The Role of Children in Making Travel Decisions by Stella Richard

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Every passing down generation seeks to show more difference in the thinking and behavioural patterns. With the growing advent of media and technology, family relationships have evolved to a great extent. Understanding onesâ€™ cognitive development has become a different ball game, altogether changing the dynamics of a family.

Various studies have proved that the complexities of familial norms have totally changed; especially the understanding compatibility of children with their families.

Father, Mother and most importantly Children

For instance, when a family decides to go for a holiday someplace, earlier the head of the family would determine the decision of where to go and all the logistics. However, research studies now show that the father, mother and even the children are now making these decisions â€“ together.

The father, being the head of the family makes decisions with the wifeâ€™s consent. However, children too have become an active entity while contemplating options. After wielding a quantitative research on childrenâ€™s active participation in familial decisions, it has become clear that a large number of families pay heed to their young onesâ€™ say and choices.

The influence of children on the decisions made are however relative. It is for the husband and wife to decide whether to spend or not and how much to spend. It is also important to understand the family characteristics and whether the childâ€™s demands or wants are practically possible. And sometimes, it also depends on the family, whether they consider the childâ€™s say. Not all families consider their children in conversations and decisions.

Sometimes, children donâ€™t have a say

Albeit, it is evident that it is beyond a childâ€™s maturity to understand practicality and economical viability. While going on a vacation, a child would only think about going someplace because it comprises fun. A suggestion or an input by the child given can be accounted for. But finally, the parents decide whether it is convenient or possible. For example, the child has heard of a certain park and he or she demands to go there. On the other hand, the parents will decide whether to go or not, depending on factors like, feasibility of time, distance and conveyance. Such decisions have to be deliberated by the parents.

Techno-savvy, smart and swift

Children earlier werenâ€™t as demanding or street-smart either. They werenâ€™t as thoughtful, fast or understanding as they are now. This difference is at the gratitude of exposure. Children between the age group of 8 years â€“ 12 years are very technologically savvy, be it with cell phones, computers, laptops or even tablets- like iPads etc.

They have evolved and learnt from technology and rather think it cool, to be able to surf the Internet, download games, music and movies. Even considering a family holiday somewhere, they sometimes research to a large extent. They can very well decide what toy they want, what clothes they chose to wear or what cell phone they desire. With such swift thinking and aptitude, parents too have adapted to the fast growing nature of children and understand their childrenâ€™s capabilities.

Children today can decide for themselves. They understand their needs and wants. There was a time, when children were dependant on their parents for everything. But, now they can decide at a very young age about their needs, even their career. Be it tourism career, advertising career or any other profession.

All in all, parents are the main decision makers. To involve a child in family matters has become a significant facet. It aids the parents to understand their child, gets the child closer to parents while communicating and more so, it helps parents understand and be compatible to the child with his/her growing needs and wants. The studies and research assert that children play a significant part in family decisions.

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