

STRENGTHENING TRADITIONAL FAMILY VALUES THROUGH EDUCATIONAL TOURISM: THE EXAMPLE OF "KARINA HOME" GUESTHOUSE

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Abstract

Considering the changes in modern society and the global challenges affecting family structure, relationships, and values, the issue of preserving and strengthening traditional family values has become increasingly relevant. It is especially important to explore new approaches that would help strengthen family bonds and relationships, promoting an understanding of the foundations of society and core values. One potential solution to this problem is educational tourism, which offers the opportunity to combine elements of education and tourism, enhancing family relationships as well as the preservation of culture and values. This study explores the potential of educational tourism in strengthening family values, using the example of the "Karina Home" guesthouse. It employs both qualitative and quantitative research methods to obtain a comprehensive and deep understanding of the phenomenon being studied, utilizing theoretical literature and empirical practical data collection through surveys to draw well-founded conclusions. Educational tourism is a specific type of tourism that provides visitors with the opportunity to acquire new knowledge, experience new things, and develop emotional and social skills. The "Karina Home" guesthouse offers various educational activities, including master classes, workshops, and creative activities that promote family bonding and support child development. The aim of the study is to analyze how educational tourism can contribute to strengthening family values, improving family relationships, and promoting positive changes in the preservation of societal values, using the example of "Karina Home." The study is based on the analysis of theoretical literature and the examination of practical examples, offering a new perspective on the role of educational tourism in rural Latvia and contributing to the development of this type of tourism as a means of preserving and strengthening family values.

Keywords: *Educational tourism, family values, child development.*

1. Introduction

In modern society, family values have become an important component of public life, promoting healthy and stable relationships not only within the family but also in a broader social context. Traditional family values, such as respect, responsibility, and love, serve as the foundation for the development of societal norms and can significantly impact the development of children and young people. In this context, educational tourism, which offers the opportunity to combine educational activities with relaxation and leisure, becomes an effective tool for promoting the preservation and strengthening of these values (Lundberg, Lexhagen & Ziakas, 2024). Educational tourism not only helps children acquire historical and cultural knowledge but also develops their social skills and emotional intelligence (Abubakar, Shneikat, & Oday, 2014).

Such educational tourism activities enhance children's understanding of societal values, culture, and traditions, which are essential for them to preserve and develop these values within their families in the future (Chau, 2021; Maziliauske, 2024). Educational programs help families acquire new knowledge, strengthen relationships, and create long-lasting memories that promote family identity. They also contribute to the preservation of local identity (Lundberg, Lexhagen, & Ziakas, 2024).

The "Karina Home" guesthouse in Latvia is an example of how educational tourism can serve as a platform for strengthening family values. The guesthouse offers a wide range of services, which include not only traditional event organization options but also educational and entertaining masterclasses, creative workshops, concerts, and psychological training sessions tailored to families with diverse needs.

The publication will explore how the example of the "Karina Home" guesthouse can serve as a positive model for strengthening family values through educational tourism, as well as how such activities contribute to the dynamics of family relationships and the preservation of societal values.

The novelty of the study lies in the concept of educational tourism and its practical applications, especially in the context of strengthening family values. Although educational tourism is relatively underdeveloped in Latvia, this study offers a new approach by examining how the "Karina Home" guesthouse uses this form of tourism to strengthen family relationships. The study analyzes the role of educational tourism activities in improving family relationship dynamics, offering practical examples of how educational events and guest interaction can influence the preservation and enhancement of societal values. This research provides a new perspective on educational tourism as a tool not only for the educational process but also for strengthening family values and promoting the sustainable development of society.

The aim of the study is to empirically explore, assess, and validate the impact of educational tourism on strengthening traditional family values, using the "Karina Home" guesthouse as a case study. The research will analyze the educational activities offered by the guesthouse and their impact on family relationship dynamics, child development, and the social and emotional skills of family members. The study addresses the following questions: How does educational tourism at the "Karina Home" guesthouse promote the strengthening of traditional family values, and how do these activities help preserve local culture, traditions, and family values for future generations? What practical measures does "Karina Home" implement to strengthen family bonds and encourage the development of positive relationships? How does visitors' participation in educational workshops, masterclasses, and events affect family relationship dynamics?

2. Literature review

Family values form the foundation of social relationships and individual growth, influencing family interactions, priorities, and norms (Bengtson, 2016; Cherlin, 2010; Olson, 2000). Passed down through generations, they provide stability for family relationships and societal connection, fostering emotional well-being and societal integration (Collins, 2009). For children's development, family values are crucial, teaching empathy, respect, and conflict resolution, which lead to stable relationships (Lamb, 2004; Delyana & Mudjiran, 2020; Harris, 1998; Maccoby, 1998). Strong emotional bonds in families help children regulate emotions and address the emotions and needs of others (Delyana & Mudjiran, 2020).

Both parents play vital roles in child development: fathers promote self-control and decision-making, while mothers provide emotional support and nurture empathy. Together, they create a balanced environment essential for emotional stability and social development (Friedman, 2024; Delyana & Mudjiran, 2020; Doherty, 2019).

Families that emphasize balanced power distribution tend to form stable, harmonious relationships (Lammers et al. 2012; Popenoe 2017). Wilcox and Wolfinger (2016) highlight that children raised in stable marriages, supported by societies that promote marital stability, religious activity, and clear gender roles, experience better emotional and social development, leading to healthier relationships and improved educational outcomes (Lammers et al., 2012; Popenoe, 2017; Wilcox and Wolfinger (2016). Clear gender roles in traditional families influence children's understanding of relationships, shaping their behavior and social interactions (Lamb, 2004). The quality of family relationships is key to both children's well-being and societal welfare (Friedman, 2024; Lamb, 2004; Popenoe, 2017, Amato, 2001). Culture and religion significantly influence the formation of family values, linking them to specific norms regarding family structure and role distribution. Traditional family values, particularly within Christianity, emphasize marriage and family as foundations of social stability, with many societies asserting shared leadership between man and woman (Wilcox & Wolfinger, 2016; McGrath, 2024). However, globalization and shifting norms increasingly challenge these beliefs (Friedman, 2024). Traditional Christian values play a critical role in shaping spiritual life, family structures, and ethical norms, ensuring emotional security and social stability (McGrath, 2024; Plakans, 2024).

Table 1. Potential Benefits of Strengthening Family Values Through Educational Tourism.

Aspect	Opinions/Impact	References
Improvement of Family Relationships	Educational tourism helps improve family relationships by fostering emotional connection and better communication. In families where love, respect, responsibility, and cooperation are emphasized, positive self-esteem, emotional stability, and social skills are developed.	Harris, 1998; Lamb, 2004; Maccoby, 1998; Abubakar, Shneikat, & Oday, 2014.
Development of Social and Emotional Skills	Children and adolescents develop social and emotional skills that promote better collaboration within the family and society. Families based on strong values provide a secure environment for children's emotional and social development.	Friedman, 2024; Widawski, Krzemińska, Zaręba & Dzikowska, 2023.

Aspect	Opinions/Impact	References
Preservation of Traditions and Values	Families gain an understanding of local traditions, strengthening their identity and promoting the preservation of cultural heritage. Traditional family structures with clearly defined gender roles help create a stable social order.	Friedman, 2024; Popenoe, 2017; Maziliauske, 2024.
Positive Impact on Societal Values	Educational tourism strengthens societal values by fostering more unified communities and cultural cohesion. A balanced distribution of power within families promotes respectful relationships and harmony.	Lammers, Galinsky, Gordijn, & Otten, 2012; Maziliauske, 2024
Development and Sustainability of Local Communities	Tourism promotes the local economy and culture, supporting community development and social capital. The father's role influences children's self-control and responsibility, while the mother's role fosters empathy and emotional support.	Friedman, 2024; Harris, 1998; Zaleckienė & Turčinskaitė, 2019 Lundberg, Lexhagen & Ziakas 2024.

Table 1 outlines the impact of educational tourism on family values, highlighting its benefits in enhancing family relationships, social and emotional skills, and preserving traditional values. This fosters individual and societal well-being, strengthening family structures, social cohesion, and community development.

3. Methodology

The study used a qualitative research strategy to gather insights (Sakoda & Takahashi, 2014). The questionnaire consisted of 13 questions aimed at examining family structures, the frequency of participation in educational tourism activities, and the impact of these activities on family relationships and child development. The survey questions were designed using a Likert scale, which allowed for the assessment of participants' attitudes and experiences regarding the quality of family relationships and the impact of educational activities. The study participants were 123 families who took part in educational tourism activities at the "Karina Home" guesthouse. Respondents were selected randomly, but the selection process ensured representation of families with different structures (family size and composition). The most common family structure was "parents and children," with the average family size being 4–5 people. Completing the survey took approximately 10–15 minutes.

Quantitative data were processed and analyzed using calculations of the mean and standard deviations. Additionally, factor analysis was conducted to identify the key factors influencing family relationship dynamics and values.

4. Study results

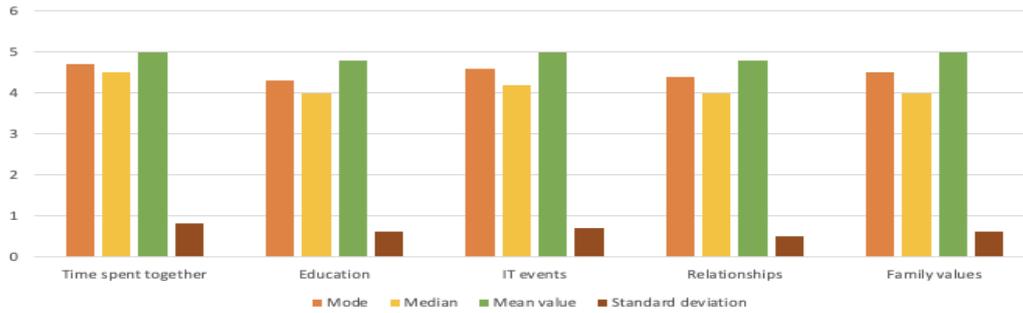
The quantitative phase of the study involved the participation of 123 families in a survey to assess the impact of educational tourism on family relationships and changes in values. The survey included questions about relationship dynamics, emotional connection, and understanding of family values before and after tourism activities. The majority of respondents were parents aged 30–45, indicating an interest in strengthening family values and children's development. Gender can influence relationship dynamics, as men and women may perceive family values differently and choose different activities. For example, women are more likely to participate in emotional activities, while men tend to engage in practical events.

Each family highly values time spent together. The average ratings range from 4.5 to 5.0, indicating a positive perception of family time and cooperation. The average value is also high at 4.7, suggesting that most families view time spent together very positively. The standard deviations are relatively low, at 0.8, indicating that responses were consistent across families with little variation from the mean. This suggests a common belief that time spent together is beneficial for strengthening family bonds.

Regarding educational benefits, the average ratings range from 4.0 to 4.8, suggesting that families generally regard education as important, though there are still some small differences. The average value is 4.3, indicating that families overall consider education an essential family value. The standard deviations are relatively low at 0.6, indicating that responses were mostly similar and that families shared a common approach regarding the importance of education.

Educational tourism events help strengthen family relationships, with the most common response being "Yes, it helps a lot." The average ratings range from 4.2 to 5.0, suggesting that most families are very satisfied with the impact of tourism activities on their relationships. The average value is 4.6, indicating that families consider such events very useful for strengthening relationships. The standard deviation is 0.7, which is relatively low and indicates consensus in the families' feedback on this topic.

Figure 1. Strengthening Traditional Family Values through Educational Tourism.



The most common responses show that families highly value the time spent together and education. The average values are high, indicating a positive opinion regarding family time, education, and tourism activities. The standard deviations are low, indicating a high degree of agreement in the responses.

Factor Loading Matrix: This shows how strongly each original variable is associated with each factor. A high loading (e.g., above 0.4 or 0.5) indicates that the variable strongly influences the factor.

In the factor loading matrix, the key idea is to identify which variables are closely related to each factor. For example, you might find that "family time" and "emotional connection" load highly on one factor, while "education" and "learning experience" load on another. By analyzing these loadings, you can better understand the underlying structure of the data and the main dimensions influencing family dynamics in the context of educational tourism. This analysis helps reveal the key factors that contribute to the overall perceptions of educational tourism's impact on family relationships and values.

Table 2. Factor Analysis.

Variable	Communication	Emotional Connection
Quality of communication	0.85	0.30
The quality of time spent together	0.80	0.35
The quality of cooperation	0.70	0.25
The quality of love and respect	0.45	0.90

Factor coefficients and weight coefficients: These coefficients indicate the extent to which each factor influences the data. Higher values suggest a greater impact of the respective factor on the overall structure of the data. Additionally, factor analysis aids in determining the number of factors required to fully account for the variation within the dataset. The majority of families participating in the study comprised 4–5 members, predominantly consisting of parents and children. The respondents identified love, respect, and cooperation as the core values most emphasized within their families. A significant portion of participants reported that educational activities contributed positively to the enhancement of family relationships and supported the development of children. Workshops and master classes were the most frequently selected activities, with respondents deeming them most effective in strengthening familial bonds. More than 80% of the participants indicated a willingness to recommend the "Karina Home" guesthouse to other families seeking to foster stronger relationships and traditional values. The findings generally suggest that these activities have a beneficial influence on family dynamics, promoting both the development of children and the preservation of family values. The primary values emphasized by the families—namely love, respect, and cooperation—were found to contribute to the cultivation of a positive familial environment. Over 80% of respondents expressed satisfaction with their participation in the educational activities, reporting that the events had a measurable positive impact on their family relationships. Furthermore, respondents highlighted the value of time spent together and the master classes in fostering stronger family connections. There was also a noted desire for more customized activities tailored to the specific developmental needs of children at varying ages.

5. Conclusions

The study highlights the significant positive impact of educational tourism on family relationships and values. Data from 123 families at "Karina Home" guesthouse revealed that activities like workshops and master classes strengthened family bonds and enhanced communication, emotional connection, and overall dynamics. Over 80% of participants reported a positive impact, particularly regarding children's development and shared family experiences.

The research further suggests the potential for personalized activities catering to different developmental stages, especially for children, which could enhance the educational tourism experience. Families emphasized values like love, respect, and cooperation, and over 80% believed that educational tourism helps preserve traditional family values.

In conclusion, educational tourism plays a key role in fostering family cohesion, promoting children's growth, and reinforcing traditional values. The study recommends continuing to develop educational tourism offerings, with attention to different age groups and gender inclusivity. These activities are valuable tools for improving family life and well-being, making them a worthwhile investment for family-focused tourism.

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