

# Contents

## Acknowledgements — V

Hugues Séraphin and Vanessa Gowreesunkar

### **1 Introduction — 1**

Hugues Séraphin, Michele Ambaye, Anca Yallop, Vanessa Gowreesunkar and Mustafeed Zaman

### **2 Beyond *KidZania*: A new framework for identifying the potential impacts of resort mini-clubs — 11**

Hugues Séraphin, Vanessa Gowreesunkar and Marianna Cappucci

### **3 “Adult only” hotels: Why are children excluded? — 31**

Hugues Séraphin, Marianna Cappucci and Vanessa Gowreesunkar

### **4 Resort mini-clubs as tools for the long-term improvement of negative destination image — 49**

Marie Haverly, Vanessa Gowreesunkar and Hugues Séraphin

### **5 World schooling: An emerging form of tourism — 75**

Kamila Ghidouche Aït-Yahia and Faouzi Ghidouche

### **6 Good holidays in children’s voices and drawings — 91**

Hugues Séraphin and Rami Mhanna

### **7 ReesLeisure and Winchester May Day Triathlon for Children — 107**

Mustafeed Zaman, Tatiana Dauxert and Noela Michael

### **8 Kid-friendly digital communication for hotels and service adaptation: Empirical evidence from family hotels — 123**

Zohre Mohammadi and Philip Pearce

### **9 Making memories: An empirical study of children’s enduring loyalty to holiday places — 137**

Frédéric Dosquet, Thierry Lorey and Michele Ambaye

### **10 The role of children in marketing, a state of the art: Applications in tourism marketing — 157**

Hugues Séraphin and Vanessa Gowreesunkar

**11 Conclusion — 169**

**Contributors — 175**

**List of figures — 179**

**List of tables — 181**