

Children's Preferences among Services and Amenities in Kids-Friendly Resorts: An Exploratory Study on American Tweens

Hend M. Hamed^{1*}

¹Faculty of Tourism and Hotels, Helwan University, Cairo, Egypt

* Correspondence: Hend M. Hamed, Tourism Department, Faculty of Tourism and Hotels, Helwan University, Cairo, Egypt. Email: hendhamed1@yahoo.com

Received: April 25, 2016 Accepted: September 28, 2016 Online Published: September 07, 2017

DOI: 10.12735/jotr.v3n1p21 URL: <http://dx.doi.org/10.12735/jotr.v3n1p21>

Copyright © H. M. Hamed**

Abstract

Tweens are consumers who make their own choices about what to purchase or consume. Similarly, they are tourists who have their own opinion about where to spend their vacation and what activities to practice during their leisure time.

Kids-friendly resorts have emerged targeting mainly kids with their tourism product, services and amenities relying on the strong influence that children have on their families. Tweens are one of the important segments targeted by kids-friendly resorts as a core tourist segment.

This study investigates the alignment between the services and amenities offered by the kids-friendly resorts and the actual needs and desires of tweens in USA. In addition, it highlights the services and amenities preferred the most and those preferred the least by those tweens. Furthermore, it examines whether there are differences among the tweens' preferences regarding the services and amenities in kids-friendly resorts due to difference in age or gender.

The study proves the compatibility between the services and amenities in kids-friendly resorts and the tweens' preferences. It also reveals that there are no significant differences among the tweens' preferences due to difference in age or gender.

Keywords: family vacations; family resorts; kids-friendly resorts; kids/children; tweens

1. Introduction

Kids are growing from a stage to the other faster than ever due to the sophistication they face in every aspect of life; technology, media, products, marketing campaigns and advertisements all these

**This is an open access article distributed under the terms of the Creative Commons Attribution 4.0 International

License (<http://creativecommons.org/licenses/by/4.0/>).



Licensee: [Science and Education Centre of North America](#)

How to cite this paper:Hamed, H. M. (2017). Children's preferences among services and amenities in kids-friendly resorts: An exploratory study on American tweens. *Journal of Tourism and Recreation*, 3(1), 21-39. <http://dx.doi.org/10.12735/jotr.v3n1p21>

things are leading them to grow older and more mature than their actual age, subsequently, their needs, desires and expectations are arising to be more progressive and advanced. Kids are considered an essential market segment in many industries such as clothes, electronics, food and drink, music and games (Labrecque & Ricard, 2001; Rose, Boush, & Shoham, 2002; Wang, Hsieh, Yeh, & Tsai, 2004; Levasseur, 2007; Yeoman, 2010; Blichfeldt, Pedersen, Johansen, & Hansen, 2010).

In the tourism industry, families travelling with kids represent one of the largest markets. They usually seek vacations and tourist activities that provide them with opportunities to relax, bond and practice a variety of recreational activities that all the family members, especially the kids, would enjoy. Several tourism firms and suppliers target families with kids as their potential tourist segment. They focus on the kids in their market research as main consumers who have a great influence on the family's choice of vacation and tourist activities and a great impact on increasing the number of visitors and sales (Nickerson & Jurowski, 2001; Wang *et al.*, 2004; Levasseur, 2007; Schänzel & Yeoman, 2015; Schänzel & Lynch, 2016).

The market research conducted by these tourism firms often involves the number of kids in the family and their ages. It greatly considers that children cannot be addressed as a single group as their needs and requirements can differ substantially according to their age. Thus, It may involve the needs, tastes, desires and characteristics of each kids' age group or age interval to be able to provide each of these groups with the tourism product and services that would satisfy its individuals and would consequently help switching the whole family from a potential customer to a current and even returning customer (Cullingford, 1995; Nickerson & Jurowski, 2001; Blichfeldt *et al.*, 2010; Lee & Wu, 2013; Schänzel & Yeoman, 2015).

Infants, toddlers, tweens and teens are increasingly becoming the main target for certain tourism suppliers such as theme parks, major hotels and resorts. Several resorts are making apparent efforts to meet each these age groups' needs and desires by offering them age appropriate kids' programs, services and amenities to satisfy them. Thus, 'kid-friendly' vacations, all inclusive 'family- friendly' resorts and 'kids-friendly' resorts have emerged. These types of vacations and resorts provide services, amenities and safety features that accommodate children as young as infants to teenagers. It ensures that children would have fun in a safe environment while other family members are enjoying their own activities and interests (Nickerson & Jurowski, 2001; Yeoman, 2010; Schlinger, 2013; Schänzel & Lynch, 2016; Schänzel & Yeoman, 2015; Rebmann, 2010).

Family vacations with tweens and teens differ from those with fully dependent children as infants and toddlers. Tweens, specifically, are considered a tricky age group to satisfy as they are aspired by teenagers in their expectations while they can still lean towards toddlers in their needs. However, kids- friendly resorts claim that they can accommodate their needs and fulfill their desires (Blichfeldt *et al.*, 2010; Plowright, 2016a; Garcia, 2012).

Tourism research has revealed the active role that kids generally and tweens specifically play in vacation and leisure activities decision-making and destination choice (Thornton, Shaw, & Williams, 1997; Labrecque & Ricard, 2001; Wang *et al.*, 2004; Blichfeldt *et al.*, 2010; Blichfeldt, Pedersen, Johansen, & Hansen, 2011). However, studies in the tourism field that dealt with kids and tweens specifically were concerned only about decision making whether the up-front vacation or the in-site decision making (Blichfeldt *et al.*, 2010; 2011). Thus, there is a lack of detailed research on the tweens' opinion about the services and amenities offered to them by family resorts and their preferences among those services and amenities; the difference between boys and girls in the same age group concerning these services and the difference between the preferences of the younger kids and the older kids within the same age interval.

On the other hand, research on family vacations usually employs the parents as the main respondents and not the kids even when the questions are directly related to the kids' needs and

preferences. Blichfeldt *et al.* (2010) have suggested that tweens should be given voice in future research on tourism consumption to gain knowledge on families as consumers of tourism.

The current study adopts this suggestion by focusing on tweens as a tourist segment that has its own recreational needs and desires. It aims at exploring the tweens' opinion concerning the services and amenities offered to them by the kids' friendly resorts, specifically. First, it draws a general picture about tweens and highlights the services and amenities offered to them in the kids-friendly resorts. Then, the study gives the tweens the opportunity to express their own point of view through a survey designed and dedicated only to them. Furthermore, the study investigates the difference in needs and preferences among the tweens themselves as a result of the difference in gender and the difference in age.

The following section gives a brief description about tweens.

2. Tweens

The core aspect that most definitions rely on to describe tweens is age. Tweens are individuals between childhood and teenage years, in the range of 8 to 12 years old. Tweens endeavor to be more mature than their actual age adopting the habits and attitudes of teenagers at an earlier stage. While, they lean toward friends and peers for recognition they are still attached to their families. As a consumer, a tween always stresses on that what he purchase or consume is a part of his character and it reflects his personality (El-Bassiouny, Taher, & Abou-Aish, 2008; Blichfeldt *et al.*, 2010; Yeoman, 2010; Schänzel & Yeoman, 2015).

In recent years, several marketing researches generally have been focusing on tweens trying to explore and learn more about their taste, opinion and preferences, creating products and services that specifically target the tween consumer segment and conducting marketing strategies that align with their characteristics and desires (Yeoman, 2010).

The following section emphasizes the services and amenities that kids-friendly resorts offer specifically to tweens to attract them and their families as a core tourist segment.

3. Services in Kids-Friendly Resorts for Tweens

Children traditionally would like to spend their vacation somewhere on the beach where they can play and swim. Tweens are still attracted to the beach and swimming experience, however, their expectations and motivations go beyond that. Thus, being on the beach or having a swimming pool is no longer enough to make a resort attractive to tweens (Blichfeldt *et al.*, 2010; Long & Cicero, 2016).

Several family resorts have realized that and acted by broadening the base of services and amenities they offer to the whole family in general and to children in particular in addition to categorizing the services they provide to kids according to the age interval, hence, services offered to infants differ from those offered to toddlers, other than those offered to tweens and finally teenagers (Mylittlenomads, 2016; Long & Cicero, 2016).

The services and amenities offered to tweens by the family resorts that describe themselves by being 'kid-friendly' resorts involve:

3.1. Water Activities

An ordinary pool is not enough. Now resorts have to have more than one pool: heated family pool, indoor pool and outdoor pools. Water games also have to be available such as ring toss and underwater checkers. Waterpark zone with water splashes, artificial waves, slides, lazy river and hot

tub for tweens is one of the main amenities certain resorts rely on in attracting families with kids in general and tweens in particular (Schlinger, 2013; Mylittlenomads, 2016; Stockton, 2012; Garcia, 2012; Long & Cicero, 2016; Plowright, 2016b).

3.2. Outdoor Recreational Facilities

This involve basketball courts, batting cages, climbing walls, controlled race tracks, giant chessboards , swing sets, playgrounds and bikes. Some resorts have gone beyond that providing tweens with amusement parks amenities like roller coasters to satisfy their desire of experiencing thrill and adventure (Schlinger, 2013; Mylittlenomads, 2016; Long & Cicero, 2016; Garcia, 2012; Plowright, 2016b).

3.3. Kids' Room

Some resorts have private rooms for kids connected to the family room. These rooms or even the family room may be designed with fun themes such as the Disney All-Star resort, All-Sport resort and the Nickelodeon Suites in Orlando and the Ramada resort in Phuket. The room may also be furnished with kid-size furniture, toys and DVD players (Perrin, 2015; Long & Cicero, 2016; Yeoman, 2010).

3.4. Beach Activities

This may involve family play ball contests, contests for sandcastle building and shell-collecting for tweens, beach picnics, fishing and paddle boats (Beaches, 2016; Mylittlenomads, 2016; Schlinger, 2013; Long & Cicero, 2016).

3.5. Sport Sessions and Learning Activities

Some resorts offer tweens sport and dance classes during their stay. This includes golf classes, tennis lessons, yoga classes, horse riding, volleyball and basketball. In addition, tweens enjoy making things by their own hands and learning new things with step by step instructions while having fun. Thus, some resorts provide them with art and craft stations, cooking and decorating classes, theater and dance classes, playing musical instruments, mini film production and editing or photography classes (Burnett, 2014; Vora, 2015; Stockton, 2012; Long & Cicero, 2016; Plowright, 2016b).

3.6. Meal-Time

Resorts offer a variety of food service options for families with kids. There are the fast food service, open-buffet, culinary and fine dining restaurants. If the family chooses the fine dining restaurant, there would be a kids menu and an entertainment center for kids with arts and crafts stations, computers or a small movie theater to keep the tweens amused while the rest of the family finish their meal (Stockton, 2012; Long & Cicero, 2016; Plowright, 2016c; Garcia, 2012).

3.7. Kids' Club and Camps

Many resorts have realized that peer-to-peer communications is an essential tool for attracting tweens, thus, they have created what is known by 'kids club', a spot with one or two rooms specified for kids, especially in the tween range, to gather and mingle together with games, TV and snacks. It can also include a video game room equipped with high-tech games to satisfy the tweens' desire of using technology, having fun and sense adventure. Some resorts provide multiple kids clubs for different ages, for instance, a mini club for kids 4-7 years old and a junior club for those 8-12 years old. Other resorts offer kids' camps for tweens including group swimming and group games, craft-making, fishing and dress-up games (Perrin, 2015; Destination Thailand News, 2016; Yeoman, 2010; Beaches, 2016; Long & Cicero, 2016; Plowright, 2016b; 2016c).

3.8. Excursions

This is a perfect time for family gathering. This involve trips to nearby locations and attractions or sightseeing such as farms where the tween would have a chance to learn how to shear sheep and make goat cheese; a boat ride to an island or a grilling party on a nearby beach; a picnic in the woods, a day out in a theme park or a visit to a cultural or famous site (Plowright, 2016b; Garcia, 2012; O'Shaughnessy, 2010).

3.9. Luxurious Kids' Amenities

Many resorts are starting to offer luxurious amenities for kids that would make them feel good and welcomed. This involves meeting famous cartoon characters or greeting upon arrival with a complimentary drink, snack or a welcome gift bag containing goodies and items to use during their stay. It also includes offering kids, tweens specifically, mini fitness center encompassing age appropriate equipment and mini salon and spa services with facials, footbath and foot massage, nail-painting and hair styling (Vora, 2015; Stockton, 2012; Perrin, 2015; Plowright, 2016b).

3.10. Shops

Tweens enjoy shopping especially for gifts, food and accessories. Resorts have responded to that by providing gift and souvenir shops; snacks and candy shops; boutiques for clothes, swimwear, toys and accessories (Poremba, 2009; Perrin, 2015; O'Shaughnessy, 2010).

The following section emphasizes the research hypotheses, methodology, data analysis and results of the study.

4. Research Methodology

Several researches have involved tweens in their conducted studies to ensure accuracy in documenting their opinions and attitudes, hence, this technique is considered viable. Most of these researches depended on focus groups and interviews to be able to reach more descriptive thoughts from the participating tweens (McDonald & Murphy, 2008; Blichfeldt *et al.*, 2010). Other researches employed surveys with tweens for their study. These researches revealed the value and importance of involving children in general and tweens in particular in tourism research to gain more knowledge and reach accurate results concerning their opinion, attitudes and satisfaction towards tourist destination, tourism product and service, helping tourism firms and suppliers in establishing better market and marketing strategies (Cullingford, 1995; Thornton *et al.*, 1997; Nickerson & Jurowski, 2001).

It was chosen to select the latter path for the current study by conducting a survey with tweens, age interval 8-12 years old, to investigate the alignment of their choices and preferences with the actual services and amenities offered to them by kids' friendly resorts.

Given that the hypotheses of the current study are:

- H1:** There is no significant difference between the services and amenities offered to tweens by kids' friendly resorts and the tweens' needs and desires.
- H2:** There are differences among the tweens' preferences regarding the services and amenities offered to them by kids' friendly resorts due to the difference in age.
- H3:** There are differences among the tweens' preferences regarding the services and amenities offered to them by kids' friendly resorts due to the difference in gender.

Conducting a survey with tweens is convenient as they are cable of reading, writing and comprehending and consequently completing the survey without assistance.

The survey instrument was a questionnaire that was simple enough and expressed in the tweens own terms. Prior to distribution, five tweens 8-9 years old and five tweens 11-12 years old were asked to evaluate the questionnaire from their own point of view concerning simplicity, used terms and degree of interest.

All the above tweens agreed on the questionnaire being simple, easy, comprehended and interesting, however, some adjustments in terms were made according to the tweens' feedback.

The first two questions in the survey inquired about age and gender to ensure that all the respondents are tweens generally and that they are either 8-9 years old or 11-12 years old, besides trying to get an equal number of boys versus girls in both age ranges.

The questionnaire included ten constructs representing the most popular services and amenities offered by the majority of the big or famous kids' friendly resorts to tweens.

These services and amenities were gathered from articles describing them as discussed previously in the literature review and from the websites of some of the well-known kids-friendly resorts.

The participant tweens were asked to rate each of these services and amenities according to their own opinion and preference on a 4-point Likert scale where (1) indicates that this service is "A must have" in the resort and (4) indicates that this service is "Not needed at all".

It was chosen to use a 4-point instead of a 5-point Likert scale to make differentiation and decision easier on the participating tweens when choosing the answer that would best describe their preference.

The first construct in the questionnaire involved the water activities with 7 options included: Water parks, indoor pools, outdoor pools, water games and toys, water splashes, water slides and hot tubs. The second construct was the outdoor recreational facilities with 7 items included: playground, wall climbing, bike riding, basketball or tennis court, soccer field, adventure rides and roller coasters and chess boards. The third construct involved the kids' room with 4 items encompassed: Having a private room to sleep, the room has a themed design, the room has toys and games and the room has movies to watch. The fourth construct inquired about the beach with 6 options included: The resort has a beach, beach games like volleyball, contests for building sandcastles and collecting shells, beach picnics, fishing and paddle boats. The fifth construct involved the sport sessions and learning activities comprising 7 services offered by resorts: cooking class, sport class, decoration class, art and crafts, acting and dancing, horse riding and mini film making class. The sixth construct was about meal-time options involving 4 items: fast food, kids' menu, open buffet and new dishes. The seventh construct was kids' club and camps including 4 items: Summer camp activities, club house, video game room and space for meeting new friends. The eighth construct was excursions with 2 options included: Short trips for farms or islands or short trips to museums or famous sites. The ninth construct was luxurious kids' amenities with 8 options involved: meet famous cartoon characters, age suitable fitness center, age suitable spa, age appropriate pedicure and facials, hair styling, age suitable foot bath and massage, free gifts and free candy and juice. Finally, the tenth construct was shops with 3 options included: Shopping for gifts and souvenirs, shopping for clothes and shopping for food and drinks.

The last question in the survey was open-ended inquiring about additional services and amenities, other than those listed in the questionnaire; the participant tween would like the kids- friendly resort to provide.

4.1. The Sample and Data Collection

To test the hypotheses of the study, especially the second and the third, it was chosen that the sample would consist of approximately the same number of younger tweens, 8-9 years old versus the older tweens 11-12 years old and approximately the same number of boys versus girls.

The perfect spot to meet these criteria is school. Schools were contacted in Greater Cleveland, Ohio. Schools in the Avon and Westlake school districts responded and they were extremely helpful. It was chosen to distribute the questionnaire on students in the 3rd grade to meet the age range 8-9 years old and students in the 6th grade to meet the age range 11-12 years old to be able to compare between the preferences of tweens who are still leaning towards the toddlers' side and tweens who are closer to the teenagers' side. The question related to the age in the survey confirmed that all respondents belonged to the required age ranges; hence the first required criterion was met.

In addition, schools in those districts focus on having approximately the same number of boys and girls in each classroom. The question related to the gender in the survey confirmed that the second required criterion has been also met.

Teachers' permission in the 3rd and 6th grades was taken to conduct the survey in their classrooms. They were very cooperative and helped in distributing, explaining and collecting the questionnaires back from students.

Data collection took three months from January 2016 to March 2016.

A total of 450 questionnaires were distributed and 410 were returned, after invalid questionnaires were excluded such as those with a high percent of incomplete answers.

405 questionnaires were used for analysis, resulting in a valid response rate of 90%.

Based on the screening questions concerning the age and gender, the respondents consists of the following: 100 girls in 3rd grade, 100 boys in 3rd grade, 100 girls in 6th grade and 105 boys in 6th grade.

4.2. Data Analysis

The data analysis consists of five stages. The first stage involved exploring whether there are differences between the services and amenities offered by the kids' friendly resorts to tweens and the actual preferences and desires of the tweens themselves. The one sample t-test was utilized to address that and to test the first hypothesis in the current study.

The second stage investigated which services and amenities offered by the kids' friendly resorts are preferred among tweens the most and which are preferred the least using percentage (%), standard deviation (SD) and coefficient of variation (CV).

The third stage examined whether there are differences among the tweens' preferences regarding the services and amenities offered to them by kids' friendly resorts due to the difference in age. Independent samples t-test was applied to investigate that and to test the second hypothesis in the study.

The fourth stage examined whether there are differences among the tweens' preferences regarding the services and amenities offered to them by kids' friendly resorts due to the difference in gender. Again independent samples t-test was applied to investigate that and to test the third hypothesis in the study.

Finally, the fifth stage was applied to confirm the results of the third and the fourth stage to explore whether there is any difference among the tweens' preferences regarding the services and amenities offered to them by kids' friendly resorts due to the difference in age or gender. The ANOVA test was applied in this stage to confirm the results and to approve the acceptance or rejection of the second and third hypotheses of the study.

4.3. Results

One sample t-test was used to address the first hypothesis in the study. Results indicated that the P-value was 1.0000 in all the attributes at the level of confidence: 95%, thus, the difference between the services and amenities offered to tweens by kids' friendly resorts and the tweens' needs and desires is considered to be not statistically significant in all the attributes which confirms the first hypothesis in the study.

Table 1. Services and amenities tweens prefer in the kids-friendly resorts

Services & Amenities	Resort must have (1)	It is good to have (2)	It does not matter (3)	Not needed at all (4)	% of (1) & (2)	% of (3) & (4)	SD	CV
Water parks	367	35	2	1	99.26	0.74	177.87	1.7567
Indoor pool	240	132	32	1	91.85	8.15	108.08	1.0674
Outdoor pool	260	120	25	0	93.83	6.17	117.78	1.163
Water games & toys	129	111	105	60	59.26	40.74	29.33	0.2896
Water Splashes	132	111	104	58	60	40	31.19	0.3080
Water slides	314	63	16	12	93.09	6.91	143.71	1.4194
Hot tub	270	79	46	10	86.17	13.83	115.98	1.145
Playground	108	190	88	19	73.58	26.42	70.39	0.695
Wall climbing	181	138	62	24	78.77	21.23	71.22	0.7034
Bike riding	159	150	63	33	76.30	23.70	62.80	0.6202
Basketball or tennis court	230	122	31	22	86.91	13.09	96.99	0.9579
Soccer field	163	114	67	61	68.40	31.60	47.50	0.469
Adventure rides & roller coasters	326	46	11	22	91.85	8.15	150.54	1.4868
Chess boards	45	115	85	160	39.51	60.49	48.54	0.4794
I have a private room to sleep	290	65	25	25	87.65	12.35	127.24	1.2567
The room has design (castle/spaceship...)	138	110	101	56	61.23	38.77	34.03	0.336
The room has toys & games	194	81	85	45	67.90	32.10	64.40	0.6360
The room has movies to watch	290	81	22	12	91.60	8.40	129.46	1.2786
Beach	296	83	14	12	93.58	6.42	133.96	1.3231
Beach games like volleyball	169	135	74	27	75.06	24.94	63.21	0.6243
Contests: Building Sandcastles & collecting shells	136	141	92	36	68.40	31.60	48.75	0.4815
Beach picnics	165	161	59	20	80.49	19.51	73.08	0.722
fishing	127	133	86	59	64.20	35.80	35.07	0.346
Paddle Boats	182	138	50	35	79.01	20.99	70.44	0.6957
Cooking class	109	94	75	127	50.12	49.88	22.10	0.218
Sport class	242	96	47	20	83.46	16.54	98.97	0.9775
Decoration class	82	109	113	101	47.16	52.84	13.77	0.136
Art / crafts class	158	114	83	50	67.16	32.84	45.98	0.4541
acting / dancing	109	108	131	57	53.58	46.42	31.35	0.3096
Horse riding	136	126	72	71	64.69	35.31	34.60	0.3417
Mini Film making class	139	85	98	83	55.31	44.69	26.03	0.2571
Fast food	155	79	69	102	57.78	42.22	38.40	0.3793
Kids' menu	202	100	71	32	74.57	25.43	72.72	0.7182
Open buffet	324	67	14	0	96.54	3.46	151.28	1.4941
New dishes	286	85	34	0	91.60	8.40	128.02	1.2644
Summer camp activities	148	159	81	17	75.80	24.20	63.00	0.6222
Club house	141	154	79	31	72.84	27.16	57.13	0.5642
Video game room	284	62	25	34	85.43	14.57	122.85	1.2133
Space for meeting new friends	180	140	67	18	79.01	20.99	72.59	0.7169
Short trips for farms or islands	185	147	52	21	81.98	18.02	77.40	0.7644
Trips to museums or famous places	202	130	55	18	81.98	18.02	81.75	0.8074
Meet famous cartoon characters	167	106	72	60	67.41	32.59	47.97	0.4738
Age suitable Fitness center	201	147	28	29	85.93	14.07	86.85	0.8578
Age suitable Spa	218	100	39	48	78.52	21.48	82.35	0.8133
Age appropriate Pedicure & Facials	115	59	73	158	42.96	57.04	44.69	0.4414
Hair styling	126	88	40	151	52.84	47.16	48.36	0.4776
Age suitable Foot bath & massage	174	72	33	126	60.74	39.26	61.69	0.6093
Free Gifts	373	21	9	2	97.28	2.72	181.34	1.7910
Free candy & juice	351	43	10	1	97.28	2.72	167.48	1.6541
Shopping for gifts & souvenirs	314	78	10	3	96.79	3.21	145.81	1.4401
Shopping for clothes	159	117	67	62	68.15	31.85	45.81	0.4524
Shopping for food & drinks	318	67	15	5	95.06	4.94	147.03	1.4521

*Mean: 101.25, t: 0.0000, df: 3, The level of confidence: 95%, P-value: 1.0000 in all, thus the difference is considered to be not statistically significant in all attributes.

In order to know which services and amenities the tweens prefer more in the kids-friendly resorts, percentage (%), standard deviation (SD) and coefficient of variation (CV) were applied as shown in table 1.

The percentage of (1) and (2) in the Likert scale, 'the resort must have and it is good to have', was calculated versus the percentage of (3) and (4), 'it does not matter and not needed at all', to figure out which attributes are preferred the most on behalf of the tweens in the kids' friendly resorts and which attributes are preferred the least. To confirm these results, the standard deviation and coefficient of variation were applied to measure the level of variation for each attribute, whether it is considered high or low as demonstrated in table 1.

Results revealed that most services related to **water activities** are highly preferred among tweens, especially, **water parks** with (99.26%) of preference and a very wide range of SD (177.87) and a high variation CV (1.7567) as a result of the tweens' tendency to lean towards choosing this attribute as their most favorite tourism product among all attributes in general and among the water activities in particular. Followed by the **outdoor pool** with (93.83%), SD (117.78) and a high variation of CV (1.163) and **water slides** with (93.09%), SD (143.71) and CV (1.4194), then, the **indoor pool** with (91.85%), SD (108.08) and CV (1.0674) and finally, the **hot tub** with (86.17%), SD (115.98) and a relatively high CV (1.145).

Regarding the **outdoor recreational facilities and activities**, the tweens prefer the **adventure rides and roller coasters** the most with (91.85%), SD (150.54) and a high variation of CV (1.4868). The second attribute in the outdoor activities that tweens prefer is related to sports which is having **a basketball or tennis court**, with (86.91%), SD (96.99) and not a very high CV (0.9579) while the least preferred attribute in the outdoor activities, specifically and in all the attributes, generally is the **chess boards** with only (39.51%) of preference.

Concerning the room, tweens choose '**the room has movies to watch**' to be their favorite service or amenity related to this attribute with (91.60%) of preference, SD (129.46) and CV (1.2786). They also prefer having a private room and not staying with the family in the same room with (87.65%), SD (127.24) and CV (1.2567).

The **beach** is still one of the essential attributes that tweens prefer to have in their vacation, with (93.58%) preferring the kids' friendly resort to be on the beach, with SD (133.96) and a high CV (1.3231), in addition to having **beach picnics** with (80.49%) of preference.

Concerning the **sport sessions and learning activities**, **sport** is the most preferred with (83.46%) of preference, SD (98.97) and not a very high CV (0.9775) while the least preferred learning classes are the decoration class with (47.16%) and the cooking class with (50.12%) of preference.

Regarding **meal-time**, the **open buffet** is the most preferred meal option for tweens with (96.54%) of preference, SD (151.28) and a high CV (1.4941). They also like trying new dishes as (91.60%) of them prefer that with SD (128.02) and CV (1.2644).

Concerning **clubs and camps**, having a **video game room** in the kids' friendly resort is the most preferable service for the tweens in this category with (85.43%), SD (122.85) and CV (1.2133).

Tweens prefer to go on excursions organized by the kids' friendly resort during their stay as (81.98%) of the respondents prefer going on **short trips for nearby farms, islands, museums or famous sites**.

Regarding the **luxurious kids' amenities**, the most preferred services in this attribute are the **free gifts** and the **free candy and juice**, with both having the same percentage of preference (97.28%), wide ranges of SD (181.34), (167.48) and very high CV (1.7910), (1.6541) due to the tweens' tendency of choosing them as essential luxurious services that they prefer to have in the kids' friendly resorts. Secondly ranked is the **age suitable fitness center** with (85.93%) of

preference. The least preferred luxurious amenities on behalf of the tweens are **age appropriate pedicure and facials** with (42.96%), a narrow SD (44.69) and a low CV (0.4414), then comes **hair styling** with (52.84%) of preference, a narrow SD (48.36) and a low CV (0.4776).

Finally, comes the shops attribute; tweens prefer the kids' friendly resort to include shops for **gifts and souvenirs** with (96.79%) of preference, wide range SD (145.81) and high CV (1.4401). Second, they like **shopping for food and drinks** with (95.06%) of preference, SD (147.03) and CV (1.4521).

Other services that tweens mentioned as preferred to have in kids-friendly resorts in the open-ended question are demonstrated in table 2. What is interesting in this is their choice for free Wi-Fi to be ranked the first among these services. This indicates how technology affects everybody even tweens as they see surfing the net and going on their tablets and smart phones even in their vacation is essential. This aligns as well with their high preference to having a video game room in the resort. Family resorts already have free Wi-Fi; however, it is not intended to be a service offered to tweens specifically, it is addressed mainly to adults instead.

The tweens' choice to having a library in the kids' friendly resort is interesting and it worth looking into it deeply by these resorts to start to offer it as one of its services to tweens.

The dirt bike course is considered a sport class, however, mentioning it specifically reflects the tweens' tendency to follow the latest trends to be recognized among their peers and affirms the idea mentioned in the literature review that they try to show that what they practice, purchase or consume is a part of their character and reflects their personalities in addition to their love for adventure.

Table 2. Other services tweens like to have in kids-friendly resorts

Service	No. of tweens	%
Free Wi-Fi	85	20.99
Library	26	6.42
Candy & Ice cream shop	17	4.20
Toy Store	14	3.47
Dirt bike Course	13	3.21
Natural Scenery and animals	9	2.22
Scuba dive	2	0.49
Movie theater	1	0.25
Computer room	1	0.25

To address the second hypothesis in the current study, independent samples t-test was employed to explore if there are differences among the tweens' preferences regarding the services and amenities offered to them by kids' friendly resorts due to the difference in age.

Results revealed, as demonstrated in table 3, that there is no significant difference between the younger tweens (age 8/9) and the older tweens (age 11/12) concerning their preferences among the services and amenities offered to them by kids' friendly resorts in all the given attributes. Hence, the second hypothesis in this study is rejected.

Table 3. Comparison between the preferences of younger tweens and older tweens among services and amenities in kids-friendly resorts

Service & Amenities	t-value	p-value
Water parks	-0.01976	0.984877
Indoor pool	-0.03246	0.975156
Outdoor pool	-0.02932	0.977557
Water games & toys	-0.07302	0.944165
Water Splashes	-0.06678	0.948928
Water slides	-0.07099	0.945713
Hot tub	-0.03017	0.976913
Playground	-0.04214	0.967754
Wall climbing	-0.04706	0.963993
Bike riding	-0.05628	0.95695
Basketball or tennis court	-0.03596	0.972484
Soccer field	-0.07354	0.943765
Adventure rides & roller coasters	-0.02324	0.982215
Chess boards	-0.06491	0.950357
I have a private room to sleep	-0.02767	0.978827
The room has design (castle or spaceship...)	-0.06628	0.949312
The room has toys & games	-0.04361	0.966633
The room has movies to watch	-0.02421	0.981468
Beach	-0.02599	0.980106
Beach games like volleyball	0.63575	0.548406
Contests for Building Sandcastles & collecting shells	-0.05561	0.957457
Beach picnics	-0.0434	0.966791
fishing	-0.89234	0.406573
Paddle Boats	-0.04613	0.964703
Cooking class	-0.10087	0.922939
Sport class	-0.03543	0.97289
Decoration class	-0.08697	0.933523
Art / crafts class	-0.04358	0.96665
acting or dancing	-0.0786	0.939904
Horse riding	-0.059	0.95487
Film making class	-0.05727	0.95619
Fast food	0.06098	0.953358
Kids' menu	0.0392	0.970001
Open buffet	0.02334	0.982134
New dishes	0.02698	0.979352
Summer camp activities	0.04945	0.962168
Club house	0.04862	0.962798
Video game room	0.02825	0.978383
Space for meeting new friends	0.04276	0.96728
Short trips for farms or islands	0.04415	0.966217
Trips for museums or famous places	0.04029	0.969167
Meet famous cartoon characters	0.04034	0.969129
Age suitable Fitness center	0.03997	0.969412
Age suitable Spa	0.04268	0.967341
Age appropriate Pedicure & Facials	0.07108	0.945641
Hair styling	0.06265	0.952079
Age suitable Foot bath & massage	0.05663	0.956679
Free Gifts	0.0195	0.985078
Free candy & juice	0.02105	0.983885
Shopping for gifts and souvenirs	0.02425	0.981442
Shopping for clothes	0.07647	0.941534
Shopping for food & drinks	0.02401	0.981624

*Confidence interval: 95%, all not significant

However, table 4 shows that there is a difference between the younger tweens and the older tweens concerning the other services that they would like to have more in the kids' friendly resort. For instance, the older tweens are the ones who want more free Wi-Fi, library and dirt bike course while the younger tweens are the ones who want more candy, ice cream and toys shops.

This aligns with the idea that the older tweens lean more towards the teenagers in their desires while the younger tweens still lean towards the toddlers in some of their needs and tastes.

Table 4. Comparison between older and younger tweens in their choices to other services

Services & Amenities	No. of older tweens	No. of younger tweens
Free Wi-Fi	70	15
Library	22	4
Dirt bike Course	13	0
Natural Scenery & animals	9	0
Candy & Ice cream shop	4	9
Scuba dive	2	0
Movie theater	1	0
Computer room	1	0
Toys store	0	14

To test the third hypothesis in the current study, again the independent samples t-test was used to explore if there are differences among the tweens' preferences regarding the services and amenities offered to them by kids' friendly resorts due to the difference in gender.

Again results proved, as demonstrated in table 5, that there is no significant difference between tween boys and tween girls concerning their preferences among the services and amenities offered to them by kids' friendly resorts in all the given attributes. Hence, the third hypothesis in this study is also rejected.

However, table 6 shows that there is a difference between the tween boys and the tween girls concerning the other services that they would like to have more in the kids' friendly resort. For instance, the boys are the ones who want more free Wi-Fi while the girls are the ones who want more library, candy, ice cream and toys shops.

Table 5. Comparison between the preferences of tween boys and tween girls among services and amenities in kids-friendly resorts

Service & Amenities	t-value	p-value
Water Parks	0.01987	0.984793
Indoor pool	0.03128	0.976059
Outdoor pool	0.0291	0.977731
Water games & toys	0.0874	0.9332
Water Splashes	0.07754	0.940717
Water slides	0.02417	0.9815
Hot tub	0.03033	0.976784
Playground	0.04925	0.96232
Wall climbing	0.04601	0.964798
Bike riding	0.05412	0.958594
Basketball or tennis court	0.03435	0.973714
Soccer field	0.06136	0.953069
Adventure rides & roller coasters	-1.57317	0.166743
Chess boards	0.06566	0.94978

To be continued on the next page

To continue Table 5

I have a private room to sleep	0.02716	0.979215
The room has design (castle / spaceship...)	-0.30993	0.767101
The room has toys & games	0.19634	0.850827
The room has movies to watch	0.0272	0.97918
Beach	0.02636	0.979822
Beach games like volleyball	0.05143	0.960652
Contests for Building Sandcastles & collecting shells	0.05775	0.955826
Beach picnics	0.04458	0.965885
fishing	0.07159	0.945257
Paddle Boats	0.05012	0.961655
Cooking class	0.05129	0.960763
Sport class	0.0304	0.976731
Decoration class	0.06399	0.951055
Art / crafts class	0.05897	0.954895
acting / dancing	0.06588	0.949617
Horse riding	0.06601	0.949512
Mini film making class	0.11852	0.909522
Fast food	0.07892	0.939666
Kids' menu	0.04836	0.962998
Open buffet	0.02312	0.982307
New dishes	0.02731	0.9791
Summer camp activities	0.04976	0.961929
Club house	0.06057	0.953669
Video game room	0.02544	0.980528
Space for meeting new friends	0.04778	0.963441
Short trips for farms or islands	0.04013	0.969289
Trips for museums or famous places	0.03883	0.970282
Meet famous cartoon characters	0.07097	0.945729
Age suitable Fitness center	0.04036	0.969118
Age suitable Spa	0.03768	0.971166
Age appropriate Pedicure & Facials	0.03401	0.973974
Hair styling	0.03645	0.97211
Age suitable Foot bath & massage	0.04097	0.968652
Free Gifts	0.01945	0.985111
Free candy & juice	0.02103	0.983905
Shopping for gifts & souvenirs	0.02393	0.981684
Shopping for clothes	0.05948	0.954505
Shopping for food & drinks	0.02283	0.98253

Note: Confidence interval: 95%, All not significant

Table 6. Comparison between boys and girls in their choices to other services

Service	No. of Boys	No. of Girls
Free Wi-Fi	53	30
Dirt bike Course	8	5
Library	8	18
Natural Scenery & animals	5	4
Candy & ice cream shop	4	13
Toy store	1	13
Scuba dive	1	1
Computer room	1	0
Movie theater	1	0

Table 7. Comparison between the preferences of younger boys, younger girls, older boys and older girls concerning services and amenities in kids-friendly resorts

Service & Amenities	F	p-value
Water parks	0.0008	1.0000
Indoor pool	0.0018	0.9999
Outdoor pool	0.0016	0.9999
Water games & toys	0.0060	0.9993
Water Splashes	0.0055	0.9994
Water slides	0.0010	1.0000
Hot tub	0.0018	0.9999
Playground	0.0032	0.9997
Wall climbing	0.0033	0.9997
Bike riding	0.0058	0.9994
Basketball or tennis court	0.0023	0.9998
Soccer field	0.0060	0.9993
Adventure rides & roller coasters	0.0010	1.0000
Chess boards	0.0062	0.9993
I have a private room to sleep	0.0014	0.9999
The room has design (castle or spaceship...)	0.0078	0.9990
The room has toys & games	0.0033	0.9997
The room has movies to watch	0.0012	0.9999
Beach	0.0013	0.9999
Beach games like volleyball	0.0042	0.9996
Contests for Building Sandcastles & collecting shells	0.0045	0.9996
Beach picnics	0.0031	0.9998
fishing	0.0071	0.9991
Paddle Boats	0.0042	0.9996
Cooking class	0.0045	0.9996
Sport class	0.0018	0.9999
Decoration class	0.0052	0.9995
Art / crafts class	0.0030	0.9998
acting or dancing	0.0062	0.9993
Horse riding	0.0045	0.9996
Film making class	0.0059	0.9993
Fast food	0.0054	0.9994
Kids' menu	0.0029	0.9998
Open buffet	0.0011	0.9999
New dishes	0.0014	0.9999
Summer camp activities	0.0040	0.9996
Club house	0.0043	0.9996
Video game room	0.0012	0.9999
Space for meeting new friends	0.0035	0.9997
Short trips for farms or islands	0.0024	0.9998
Trips for museums or famous places	0.0021	0.9999
Meet famous cartoon characters	0.0029	0.9998
Age suitable Fitness center	0.0027	0.9998
Age suitable Spa	0.0026	0.9998
Age appropriate Pedicure & Facials	0.0022	0.9999
Hair styling	0.0023	0.9998
Age suitable Foot bath & massage	0.0012	0.9999
Free Gifts	0.0008	1.0000
Free candy & juice	0.0009	1.0000
Shopping for gifts and souvenirs	0.0011	0.9999
Shopping for clothes	0.0056	0.9994
Shopping for food & drinks	0.0010	1.0000

*All not significant

Table 8. Comparison between younger boys, younger girls, older boys and older girls in their choices of other services

Services & Amenities	No. of younger boys	No. of younger girls	No. of older Boys	No. of older Girls
Free Wi-Fi	3	12	52	18
Library	0	4	8	14
Candy & ice cream	4	9	0	4
Toys store	1	13	0	0
Natural Scenery & animals	0	0	5	4
Dirt bike course	0	0	8	5
Scuba diving	0	0	1	1
Computer room	0	0	1	0
Movie theater	0	0	1	0

In order to explore if there are differences among the four tween groups: younger boys, younger girls, older boys, older girls; the ANOVA test was applied. Results confirmed, as demonstrated in table 7, that there is no significant difference between any of the four tween groups concerning their preferences among the services and amenities offered to them by kids' friendly resorts in all the given attributes. This confirms that the second and the third hypotheses in this study should be rejected.

Table 8 shows in details that the older boys are the most who want free Wi-Fi in the kids' friendly resorts and that the younger girls prefer having it more than the younger boys which is logic as girls lean toward practicing more mature behavior before boys. Library is preferred by older girls the most, then older boys, then younger girls while younger boys did not think of it, again brain maturity plays a part in this choice. Toys stores, ice cream and candy shops are preferred most by younger girls and finally, the dirt bike course is preferred first by older boys then older girls.

5. Discussion and Implications

The current study reveals the compatibility between the services and amenities offered by kids' friendly resorts and the preferences and desires of tweens.

It shows that tweens prefer the most in kids' friendly resorts water activities and water parks, specifically. It also shows that adventure rides and roller coasters are the most preferred outdoor recreational activities for tweens while chess boards are their least preferred amenity.

The tweens' choice of water parks and adventure rides to be their most favorite tourism product aligns with their characteristics and love for adventure, risk and excitement.

The beach proved to be one of the most important attributes that tweens prefer to have in their vacation where beach picnics is the favorite activity to have there. Sport and fitness are essential for tweens during their vacation as they prefer sport sessions over any other learning classes and sport in the outdoor facilities then, they choose the existence of an age appropriate fitness center in the resort on other luxurious services and amenities. They even named the dirt bike course as a separate

sport service that they would like to have in the kids' friendly resorts to practice during their vacation.

It can be noticed that tweens like variety even in food that is why the open buffet is the most preferred meal option for them. It is also observed that they like trying new things as a part of their love to adventure and exciting experiences even in food for most of them want to try new dishes. Their tendency to see new things, love for adventure and exciting experiences is also revealed in their readiness to go on excursions organized by the resort to nearby farms, islands, museums or famous sites. Visiting museums and famous sites and their desire to have a library in the resort gives the indication of their love for knowledge, intellectuality and exploration.

Aligning with their characteristic of adopting more mature attitudes, most tweens prefer having a private room with movies to watch in the kids' friendly resort.

How technology affects everybody's life even tweens is obvious in their choice of video game rooms and free Wi-Fi as essential services in the kids' friendly resorts.

Everybody feels special when receiving a free gift or treat as a compliment from the resort and so do tweens as the majority of them indicated that in their responses. They also indicated the importance of having souvenir and gift shops and shops for food and drinks especially what they stated separately concerning candy, ice cream and toys.

All what is mentioned above can help in market research related to kids' friendly resorts.

First it shows the resorts that provide tweens with similar variety of services and amenities that they are on the right track and it gives the family resorts that want to be recognized as kids' friendly an idea about what kids, generally and tweens, specifically, expect from them.

Second, it presents a good portrait for what services and amenities that kids' friendly resorts should focus on more such as water parks, adventure rides and technological facilities and Hi - Tec games and which services and amenities needed to be eliminated or improved such as the decorating and cooking classes; age appropriate pedicure and facials; and the chess boards.

Third, It gives the kids' friendly resort an idea about other services that they might add to attract tweens more such as having a library in the resort, besides, the importance of being up-to -date with the latest trends that tweens would love and doing efforts to provide it with the extensive promotion that the resort offer it. For example, the current trend among older tweens is dirt bike course, hence, they want to practice it in the kids' friendly resorts while the current trend among younger tweens especially girls is collecting 'Shopkins' thus, they stated in their responses to the open-ended question that they need the toys shop to be selling Shopkins specifically. With no doubt these trends are changeable with time and generations, therefore, kids' friendly resorts should be aware of these trends and their changes to be able to cope with the kids' desires generally and tweens specifically.

Furthermore, the current study reveals that there are no significant differences among the tweens' preferences regarding the services and amenities offered to them by kids' friendly resorts due to the difference in age or gender. Thus, kids' friendly resorts can still address tweens as one age group without the need for segmentation with regard to market research, product design and marketing campaigns, however, they should still take into consideration the provision of a wide variety of services and amenities that would suit the different age and gender within the tween interval.

Finally, it has to be mentioned that the teachers who helped in distributing and collecting the surveys for this study indicated that all the respondents, boys and girls; younger and older tweens, found the questionnaire interesting. They were all very excited about answering it. They were pleased to be asked about their own opinion in a topic that they find interesting and important to them. This confirms the importance of involving kids in studies that are directly related to them

giving them the chance to express their own opinion through their own voice in researches dealing with topics that concern them.

6. Conclusion

Tweens have a great influence on family vacation purchases and tourist activity choices and hence, they have to be considered as an important consumer segment in family resorts' market research, product and service design and marketing campaigns.

Understanding the tweens' opinion about the services and amenities offered to them by kids-friendly resorts help these resorts in improving and better maintaining their development and marketing strategies (Nickerson & Jurowski, 2001; Blichfeldt *et al.*, 2010).

The study proved the compatibility between the services and amenities in kids-friendly resorts and the tweens' preferences. It also affirmed that tweens can be addressed as one age group without the need for segmentation on behalf of the resorts' market research departments as there are no significant differences among the tweens' preferences due to difference in age or gender.

7. Limitations and Future Studies

The current study has some limitations as it is considered culture based focusing on tweens in the USA, hence, results cannot be generalized regarding tweens' preferences, needs and opinions in other regions or countries. Despite the accuracy of the results, the employment of a bigger sample for the study is recommended.

Future studies may involve exploring the opinion of other age groups like toddlers and teenagers regarding the service and amenities offered to them in kids-friendly resorts; conducting a comparative study revealing the various preferences of all the kids' different age groups and finally, involving kids in tourism research can expand to comprise other travel and tourism areas including other vacation providers and tourism types and activities.

References

- [1] Beaches. (2016). *Kids' camp at beaches resorts*. Jamaica: Sandals and Beaches Resorts. Retrieved January 07, 2016, from <http://www.beaches.com/activities/kids-camp>.
- [2] Blichfeldt, B. S., Pedersen, B., Johansen, A., & Hansen, L. (2010). Tween tourists: Children and decision-making. *Journal of Tourism Consumption and Practice*, 2(1), 1-24.
- [3] Blichfeldt, B. S., Pedersen, B. M., Johansen, A., & Hansen, L. (2011). Tweens on holidays: *In-Situ* decision-making from children's perspective. *Scandinavian Journal of Hospitality and Tourism*, 11(2), 135-149. <http://dx.doi.org/10.1080/15022250.2011.588444>
- [4] Burnett, C. (2014). *23 activities for tweens*. Retrieved from <http://childhood101.com/2014/07/23-activities-for-tweens/>.
- [5] Cullingford, C. (1995). Children's attitudes to holidays overseas. *Tourism Management*, 16(2), 121-127. [http://dx.doi.org/10.1016/0261-5177\(94\)00022-3](http://dx.doi.org/10.1016/0261-5177(94)00022-3)
- [6] Destination Thailand News. (2016, March 11). *New Kempinski Kids' Club provides daytime fun for young guests*. Retrieved from <http://destinationthailandnews.com/hospitality/luxury-hotel-news/new-kempinski-kids-club-provides-daytime-fun-young-guests.html>.

- [7] El-Bassiouny, N., Taher, A., & Abou-Aish, E. M. (2008). *The importance of character education for tweens as consumers* (Working Paper no.11). Faculty of Management Technology, German University in Cairo. Retrieved from http://mgt.guc.edu eg/wpapers/011bassiouny_taher_aish2008.pdf.
- [8] Garcia, L. (2012). *7 Family vacations your tween will actually enjoy. No, really.* Retrieved January 01, 2016 from <https://www.babble.com/kid/7-family-vacations-your-tween-will-actually-enjoy-no-really/>.
- [9] Labrecque, J., & Ricard, L. (2001). Children's influence on family decision-making: A restaurant study. *Journal of Business Research*, 54(2), 173-176. [http://dx.doi.org/10.1016/S0148-2963\(99\)00088-0](http://dx.doi.org/10.1016/S0148-2963(99)00088-0)
- [10] Lee, B., & Wu, H. (2013). *A relationship between family leisure and tourism & hotel industry: Importance of family leisure* (MBA Student Scholarship, Paper 27). School of Business Administration, Johnson & Wales University. Retrieved from http://scholarsarchive.jwu.edu/mba_student/27/.
- [11] Levasseur, M. (2007). *Familiar with tweens? You should be.* The Tourism Intelligence Network. Retrieved from <http://tourismintelligence.ca/2007/02/09/familiar-with-tweens-you-should-be/>.
- [12] Long, F., & Cicero, K. (2016). *The best family-friendly resorts.* Retrieved from <http://www.parents.com/fun/vacation/us-destinations/the-10-best-family-friendly-resorts/>.
- [13] McDonald, S. M., & Murphy, P. (2008). Utilizing and adapting leisure constraints models to enhance 'short-break' vacations: Case study of Melbourne, Australia. *Journal of Vacation Marketing*, 14(4), 317-330. <http://dx.doi.org/10.1177/1356766708094753>
- [14] Mylittlenomads. (2016). *Bali with kids – The best family hotels.* Retrieved from <http://mylittlenomads.com/bali-family-hotels>.
- [15] Nickerson, N. P., & Jurowski, C. (2001). The influence of children on vacation travel patterns. *Journal of Vacation Marketing*, 7(1), 19-30. <http://dx.doi.org/10.1177/135676670100700102>
- [16] O'Shaughnessy, A. (2010). *Traveling with kids week: Tweens.* Retrieved from <http://ciaobambino.com/traveling-with-kids-week-tweens/>.
- [17] Perrin, J. (2015). *10 best hotel amenities for kids.* Retrieved from <http://www.familyvacationcritic.com/10-best-hotel-amenities-for-kids/art/>.
- [18] Plowright, T. (2016a). *Best resorts for families with teens.* Retrieved from http://travelwithkids.about.com/od/teensvacationideas/tp/Top_resorts_teens.htm.
- [19] Plowright, T. (2016b). *Passworld - At club med for teens and tweens.* Retrieved from <http://travelwithkids.about.com/od/teensvacationideas/a/passworld.htm>.
- [20] Plowright, T. (2016c). *Kids clubs at family resorts and hotels.* Retrieved from http://travelwithkids.about.com/od/familyresorts/a/kids_clubs.htm.
- [21] Poremba, S. M. (2009). *Resort retail: Room to grow.* Retrieved from http://www.giftshopmag.com/issue/2009/02/gift-shop-mag-cover-stories/cover-story/resort_retail_room_to_grow/.
- [22] Rebmann, D. (2010). *Tips for planning a family vacation with tweens.* Retrieved from <http://ciaobambino.com/family-vacation-tween-travel-tips/>.
- [23] Rose, G. M., Boush, D., & Shoham, A. (2002). Family communication and children's purchasing influence: A cross-national examination. *Journal of Business Research*, 55(11), 867-873. [http://dx.doi.org/10.1016/S0148-2963\(01\)00205-3](http://dx.doi.org/10.1016/S0148-2963(01)00205-3)

- [24] Schänzel, H. A., & Lynch, P. A. (2016). Family perspectives on social hospitality dimensions while on holiday. *Tourist Studies*, 16(2), 133-150. <http://dx.doi.org/10.1177/1468797615594742>
- [25] Schänzel, H. A., & Yeoman, I. (2015). Trends in family tourism. *Journal of Tourism Futures*, 1(2), 141-147. <http://dx.doi.org/10.1108/JTF-12-2014-0006>
- [26] Schlinger, L. (2013). *5 things to look for in kid-friendly vacation rentals*. Retrieved from <http://www.santaynezvacationrentals.com/blog/kid-friendly-vacation-rentals>.
- [27] Stockton, H. (2012). *Top 10 luxury hotel amenities for kids and families*. Retrieved from <http://travelsort.com/blog/top-10-luxury-hotel-amenities-for-kids-and-families>.
- [28] Thornton, P. R., Shaw, G., & Williams, A. M. (1997). Tourist group holiday decision-making and behavior: The influence of children. *Tourism Management*, 18(5), 287-297. [http://dx.doi.org/10.1016/S0261-5177\(97\)00017-4](http://dx.doi.org/10.1016/S0261-5177(97)00017-4)
- [29] Vora, S. (2015). *Luxury hotel chains are adding special perks for kids*. Retrieved from <http://fortune.com/2015/06/19/luxury-hotel-perks-for-kids/>.
- [30] Wang, K. C., Hsieh, A. T., Yeh, Y. C., & Tsai, C. W. (2004). Who is the decision-maker: The parents or the child in group package tours? *Tourism Management*, 25(2), 183-194. [http://dx.doi.org/10.1016/S0261-5177\(03\)00093-1](http://dx.doi.org/10.1016/S0261-5177(03)00093-1)
- [31] Yeoman, I. (2010). *2050 - Tomorrow's tourism: Consumer kids and tourism*. Retrieved from <http://www.tomorrowstourist.com/kids.php>.

