

5-7 DECEMBER 2023 – AUCKLAND, NEW ZEALAND

ANZALS 30TH ANNIVERSARY CONFERENCE

'LEISURE FOR LIFE'



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‘LEISURE FOR LIFE’

Proceedings of the Australian and New Zealand Association for Leisure Studies (ANZALS) 30th Anniversary Conference

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Leisure for Life.

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Women's perspectives on multigenerational family leisure travel experiences: Chinese cultural context

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As an essential leisure activity in urban family life, tourism enhances emotional or relational connection among family members and promotes family harmony. Women's involvement in family leisure travel is driven by the aim of family construction, including improving family relationships, social connections, human-nature interactions, and self-identity. With advancing social and economic status, women's influence in family tourism grows. Western scholars highlight gender-based distinctions in travel experiences, revealing diverse perceptions of tourism among family members. However, women's experiences in family leisure travel are not always positive. In China's family leisure tourism context, Confucian ideology limits women's involvement in family travel, hindering them from being authentic leisure actors. Research on women's genuine experiences in family tourism is scarce, particularly within China's social reality. Voices of women, as primary decision-makers in family tourism (e.g., mothers, wives, and daughters-in-law), deserve attention. This study centers on adult single or married women in multi-generational Chinese families travelling with their parents/parents-in-law. This study will use grounded theory methodology and semi-structured online interviews to collect data from adult females participating in multigenerational leisure family travel, ensuring a more authentic and comprehensive understanding of their perspectives. This study is trying to understand the internal contradictions and challenges women may face in family leisure travel, which could be influenced by societal roles and cultural norms. Unravelling cultural constraints' inner contradictions in women's multigenerational family tourism experiences help to better understand the predicaments they face. This research aims to enrich the knowledge system of family leisure travel, address the limitations of women's perspectives in China's cultural context, and emphasise the importance of caring for women and individuals. Preliminary findings will be presented to support this.

Keywords: *Confucian ideology; multigenerational family leisure travel; travel experience; women's perspective*