociology*, *36*, 477–499. https://doi.org/10.1146/annurev.soc.34.040507.134725

Ozimek, A. (2020). The Future of Remote Work. *Upwork.Com*.

Panattoni, K., & McLean, K. C. (2018). The Curious Case of the Coding and Self-Ratings Mismatches: A Methodological and Theoretical Detective Story. *Imagination, Cognition and Personality: Consciousness in Theory, Research, and Clinical Practice*, *37*(3), 248–270. https://doi.org/10.1177/0276236617733835

Park, S., & Santos, C. A. (2017). Exploring the Tourist Experience: A Sequential Approach. *Journal of Travel Research*, *56*(1), 16–27. https://doi.org/10.1177/0047287515624017

Patil, V. (2011). Narrating political history about contested space. Tourism Websites of India's Northeast. *Annals of Tourism Research*, *38*(3), 989–1008. https://doi.org/10.1016/j.annals.2011.01.018

Patton, M. Q. (2002). *Qualitative research and evaluation methods*. SAGE Publications.

Pearce, P. L. (2011). Travel motivation, benefits and constraints to destinations. In *Destination marketing and management: Theories and applications* (pp. 39–52). CABI.

Pera, R. (2014). Current Issues in Tourism Empowering the new traveller: storytelling as a co-creative behaviour in tourism. *Taylor & Francis*, *20*(4), 331–338. https://doi.org/10.1080/13683500.2014.982520

Pernecky, T. (2012). Constructionism. Critical Pointers for Tourism Studies. *Annals of Tourism Research*, *39*(2), 1116–1137. https://doi.org/10.1016/j.annals.2011.12.010

Pernecky, T., & Jamal, T. (2010). (Hermeneutic) Phenomenology in tourism studies. *Annals of Tourism Research*, *37*(4), 1055–1075. https://doi.org/10.1016/j.annals.2010.04.002

Phillips, T. (2002). Imagined Communities and Self-Identity: An Exploratory Quantitative Analysis. *Sociology*, *36*(3), 597–617.

Pinho, M., & Gaunt, R. (2019). Doing and undoing gender in male carer/female breadwinner families. *Community, Work & Family*, 1–16. https://doi.org/10.1080/13668803.2019.1681940

Pizam, A. (1999). Cross-Cultural Tourist Behaviour. In A. Pizam & Y. Mansfield (Eds.), *Consumer Behaviour in Travel and Tourism* (pp. 393–411). The Haworth Hospitality Press.

Pizam, A. (2010). Creating memorable experiences. *International Journal of Hospitality Management*, *29*(3), 343. https://doi.org/10.1016/j.ijhm.2010.04.003

Poria, Y., Atzaba-Poria, N., & Barrett, M. (2005). Research note: The relationship between children's geographical knowledge and travel experience: An exploratory study. *Tourism Geographies*, *7*(4), 389–397. https://doi.org/10.1080/14616680500291121

Prebensen, N. K., Chen, J. S., & Uysal, M. (2014). Co-creation of tourist experience: Scope, definition and structure. *Creating experience value in tourism*, 1-10.

Prebensen, N. K., & Foss, L. (2011). Coping and co-creating in tourist experiences. *International Journal of Tourism Research*, *13*(1), 54–67. https://doi.org/10.1002/jtr.799

Prebensen, N. K., Vittersø, J., & Dahl, T. I. (2013). Value Co-creation significance of tourist resources. *Annals of Tourism Research*, *42*, 240–261. https://doi.org/10.1016/j.annals.2013.01.012

Prince, S. (2021). Performing genealogy through travel narratives. *Annals of Tourism Research*, *86*, 103104. https://doi.org/10.1016/j.annals.2020.103104

Pung, J. M., Yung, R., Khoo-Lattimore, C., & del Chiappa, G. (2020). Transformative travel experiences and gender: a double duoethnography approach. *Current Issues in Tourism*, *23*(5), 538–558. https://doi.org/10.1080/13683500.2019.1635091

Quinlan Cutler, S., Carmichael, B., & Doherty, S. (2014). The Inca Trail experience: Does the journey matter? *Annals of Tourism Research*, *45*, 152–166. https://doi.org/10.1016/j.annals.2013.12.016

Regmi, K., Naidoo, J., & Pilkington, P. (2010). Understanding the Processes of Translation and Transliteration in Qualitative Research: *International Journal of Qualitative Methods*, *9*(1), 16–26. https://doi.org/10.1177/160940691000900103

Reitzes, D. C., & Burke, P. J. (1980). College student identety: Measurement and Implications. *Pacific Sociological Review*, *23*(1), 45–66.

Ritchie, J. R. B., & Filiatrault, P. (1980). Family Vacation Decision-Making —A Replication and Extension. *Journal of Travel Research*, *18*(4), 3–14. https://doi.org/10.1177/004728758001800401

Robinson, D. T., Smith-Lovin, L., & Zhao, J. (2020). The role of the other: How interaction partners influence identity maintenance in four cultures. In *Identity and Symbolic Interaction: Deepening Foundations, Building Bridges* (pp. 213–237). Springer International Publishing. https://doi.org/10.1007/978-3-030-41231-9_8

Robinson, V. M., & Schänzel, H. A. (2019). A tourism inflex: Generation Z travel experiences. *Journal of Tourism Futures*, *5*(2), 127–141. https://doi.org/10.1108/JTF-01-2019-0014

Rojas-de-Gracia, M. M., & Alarcón-Urbistondo, P. (2018). Couple Roles in Subdecisions on Family Vacations. *Cornell Hospitality Quarterly*, *59*(2), 160–173. https://doi.org/10.1177/1938965517734941

Rojas-de-Gracia, M. M., & Alarcón-Urbistondo, P. (2019). Couple's decision-making process and their satisfaction with the tourist destination. *Journal of Travel Research*, *58*(5), 824–836. https://doi.org/10.1177/0047287518785052

Ross, D., & Saxena, G. (2019). Participative co-creation of archaeological heritage: Case insights on creative tourism in Alentejo, Portugal. *Annals of Tourism Research*, *79*, 102790. https://doi.org/10.1016/j.annals.2019.102790

Rowntree, B. S. (1901). *Poverty: A study of town life*. Macmillan.

Rubin, D. R. (1986). *Autobiographical Memory*. Cambridge University Press.

Russian Federal State Statistics Service. (2020a). *Number of live births in Russia from 2000 to 2018 (in 1,000s)*. [Graph]. Statista.

Russian Federal State Statistics Service. (2020b). *Number of marriages and divorces in Russia from 2000 to 2019 (in 1,000s)*. [Graph]. Statista.

Saldaña, J. (2021). *The Coding Manual for Qualitative Researchers*. SAGE Publications.

Savin-Baden, M., & Howell Major, C. (2013). *Qualitative Research The essential guide to theory and practice*. Routledge.

Schänzel, H. A. (2018). Motherhood within Family Tourism Research: Case Studies in New Zealand and Samoa. In B. A. Porter & H. A. Schänzel (Eds.), *Femininities in the Field: Tourism and Transdisciplinary Research* (pp. 185–199). Channel View Publications.

Schänzel, H. A., & Jenkins, J. (2017). Non-resident fathers' holidays alone with their children: experiences, meanings and fatherhood. *World Leisure Journal*, *59*(2), 156–173. https://doi.org/10.1080/16078055.2016.1216887

Schänzel, H. A., & Smith, K. A. (2014). The Socialization of Families Away from Home: Group Dynamics and Family Functioning on Holiday. *Leisure Sciences*, *36*(2), 126–143. https://doi.org/10.1080/01490400.2013.857624

Schänzel, H. A., & Yeoman, I. (2014). The future of family tourism. *Tourism Recreation Research*, *39*(3), 343–360. https://doi.org/10.1080/02508281.2014.11087005

Schänzel, H. A., & Yeoman, I. (2015). Trends in family tourism. *Journal of Tourism Futures*, *1*(2), 141–147. https://doi.org/10.1108/JTF-12-2014-0006

Schänzel, H. A., Yeoman, I., & Backer, E. (2012). *Family tourism: Multidisciplinary perspectives* (56th ed.). Channel View Publications.

Schlenker, B. R. (1978). Attitudes As Actions: Social Identity Theory and Consumer Research. *Advances in Consumer Research*, *5*, 352–359.

Schuman, H., & Corning, A. (2014). Collective memory and autobiographical memory: Similar but not the same. *Memory Studies*, *7*(2), 146–160. https://doi.org/10.1177/1750698013508196

Sclater, D. S. (2003) What is the subject? *Narrative Inquiry, 13*(2), 317–30.

Scottish Government. (2019). *Current economic situation of women of working age with children in Scotland in 2018*. [Graph]. Statista.

Shangri La. (n.d.). *Our Pledges*.

Shannon, C. S. (2019). #Family: Exploring the Display of Family and Family Leisure on Facebook and Instagram. *Leisure Sciences*, 1–17. https://doi.org/10.1080/01490400.2019.1597792

Shaolian, D. (2017). Impacts of urban renewal on the place identity of local residents – a case study of Sunwenxilu traditional commercial street in Zhongshan City, Guangdong Province, China. *Journal of Heritage Tourism*, *12*(3), 311–326. https://doi.org/10.1080/1743873X.2016.1242591

Sharpley, R. (2014). Host perceptions of tourism: A review of the research. *Tourism Management*, *42*, 37–49. https://doi.org/10.1016/J.TOURMAN.2013.10.007

Shaw, S. M. (1992). Dereifying family leisure: An examination of women's and men's everyday experiences and perceptions of family time. *Leisure Sciences*, *14*(4), 271–286. https://doi.org/10.1080/01490409209513174

Sherif, M. (1966). *The psychology of social norms*. Harper & Row.

Shirani, F. (2014). Taking a long view of the "right time" for fatherhood. In *Reframing Reproduction* (pp. 150–164). Palgrave Macmillan.

Sirgy, M. J., Kruger, P. S., Lee, D. J., & Yu, G. B. (2011). How Does a Travel Trip Affect Tourists' Life Satisfaction? In *Journal of Travel Research* (Vol. 50, Issue 3, pp. 261–275). https://doi.org/10.1177/0047287510362784

Skokic, V., Lynch, P., & Morrison, A. (2019). Veza: An informal network of tourism entrepreneurs. *Annals of Tourism Research*, *77*, 26–37. https://doi.org/10.1016/j.annals.2019.05.004

Smith, R. W. (1987). Leisure of disable tourists: Barriers to participation. *Annals of Tourism Research*, *14*(3), 376–389.

Sobel, M. (1983). Lifestyle Expenditures in Contemporary America. *American Behavioral Scientist*, *26*(4), 521–533. https://doi.org/10.1177/000276483026004008

Sobol, K., Cleveland, M., Research, M. L.-J. of B., & 2018, U. (2018). Globalization, national identity, biculturalism and consumer behavior: A longitudinal study of Dutch consumers. *Journal of Business Research*, *82*, 340–353.

Sparks, P., & Guthrie, C. A. (1998). Self-identity and the theory of planned behavior: A useful addition or an unhelpful artifice? Journal of Applied Social Psychology, 28(15), 1393–1410. https://doi.org/10.1111/j.1559-1816.1998.tb01683.x

Statista Research Department. (2022). *Marriage and divorce rates in Russia 2000-2021.* Statista.

Sterchele, D. (2020). Memorable tourism experiences and their consequences: An interaction ritual (IR) theory approach. *Annals of Tourism Research*, *81*(2020), 102847. https://doi.org/10.1016/j.annals.2019.102847

Stets, J. E. (1995). Role identities and person identities: Gender Identity, Mastery Identity, and Controlling One's Partner. *Sociological Perspectives*, *38*(2), 129–150. https://doi.org/10.2307/1389287

Stets, J. E., & Burke, P. J. (2000). Identity theory and social identity theory. *Social Psychology Quarterly*, *63*(3), 224–237.

Stets, J. E., Burke, P. J., Serpe, R. T., & Stryker, R. (2020). GETTING IDENTITY THEORY (IT) RIGHT The ScienceStudy View project Moral Identity View project. *Advances in Group Processes*, *37*, 191–212. https://doi.org/doi: to. l t01YSOSS2-6l4526200000037007

Stets, J. E., & Harrod, M. M. (2004). Verification across multiple identities: The role of status. In *Social Psychology Quarterly* (Vol. 67, Issue 2, pp. 155–171). SAGE Publications Inc. https://doi.org/10.1177/019027250406700203

Sthapit, E., & Coudounaris, D. N. (2018). Memorable tourism experiences: antecedents and outcomes. *Scandinavian Journal of Hospitality and Tourism*, *18*(1), 72–94. https://doi.org/10.1080/15022250.2017.1287003

Stone, C. B., & Jay, A. C. V. (2019). From the individual to the collective: The emergence of a psychological approach to collective memory. *Applied Cognitive Psychology*, *33*(4), acp.3564. https://doi.org/10.1002/acp.3564

Stone, M. J., & Petrick, J. F. (2017). Exploring learning outcomes of domestic travel experiences through mothers' voices. *Tourism Review International*, *21*(1), 17–30. https://doi.org/10.3727/154427217X14858894687478

Stryker, S. (1980). *Symbolic interactionism: A social structural version.* Benjamin-Cummings Publishing Company.

Stryker, S., & Burke, P. (2010). The Past, Present, and Future of an Identity. *Social Psychology*, *63*(4), 284–297.

Stryker, S., & Serpe, R. T. (1994). Identity Salience and Psychological Centrality : Equivalent , Overlapping , or Complementary Concepts ? *Social Pyschology Quarterly*, *57*(1), 16–35.

Su, L., Cheng, J., & Swanson, S. R. (2020). The impact of tourism activity type on emotion and storytelling: The moderating roles of travel companion presence and relative ability. *Tourism Management*, *81*, 104138. https://doi.org/10.1016/j.tourman.2020.104138

Symons, C., & Johnson, B. T. (1997). The Self-Reference Effect in Memory: A Meta-Analysis. *Psychological Bulletin*, *121*(3), 371–394.

Tajfel, H. (1978). *Differentiation Between Social Groups: Studies in the Social Psychology of Intergroup Relations.* Academic Press.

Therkelsen, A., Blichfeldt, B. S., Chor, J., & Ballegaard, N. (2013). "I am very straight in my gay life" Approaching an understanding of lesbian tourists' identity construction. *Journal of Vacation Marketing*, *19*(4), 317–327. https://doi.org/10.1177/1356766712474449

Therkelsen, A., & Gram, M. (2008). The meaning of holiday consumption: Construction of self among mature couples. *Journal of Consumer Culture*, *8*(2), 269–292. https://doi.org/10.1177/1469540508090214

Thomas, T. C., Epp, A. M., & Price, L. L. (2020). Journeying Together: Aligning Retailer and Service Provider Roles with Collective Consumer Practices. *Journal of Retailing*, *96*(1), 9–24. https://doi.org/10.1016/j.jretai.2019.11.008

Tiago Borges, M. T., & Tiago Borges, F. G. (2013). The influence of teenagers on a family's vacation choices. *Tourism & Management Studies*, *9*(1), 28–34.

Tinson, J. S., Saren, M. A. J., & Roth, B. E. (2015). Exploring the role of dark tourism in the creation of national identity of young Americans. *Journal of Marketing Management*, *31*(7–8), 856–880. https://doi.org/10.1080/0267257X.2014.995207

Tong, A., Sainsbury, P., & Craig, J. (2007). Consolidated criteria for reporting qualitative research (COREQ): a 32-item checklist for interviews and focus groups. *International Journal for Quality in Health Care*, *19*(6), 349–357.

Tsai, C. T. S. (2016). Memorable Tourist Experiences and Place Attachment When Consuming Local Food. *International Journal of Tourism Research*, *18*(6), 536–548. https://doi.org/10.1002/jtr.2070

Tung, V. W. S., Lin, P., Qiu Zhang, H., & Zhao, A. (2017). A framework of memory management and tourism experiences. *Journal of Travel and Tourism Marketing*, *34*(7), 853–866. https://doi.org/10.1080/10548408.2016.1260521

Tung, V. W. S., & Ritchie, J. R. B. (2011). Exploring the essence of memorable tourism experiences. *Annals of Tourism Research*, *38*(4), 1367–1386. https://doi.org/10.1016/j.annals.2011.03.009

Turley, S. K. (2001). Children and the demand for recreational experiences: The case of zoos. *Leisure Studies*, *20*(1), 1–18. https://doi.org/10.1080/02614360122877

Turner, J. (2010). Social categorization and the self-concept: A social cognitive theory of group behavior. In T. P. & N. R. Branscombe (Ed.), *Key readings in social psychology. Rediscovering social identity.* (pp. 243–272). Psychology Press.

Ullah, A. K. M. A., & Ming Yit Ho, H. (2020). Globalisation and Cultures in Southeast Asia: Demise, Fragmentation, Transformation. *Global Society.* https://doi.org/10.1080/13600826.2020.1747992

Uriely, N. (2005). The Tourist Experience: Conceptual Developments. *Annals of Tourism Research*, *32*(1), 199–216. https://doi.org/10.13140/RG.2.1.1395.8001

Urry, J. (2012). *Sociology beyond societies: Mobilities for the twenty-first century*. Routledge.

US Census Bureau. (2019). *Number of families in the United States from 1960 to 2019 (in millions)*. [Graph]. Statista.

van Leeuwen, M. H. D., & Maas, I. (2019). A historical community approach to social homogamy in the past. *The History of the Family*, *24*(1), 1–14. https://doi.org/10.1080/1081602X.2019.1570532

Walker, M. H., & Lynn, F. B. (2013). The Embedded Self: A Social Networks Approach to Identity Theory. *Citeseer*, *76*(2), 151–179. https://doi.org/10.1177/0190272513482929

Walls, A. R., Okumus, F., Wang, Y. R., Kwun, D. J. W., Paller, K. A., & Wagner, A. D. (2011). Observing the transformation of experience into memory. *Trends in Cognitive Sciences*, *6*(2), 93–102. https://doi.org/10.1016/j.ijhm.2010.03.008

Wang, S., & Chen, J. S. (2015). The influence of place identity on perceived tourism impacts. *Annals of Tourism Research*, *52*, 16–28. https://doi.org/10.1016/j.annals.2015.02.016

Wang, W., Yi, L., Wu, M. Y., Pearce, P. L., & Huang, S. (Sam). (2018). Examining Chinese adult children's motivations for traveling with their parents. *Tourism Management*, *69*, 422–433. https://doi.org/10.1016/j.tourman.2018.06.024

Wang, Y., & Li, M. (2020). Family Identity Bundles and Holiday Decision Making. *Journal of Travel Research*. https://doi.org/10.1177/0047287520930091

Weber, M., Roth, G., & Fischoff, E. (1996). *Economy and society: an outline of interpretive sociology*. Bedminster Press.

Wedel, M., & Kamakura, W. A. (2000). *Market Segmentation*. Springer.

Weichselbaumer, D. (2012). Sex, romance and the carnivalesque between female tourists and Caribbean men. *Tourism Management*, *33*(5), 1220–1229. https://doi.org/10.1016/j.tourman.2011.11.009

Wellard, S., & McKenna, L. (2001). Turning tapes into text: Issues surrounding the transcription of interviews. *Contemporary Nurse: A Journal for the Australian Nursing Profession*, *11*(2–3), 180–186. https://doi.org/10.5172/conu.11.2-3.180

Wen, J., & Qi, H. (2020). Exploring the role of anticipated guilt on cannabis tourists' behavioural intentions. *Anatolia*, *31*(1), 146–148. https://doi.org/10.1080/13032917.2019.1703771

Wengel, Y., McIntosh, A. J., & Cockburn-Wootten, C. (2016). *Constructing tourism realities through Lego Serious Play*. *56*, 161–163.

Westwood, S. (2005). Travelling with Audrey: Embodied tourism experiences. *Tourism*, *53*(4), 311–324.

Wheeler, C. S., & Bechler, C. J. (2021). Objects and self-identity. *Current Opinion in Psychology*, *39*, 6–11. https://doi.org/10.1016/j

Williamson, M., Zabriskie, R., Townsend, J., Ward, P., Fellingham, G., & Kuznetsova, I. (2019). The contribution of family leisure to family functioning and family satisfaction among urban Russian families. *Annals of Leisure Research*, *22*(5), 607-628.

Wing, V., Tung, S., & Ritchie, J. R. B. (2011). Investigating the Memorable Experiences of the Senior Travel Market: An Examination of the Reminiscence Bump. *Journal of Travel & Tourism Marketing*, *28*(3), 331–343. https://doi.org/10.1080/10548408.2011.563168

Wirtz, D., Kruger, J., Scollon, C. N., & Diener, E. (2003). What to do on Spring Break? The Role of Predicted, on-Line, and Remembered Experience in Future Choice. *Psychological Science*, *14*(5), 520–524. https://doi.org/10.1111/1467-9280.03455

Wong, C. C. L., & Tolkach, D. (2017). Travel preferences of Asian gay men. *Asia Pacific Journal of Tourism Research*, *22*(6), 579–591. https://doi.org/10.1080/10941665.2017.1308396

Wood, E. H. (2020). I Remember How We All Felt: Perceived Emotional Synchrony through Tourist Memory Sharing. *Journal of Travel Research*, *59*(8), 1339–1352. https://doi.org/10.1177/0047287519888290

Woodside, A. G., & Megehee, C. M. (2009). Travel storytelling theory and practice. *Anatolia*, *20*(1), 86–99. https://doi.org/10.1080/13032917.2009.10518897

Woodside, A. G., Sood, S., & Miller, K. E. (2008). When consumers and brands talk: Storytelling theory and research in psychology and marketing. *Psychology and Marketing*, *25*(2), 97–145. https://doi.org/10.1002/mar.20203

Wright, D. B., Self, G., & Justice, C. (2000). Memory conformity: Exploring misinformation effects when presented by another person. *British Journal of Psychology*, *91*(2), 189–202. https://doi.org/10.1348/000712600161781

Wright, J. (2015). *International encyclopedia of the social & behavioral sciences (2nd ed.)*. Elsevier.

Wu, M.-Y., & Wall, G. (2016). Journal of China Tourism Research Chinese Research on Family Tourism: Review and Research Implications. *Journal of China Tourism Research*, *12*(3–4), 274–290. https://doi.org/10.1080/19388160.2016.1276873

Wu, W., Kirillova, K., & Lehto, X. (2021). Learning in family travel: what, how, and from whom? *Journal of Travel & Tourism Marketing*, *38*(1), 44–57. https://doi.org/10.1080/10548408.2020.1862025

Yan, Y. (2010). The Chinese path to individualization. *The British Journal of Sociology*, *61*(3), 489–512. https://doi.org/10.1111/j.1468-4446.2010.01323.x

Yang, M. J. H., Khoo-Lattimore, C., & Yang, E. C. L. (2020). Three generations on a holiday: Exploring the influence of Neo-Confucian values on Korean Multigenerational Family vacation decision making. *Tourism Management*, *78*(104076).

Yankelovich, D., & Meer, D. (2006). Rediscovering Market Segmentation. *Harvard Business Review*, *84*(2).

Yankholmes, A., & McKercher, B. (2020). Migrant identity and subsequent travel behaviour. *International Journal of Tourism Research*, *22*(5), 537–550. https://doi.org/10.1002/jtr.2354

Yu, J., Smale, B., & Xiao, H. (2021). Examining the change in wellbeing following a holiday. *Tourism Management*, *87*, 104367. https://doi.org/10.1016/J.TOURMAN.2021.104367

Yu, W., & Spencer, D. M. (2020). Motivations, challenges, and self-transformations of farmers engaged in farm tourism on a tropical island. *Journal of Heritage Tourism*, *1*(17). https://doi.org/10.1080/1743873X.2020.1776296

Zalatan, A. (1998). Wives' involvement in tourism decision processes. *Annals of Tourism Research*, *25*(4), 890–903. https://doi.org/10.1016/S0160-7383(98)00038-3

Zhang, Y., Coghlan, A., & Knox, K. (2018). Understanding the depersonalisation process in post-disaster sites. *Tourism Recreation Research*, *43*(4), 497–510. https://doi.org/10.1080/02508281.2018.1491118