



The impact of veganism on destination choice

Bachelor Thesis for Obtaining the Degree

Bachelor of Business Administration in

Tourism and Event Management

Submitted to Lyndon Nixon

Anna Schuhmann

61901752

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Affidavit

I hereby affirm that this Bachelor's Thesis represents my own written work and that I have used no sources and aids other than those indicated. All passages quoted from publications or paraphrased from these sources are properly cited and attributed.

The thesis was not submitted in the same or in a substantially similar version, not even partially, to another examination board and was not published elsewhere.

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Abstract

Veganism has been a trend on the rise in the past few years. Especially since 2018, an increasing number of people committed to the lifestyle and the market for plant-based foods expanded enormously. There are several reasons why more and more people decide to become vegan, whereby animal-related reasons, environmental reasons and personal health-related reasons are taking the lead. A vegan lifestyle influences many areas of one's life. Besides diet, it also affects the way people dress, what household and beauty products they use, and the kind of activities they engage in. This paper was based on the assumption that veganism had an impact on travelers' destination choice. A thorough review of existing literature on the subject was conducted, followed by a survey in which 79 vegans were questioned about their vegan lifestyle, travel behaviors and preferences. The answers were compared to a veganism score, which indicated the extent to which a person was committed to their veganism.

The author's assumption, that the more committed a person is to veganism the less likely they are to travel, was confirmed. It was also found that, the greater the extent to which a person is vegan, the less significant are interesting sights and attractions at the destination, while activities without animal abuse or exploitation become more significant with an increasing commitment to veganism. Furthermore, it was confirmed that most vegan travelers wish for more vegan food options at a destination. Measures that will make a travel destination more attractive for vegan visitors include openness and acceptance for the vegan lifestyle, environmentally conscious practices and providing more information about veganism at a destination.

However, this thesis could not confirm that a vegan person would necessarily decide against visiting a destination due to their lifestyle. To get a clearer view on this, more studies, especially with a higher number of participants, need to be conducted.

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1 Introduction

Veganism and vegetarianism have been around for a long time. According to the Vegan Society (2022), the oldest vegan society in the world, “evidence of people choosing to avoid animal products can be traced back over 2,000 years”. Now, an increasing amount of people is introducing a vegan diet into their lives, due to a variety of reasons. The most prominent arguments for following a vegan diet are animal cruelty or abuse, environmental impacts and health-related issues that are in association with animal agriculture and consumption (Guachalla, 2021). However, veganism entails more than just diet. “Veganism is a public declaration of one’s identity, morals and lifestyle”, says Greenebaum (2012). People that live a vegan lifestyle abstain from anything that comes from exploiting another sentient being, including various components of life such as makeup, clothes and activities. In general, veganism can be described as a way of living with the goal of reducing harm and suffering, not only for animals but for humans and the environment on which they depend (Hussain, 2022).

In the past, vegans were often excluded or made fun of, however, lately veganism has received a new reputation. It is now being portrayed as exciting, cool and “the antidote to the health impacts of meat consumption, and to the ecological impacts of conventional livestock production” (Sexton et al., 2022). Especially in previous years, there has been a growing interest in veganism. In 2018, the sales of vegan products in North America and Europe were higher than ever before; the US retail market for plant-based food items grew by 20% (Sexton et al., 2022). In 2019, sales of plant-based foods in the U.S. grew 11%, making up a total plant-based market value of \$5 billion. Globally, this was estimated at \$8.9 billion in 2019 and is expected to rise to \$14.3 billion by 2025 (Brouwer et al., 2022). Around 600,000 individuals have identified as vegan throughout the UK and many of their major retailers even released their own vegan product ranges. Also online, veganism has been a trend on the rise. #Vegan and #plantbased are part of the top food hashtags on Instagram, seeing as they had been used in 115 million and 36.3 million posts, respectively, as of

January 2022 (Sexton et al., 2022). Even multinational companies have joined the vegan movement. An example for this is the fast-food chain McDonald's, which has introduced vegan options on their menu in several of their locations. Additionally, famous people like Beyonce or Benedict Cumberbatch are promoting the vegan lifestyle (Brouwer et al., 2022).

This is all reason to believe that veganism will continue to grow. The tourism industry will have to take this new target group into consideration in their strategies, so that their needs and wants can be met. Since veganism plays into many parts of a vegan's life, it is fair to assume that a person's vegan lifestyle has some sort of influence on their travel destination choice. This thesis aims to find out to what extent an individual's veganism affects their travel destination choice. To come to a conclusion, two approaches will be used. First, the author will conduct secondary research, which will be shown as the literature review of this thesis. Additionally, primary research in form of a survey will be done, which will be distributed online to a sample size of at least 70 people. The survey responses will be analyzed using statistical tests in order to answer the thesis' research question. Additionally, this thesis will provide recommendations for travel destinations on how to better accommodate the needs and wants of vegans.

2 Literature Review

2.1 Defining Veganism

Veganism is defined as “a philosophy and way of living which seeks to exclude—as far as is possible and practicable—all forms of exploitation of, and cruelty to, animals [...]“ by The Vegan Society (2022). The Vegan Society is a United Kingdom based charity dedicated to supporting veganism and vegans around the globe and the oldest vegan society in the world. Their definition goes on to state that veganism supports the development and use of animal-free alternatives concerning food, clothing and any other purpose.

Although there are several different ways to practice a vegan lifestyle, the commonalities are: a plant-based diet, not using animal-derived materials as well as products tested on animals and avoiding places where animals are used for entertainment (The Vegan Society, 2022). There is no single definition of veganism, rather a number of variations. For instance, the American Vegan Society describes veganism as follows:

Vegans don't consume red meat, fish, birds, cow or goats milk, eggs, honey, or foods made with any of these other animal products such as gelatine, or animal broths. Vegans don't wear silk, leather, wool, or fur.

Vegans avoid products tested on animals, and avoid sports or entertainment including animals (e.g zoos, horse racing) (North et al., 2021, p. 9). North et al. found that the UK Vegan Society’s definition is the most preferred by vegans and vegetarians, and second most preferred by omnivores. It is important to consider that veganism is a “socially defined ideology” and can therefore change across social contexts and time. Having said that, the basis of all definitions is that vegans do not consume meat or animal products. Variance in vegan definitions can be detected when it comes to value and social justice aspects and the level of absolutism. For vegans themselves, veganism is more than a diet. It affects the way they behave and is seen as a lifestyle (North et al., 2021).

2.1.1 Veganism versus Vegetarianism

The Vegetarian Society (2022), a United Kingdom based charity from which the Vegan Society emerged, defines vegetarians as people who don't eat meat, fish or chicken. The society's mission is to "inspire, inform and enable people to be vegetarian" (The Vegetarian Society, 2022). In contrast to a vegan diet, a vegetarian diet does include eggs, dairy products and honey. It does not include meat or poultry, fish or seafood, insects, gelatine or animal rennet, stock or fat from animals (The Vegetarian Society, 2022).

2.2 Motives behind Veganism

People leading a vegan lifestyle do so for a variety of reasons. Many of them have more than one motive, however, the most common ones are animal-related motives, motives related to personal well-being and/or health and motives related to the environment (Janssen et al., 2016). Although veganism entails more than just diet, the food choices a vegan makes, are the basis of leading a vegan lifestyle. Because the environmental and health-related arguments have attracted the most attention, a great deal of the mainstream recognition of veganism is focused on the dietary aspect (Pendergrast, 2016). The food choice questionnaire (FCQ) came up with nine factors that are influencing the way consumers choose their food. These are health, convenience, sensory appeal, natural content, ethical concern, weight control, mood, familiarity and price (Steptoe et al., 1995). Marty et al. (2022) found "three major motivational dimensions regarding food choices: 'health and sustainability', 'ease and accessibility' and 'pleasure'". These findings refer to consumers who follow all different kinds of diets. However, it is important to understand whether there are differences in diet-related motivations amongst different dietary groups, i.e., whether vegans choose their diets for different reasons than non-vegans. A study conducted by North et al. (2021) found that motivations are similar across the three different dietary groups, namely vegan, vegetarian and omnivore. Motivations related to health are common across all three groups. However,

animal welfare is the most common for vegans and vegetarians, while for omnivores it is taste and enjoyment (North et al., 2021). A study in Germany proposed nine different motives for vegans to choose from, indicating why they decided to follow a vegan diet. The given motivations were reports on factory farming, climate protection, health, vegan friends, food scandals in general, organic eggs deception, rotten meat, reports on horsemeat and religious reasons. The majority of respondents indicated that their motive for becoming vegan were the reports on factory farming. Climate protection is the second most important motive for following a vegan diet, directly followed by health. The motive that has the least significance to choosing a vegan diet is religious reasons (Kerschke-Risch, 2015). Another study suggests, again, that the three most common reasons for people to choose to live a vegan lifestyle are concerns about animal welfare, sustainability (environment) and health (Teh & Yap, 2021). Pendergrast (2016) views the “growing awareness of the environmental consequences of consuming animal products, in addition to mainstream recognition of animal rights and health benefits, [as a significant reason for the] rising interest in veganism”. Animal agriculture contributes enormously to the worldwide greenhouse gas emissions, which organizations like the Food and Agriculture Organization of the United Nations and the Worldwatch Institute have warned about. Livestock farming generates more greenhouse gas emissions than all forms of transport combined. Other environmental impacts of the livestock industries such as meat and dairy include “land degradation due to overgrazing, soil erosion, deforestation, biodiversity loss, the contamination of surface and groundwater due to poor waste management and the salinization of soils“ (Saari et al., 2021). The planet’s environmental problems come, to a great extent, from the production of animal-based foods, and veganism seems to be the solution (Pendergrast, 2016). Not only does the production and consumption of animal products negatively impact the environment, but it is also detrimental to the health of humans. Many medical conditions, for instance obesity or type 2 diabetes, are more likely to occur when meat is consumed. A plant-based diet can also prevent cancers and lower the risk of cardiovascular and chronic

diseases. This is due to the fact that a meat- and dairy-based diet is naturally higher in fat and cholesterol, but lower in essential ingredients and protective nutrients. A survey from 2017, which was carried out in Europe, emphasized the importance of health aspects when choosing a vegan diet. Negative health effects of meat consumption were stated as the biggest motivator for planning to reduce it. This was followed by animal welfare, expenses, negative environmental impacts and social pressure (Saari et al., 2021). Arguments supporting veganism on the grounds of the environment, animal rights and personal health are gaining greater exposure in the mainstream media, which plays a major role in the decision of people to become vegan (Pendergrast, 2016).

This change in consumer behavior, i.e., more and more people becoming vegan, requires the provision of products and services, which can cater the needs of this target group (Saari et al., 2021).

2.3 Travel Motivation

Travel motivation deals with the question of why people travel. Maslow's hierarchy of needs theory is one of the most significant motivation theories and is often applied in tourism research (Hsu & Huang, 2008). According to this theory, human needs can be placed into five categories, which are arranged according to importance. The first category is physiological needs such as air, food and drink. It goes on with safety needs, belongingness and love needs, esteem needs and the need for self-actualization. Higher-level needs in the hierarchy become significant once the lower-level needs are met (Maslow, 1981). A survey conducted by Pearce (1982) applies Maslow's theory to tourist motivation and behavior. Respondents of the survey were asked to report one positive and one negative travel experience. The results indicated that travel motivation has an approach-avoidance pattern, meaning that traveling has both desirable and undesirable aspects. Characteristics of holiday destinations that make them desirable are, in the first place, the possibility of self-actualization,

directly followed by love and belongingness and, finally, physiological needs. On the other hand, the most undesirable aspect of a travel destination is a concern for safety. Negative experiences were also related to physiological needs not being met, as well as to the inability to satisfy love and self-esteem needs (Pearce, 1982). Maslow (1981) came up with two additional needs, which were not included in the hierarchical needs model but are important to consider in the tourism field, namely the desires to know and to understand and the aesthetic needs. From a tourism standpoint, these needs play an important role because “people travel to learn about something new, and to be exposed to objects of beauty” (Hsu & Huang, 2008, p. 16). Although Pearce’s study (1982) found that physiological needs make a major contribution (27%) to travel experiences, this may not be an appropriate representation of Maslow’s definition. Some survey respondents stated that the best part of their trip to a foreign country was the food. In these cases, it is fair to assume that not only the lowest-level needs were met, but “that the food met certain aesthetic needs or even needs of local cuisine or culinary culture appreciation” (Hsu & Huang, 2008, p. 16).

From Maslow’s hierarchy of needs theory, two framework approaches for apprehending travel motivations emerged: the travel career ladder (TCL) and the travel career patterns (TCP). The TCL is “based upon Maslow’s hierarchy of needs and conceptualizations of psychological maturation towards a goal of self-actualization” (Ryan, 1998). On the travel career ladder, travelers’ needs are organized according to their importance, like in Maslow’s hierarchy of needs theory. At the lowest level, there are the relaxation needs. After that comes the need for safety and security, also described as level of stimulation. Then comes relationship needs, self-esteem and development needs and, finally, the need for fulfillment (Pearce, 1996). The key idea of the TCL is that traveling can be viewed as a career, where people start at a certain level and are likely to change levels during the course of their life (Ryan, 1998). This suggests that travel motivations change with the individual travel experience. The more travel

experiences a tourist gathers, the higher is the level of the needs they want to satisfy. Theoretically, tourists move upward on the TCL through the different levels of travel motivations. However, possible limitations such as health or finances need to be taken into consideration (Hsu & Huang, 2008). Ryan (1998) summarizes this approach by stating that “consumption of a given product, or experience, is influenced by the ways in which individuals conceive themselves.”

Pearce & Lee (2005) created the travel career patterns model (TCP) in an attempt to make the TCL approach more fitting to travel motivation. It shows that motivational factors vary based on the experience level of the travelers. For travelers at a higher career (experience) level, externally oriented motivations, like self-development through host-site involvement and seeking nature, are most important. Meanwhile, travelers at a lower career level underline the importance of internal motivations such as self-enhancement or romance. The TCP divides motivations for all travelers into three layers. Motivation factors that are most common and important to all travelers form the first layer and include novelty, escape/relax, and relationship. Self-development, self-actualization, nature and host-site involvement make up the middle layer, representing the moderately important motivation factors. These change from inner-oriented motives (self-development and self-actualization) to external motives (nature and host-site involvement). The third group consists of the factors that are of less importance to all travelers, those being nostalgia, stimulation, isolation and social status. Pearce & Lee (2005) confirm that travel motivation is multidimensional.

Probably the most recognized model to explain travel motivation is the push/pull model. According to this theory, both push and pull factors have an impact on why people travel. Push factors refer to internal forces, influencing travelers’ decision to take a trip. Pull factors are external, attracting the traveler to a specific destination (Gnoth, 1997). Examples of push factors are the desire to escape or the longing for adventure, as they describe the wants and needs of the

tourist, while pull factors are tangible resources like cultural attractions, beautiful landscapes or beaches (Villamediana-Pedrosa et al., 2020). Push factors are mostly accepted as motivational forces, while pull factors are seen as destination attributes or attractions. People seem to travel due to a combination of intrinsic motivators and the characteristics of a destination (Hsu & Huang, 2008).

2.4 Travel decision-making process

A tourist's decision-making process is a complex and multi-faceted process, for which internal as well as external factors are of significance (Seyidov & Adomaitienė, 2016). "It includes decisions regarding destination, attractions, timing, transportation and activities [and is] critical for understanding travelers' trip-planning activities" (Hwang et al., 2006). The decision-making process of travelers can be explained with the help of the five-stage model of the consumer buying process, which is the traditional model of consumer decision-making processes. It sets out the five stages that a consumer goes through when they buy a product or service. In any field, it is important to understand the steps a consumer goes through in order to get them to actually purchase the product or service (Stankevich, 2016). Woodside & Lysonski's (1989) applied the model to the tourism field, describing the five stages that a person goes through when making a decision to travel. In the first stage, the traveler recognizes the need or want to take a trip. This need or want can be caused by a variety of factors, including internal and external factors. Examples are the escape from a stressful everyday life (internal factor) or the urge to visit an exotic place (external factor). Woodside and Lysonski's (1989) differentiate between the person who wants to travel because they are dissatisfied with their current state, and the person who does so in order to satisfy their desire to travel and experience tourism activities.

After the need or want to go on a trip has been recognized, travelers move through the second stage, which is the collection or search for information. The

goal here is to research characteristics of different destinations in order to find the one that will satisfy the traveler's needs and wants. Travelers look for information about the accessibility, price or attractions, to name a few (Woodside & Lysonski's, 1989). This search for information is conducted mostly online, for instance, by going through reviews or looking on social media. Engagement with either a brand or a DMO (Destination Management Organization) can lead to a more positive image of a destination (VillamedianaPedrosa et al., 2020). Online sources are considered external sources, as are recommendations made by friends and family or advertisements. Internal sources are memories or experiences from visits in the past, which can also be used as a way of collecting information (Stankevich, 2016).

The third stage, the evaluation of alternatives, is about comparing the different options that were found during the second stage. Finding the best destination is a process, for which many factors play a role (Stankevich, 2016). Woodside & Lysonski (1989) propose the systematic and the unsystematic technique for the evaluation of alternatives. Using the systematic technique, travelers evaluate their options based on different features of the destination. These could be accessibility, services, amenities and so on. Each feature is of some value to the tourist. They will choose the destination with the highest value score of features. With the unsystematic approach, travelers choose based on "intuitional, emotional, or subjective criteria". Examples for this are opinions from family and friends, online reviews, news or advertisements (Woodside & Lysonski, 1989).

Following this stage comes the decision/ purchase. In regards to travel, purchase and consumption go hand in hand because of the intangibility and the experiential characteristics of the service. To come to the decision/ purchase, influences like the attitudes of friends and family or unexpected occurrences such as overbooking or price increase come into play (Woodside & Lysonski, 1989).

Finally, there is the stage of the post-purchase behavior. For tourism providers the satisfaction of travelers after their trip is of great importance because this will determine whether or not they will come back. However, the post-purchase behavior is influenced by social, psychological and situational variables, which make it a complicated process. In order to make visitor satisfaction happen, more than just the harmony between service providers and visitors needs to be considered. At a tourist destination, there are products designed for the tourists, like hotels or restaurants. Then, there are products for the residents such as hospitals and supermarkets. Lastly, there are the attributes of the destination like natural or manmade attractions. For visitor satisfaction and a positive travel experience, all aspects need to work together in harmony (Woodside & Lysonski, 1989).

2.5 Destination Choice

Destination choice is the process of choosing one destination among various alternatives with the goal of meeting the needs and wants of the traveler. Similar to the decision-making process, the destination-choice process consists of different stages, namely the recognition that there is a choice to be made, setting goals and objectives, coming up with options and alternatives, searching for information about the different options, judgement or choice among the options, action taking, i.e., decision making and, finally, assessing the experience in order to make future decisions. Designing a model, which can explain and predict choice outcome is quite challenging because many factors, for instance environmental and situational factors, need to be taken into account. However, it has been recognized that destination choice is a core element of trip planning. This is why numerous approaches have been developed in an attempt to describe the process and procedures used in travel planning and to understand destination choice (Hwang et al., 2006). As stated by Hwang et al. (2006), these approaches can be categorized into four different types of models. These are choice set models, general travel models, decision net models and multi-destination travel models.

Choice set models are based on the idea that the process of selecting a travel destination includes different sets, namely the initial consideration set, late consideration set, action set and interaction set (Crompton, 1992). The structure of a choice set model can be seen in Figure 1. According to Crompton (1992), the “selection of a vacation destination goes through three central core stages”. The first stage is the development of a first set of options, including all potential destinations. This set of destinations is called the awareness set. From this set, some options are sorted out and form the next, smaller set: the late consideration or evoked set. Finally, the destination is selected from the options in the late consideration set (Woodside & Lysonski, 1989).

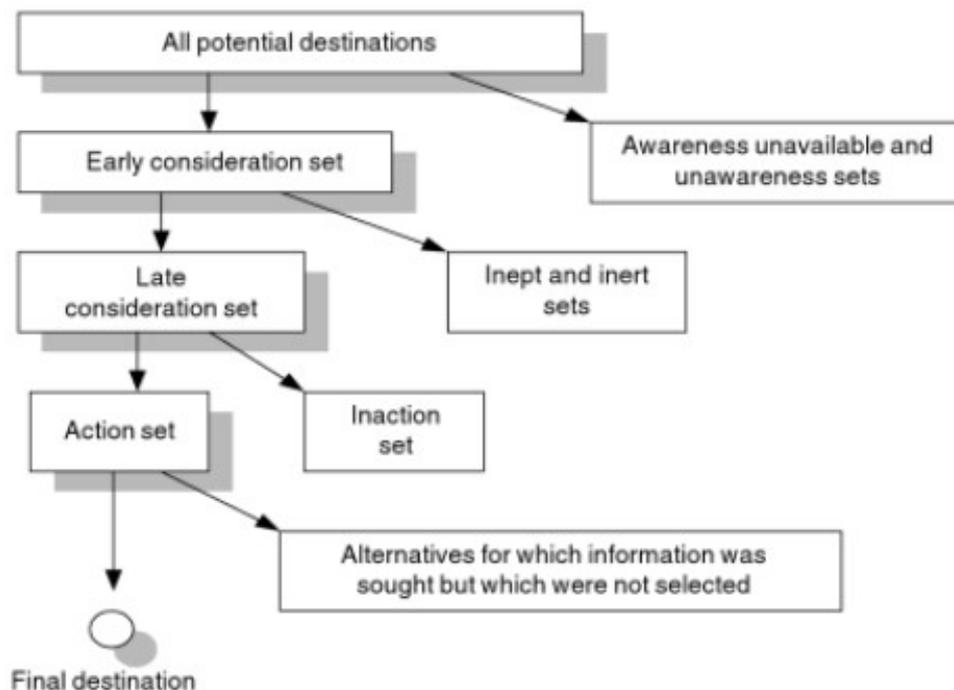


Fig. 1. Structure of choice set model (adapted from Crompton and Ankomah, 1993)

The general travel model is shown in Figure 2 and consists of eight variables and nine relationships, showing that two external variables, traveler characteristics and marketing variables influence traveler destination awareness. Destination awareness comprises four categories, which are the consideration set, the inert set, the unavailable and aware set and the inept set. One of the external variables is affective associations, which describe the feelings a traveler links to a specific destination. Destination awareness has a direct impact on affective associations, due to the fact that a small amount of destination recognition or a memory “may be necessary to activate positive, neutral, or negative affective associations” (Woodside & Lysonski, 1989). When travelers make out their preferences amongst the alternatives, destination awareness categorizations as well as affective associations influence that choice. According to this model, the final destination choice is affected by both situational variables and the intention to visit, which states how likely it is that a traveler visits a specific destination within a specific period of time. The model is a simple but useful description of the awareness of travelers, their preferences and the choice between competing destinations (Woodside & Lysonski, 1989).

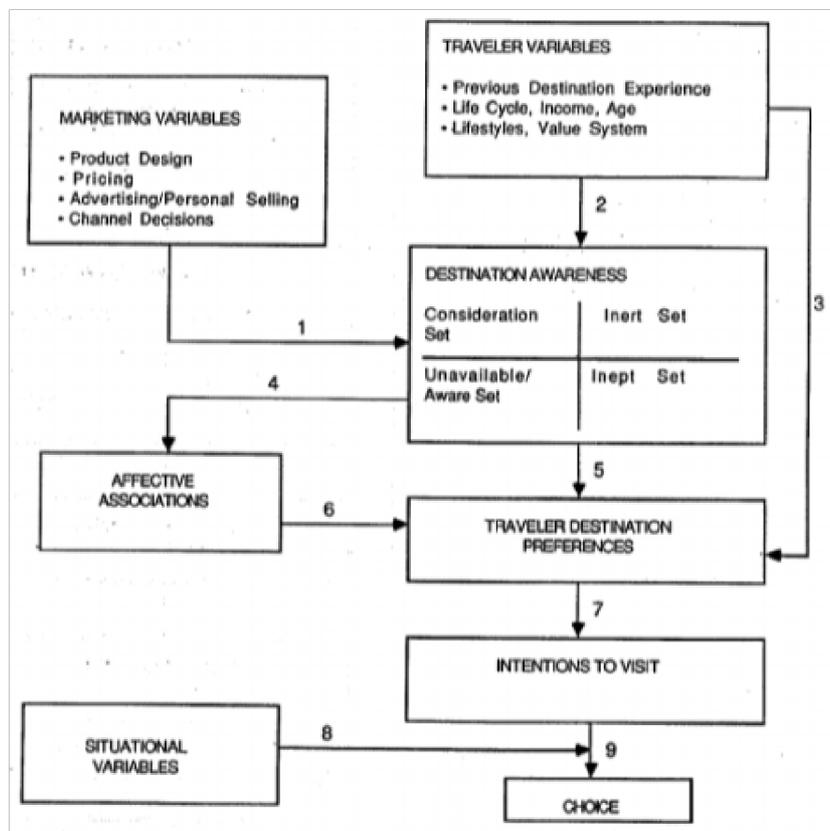


Fig. 2. General Model of Traveler Leisure Destination Awareness and Choice

The next type of model is the decision net model. It gets its name from the way the decision process is illustrated in this model, which is shown in Figure 3. In a decision net model, each alternative is assessed one by one and then a decision is made to either accept or reject that alternative. The attributes are examined in the order that is portrayed by the path of the net. “In essence a decision net represents a flow chart of how consumers combine attribute and situational information” (Bettman, 1974). The use of nets is an approximation of how a person combines attributes during decision-making.

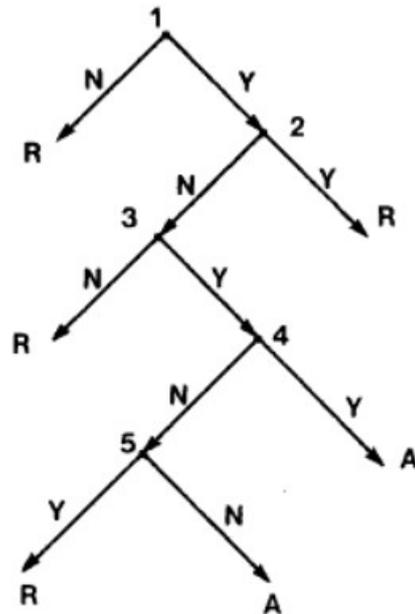


Fig. 3. Hypothetical Decision Net with Five Attributes

Figure 3 shows that the decision net model consists of nodes (points) and arrows (lines with direction). Each node stands for one attribute or condition being tested, for instance, “is the price of the destination high?”. The process continues depending on the outcome of the test. In the shown figure, this means that if attribute/ condition 1 is not present, the alternative will be rejected; if it is present, however, the decision-maker goes on to examine attribute/ condition 2. This goes on until, eventually, a decision is made to either purchase or not purchase (Bettman, 1974).

The majority of destination-choice studies focus on travel to a single destination, only dealing with one independent travel decision. However, the maximization of the use and value of the touristic experience is made possible through combining different destinations. This is where multi-destination travel models come into play. A traveler might choose to visit multiple destinations in order to have more variety, to save money, to reduce risk and uncertainty or in the case of visiting friends and family. Typically, more needs can be satisfied at multiple destinations than at one. However, multi-

destination trips are dependent on travel mobility, meaning geographical locations, distance, means of transport and similar elements, travel budget and time constraint. Considering this, there are destinations that are not likely to be combined within one trip. In this case, a person might choose to travel to different destinations in the future, in order to achieve the desired variety throughout time. An important consideration in this approach is the fact that “goods are no longer the objects of utility by themselves: goods are assumed to generate certain characteristics or attributes from which the utility is ultimately derived” (Tussyadiah et al., 2006). In the sense of tourism this statement describes the fact that a tourist does not benefit from possessing or consuming a destination, but from consuming the destination’s characteristics. Multi-destination traveling is often seen in group travel such as spousal or family vacations. The reason for this is different preferences toward destination characteristics among the group members. Multi-destination models demonstrate that it is possible that the combination of more than one destination generates a higher utility and can therefore increase the likelihood of purchase (Tussyadiah et al., 2006).

It is important to note that neither of the destination-choice models are perfect. For instance, the choice set model does not include emotions and feelings as part of the decision process. The mentioned models are merely approaches to a better understanding of the destination-choice of a traveler. Overall, there are numerous factors that influence a traveler’s destination choice, including safety and security, price, climate and weather, attributes of the destination, cultural aspects, media and interpersonal relationships as well as past experiences (Smoliner, 2020).

2.6 Vegan Tourism

In order to develop sustainable destination strategies, it is important that tourist destinations and providers acknowledge vegan tourists’ travel behavior and preferences (Zouni and Klouvidaki, 2022). Zouni and Klouvidaki (2022) made

a first attempt at investigating vegan's travel behavior, in order to identify ways for destinations to attract more vegan travelers. The basic condition for a vegan traveler is the availability of vegan restaurants at the destination, but also to be provided with activities that do not include animal abuse or exploitation. However, the majority of vegan travelers places the importance of vegan food choices at the bottom, while culture, the environment and nature are rated as more interesting to them. The most important factor when choosing a destination seem to be the sights at the destination, not the food. Half of the respondents see the availability of vegan food options in a restaurant, when taking a trip, as a basic requirement. Most respondents do not see their vegan lifestyle as an obstacle when it comes to choosing a travel destination. Nonetheless, tourism amenities need to have special menus or vegan options in order to include this target group and meet their basic requirements (Zouni and Klouvidaki, 2022).

One study conducted by Fusté-Forné (2021) aimed to analyze food consumption from a vegan tourist perspective. For the participants of the study, veganism means not only the exclusion of animal-based products but also “living in a respectful way with everything around them, with attitudes like recycling, zero waste, reducing the use of plastic and using sustainable transport” (Fusté-Forné, 2021). Most participants of the study stated that their vegan lifestyle influences the pre-travel stage, since it requires more planning of their dining experiences. According to the interviews conducted in this study, veganism does restrict, but is not decisive. Before booking a trip, vegans tend to look for food options. In some cases, a limited supply of vegan options will get them to reconsider the chosen destination. This doesn't have to be the case; some vegans accept the fact that they won't have meals as balanced, complete or varied as they normally would for the duration of the trip. In any case, there will likely be some sort of sacrifice. An important realization is the fact that there is a lot of vegan food available in most places, however, it doesn't get recognized as such. Because the concept “vegan” is not apparent in restaurant marketing and the promotion

of destinations, vegan options often lose visibility. Some vegans in this study see their lifestyle as a positive influence on destination choice. Although they need to do more research and plan the places they want to eat at during their travels, it gives them the chance to “search and therefore discover more to find vegan options” (Fusté-Forné, 2021). Additionally, the interviewees note that there are a lot more vegan offers now than in the past, which makes the process easier. Still, there are places where vegan food is hard to find, especially in rural areas. Many vegans are prepared for the fact that the food aspect of their trip will not be a great experience and they might even be forced to buy their meals in supermarkets. If there are vegan options provided at a destination, it mostly comes down to fast food like vegan burgers. A lot of vegan travelers are missing vegan gourmet experiences or traditional vegan restaurants. It is difficult to find nutritionally complete vegan options, meaning dishes beyond a salad or a plate of vegetables, which are often the only options at omnivorous restaurants. Restaurants aren't the only problem for vegan travelers, though; hotels really lack vegan offerings at their breakfast buffets or on their dinner menus as well as bakeries and coffee shops. However, the vegan lifestyle does not only affect the gastronomy element of a trip. Most vegans are not only concerned with what they eat on their vacation, but also how they travel. Taking care of the planet, not only from a dietary side, is crucial to most vegans (Fusté-Forné, 2021).

Another study, conducted by Kansanen (2013), supports the results found in the previously mentioned study. The interviewed vegan travelers of this study stated that they do worry about the availability of vegan food at the travel destination, if it is one they have never visited before. Similar to the respondents of FustéForné's (2021) study, the questioned travelers are prepared to carry their own or store-bought food in case there are no vegan dining options. Due to the fact that most of them are used to the limited possibilities and are therefore well prepared, only half of the interviewees said that they are worried before the trip about finding suitable food options. 70% of the respondents find that their diet causes extra work in the pre-trip stage. However, there is a difference to be

detected regarding the travel motivations. Travelers for whom food is one of the major motivators to go on a trip don't mind the additional effort that goes into planning their food experiences. On the other hand, the tourists that travel for different reasons see it as a bigger burden. According to half of the respondents of the study, the main restriction when traveling is experienced when choosing a destination. Many vegans choose their destination based on information they can find, either through personal experience, recommendations of friends and family, in guides or online, about how easy it is to find vegan food. Like in the study conducted by Fusté-Forné (2021), the respondents explain that usually there is always some sort of vegan alternative to be found, especially in big cities. The only issue is, as previously explained, the quality and amount of nutrients of the dishes. Nonetheless, 70% of the vegans who were interviewed in the course of this study feel like they missed out on some experiences during their travels. Even though none of them sees this as a significant issue, they still mention that a lack of options and the uncertainty around the food offerings has led them to refuse the participation in certain events or activities. The majority of the respondents sees food as a big representation of the culture of a country. Still, none of them feel like their diet is preventing them from getting to know a foreign country the way a non-vegan would. Again, it is demonstrated in this study that the degree to which the vegan diet affects the travel experience is closely correlated to the travel motivations of the person. For instance, respondents who were talking about work trips didn't pay much attention to the quality of the vegan food. While for travelers with food-related motives the availability of vegan restaurants, or similar venues, is of great significance, other travelers place more importance on facilities like museums or attractions. Additionally, as mentioned above, the mode of travel plays a role for most vegans. The majority of respondents prefer destinations in closer proximity to their home to avoid long distance flights. Generally speaking, the respondents of this study have a positive attitude towards combining their lifestyle with their travels and they do not view veganism as a burden in getting to know the culture of a destination. Some would even consider making small exceptions in their

diet if there was no other option (Kansanen, 2013). Nguyen's (2019) study emphasizes the fact that vegans don't only consider what they eat on their trips but also how they travel. Most of the respondents' preferred mode of transportation is by train due to the fact that they want to travel environmental-friendly. On the other hand, finding a vegan-friendly accommodation (for instance, one with vegan beddings) is not as important to them. This may be due to the fact that it is simply not seen as a realistic expectation, as stated by one of the interviewees. When it comes to activities, half of the respondents would not partake in activities that include animals such as zoos or aquariums. Regarding the food element of their travels, the respondents of this study have the same attitude as the respondents in the previously mentioned studies. There is always a vegan dish to be found, even if it is just a salad or fries. Vegan options do exist at many places and it is getting increasingly easier to find them due to the growing trend of veganism. Sometimes it is still difficult to find vegan foods but this can be solved by looking up vegan restaurants on apps or online. The opinions diverge as to what they would do in the case that no vegan option can be found. Some would rather skip the meal than eat animal-based foods, others would make an exception. In any case, if the experience at a certain destination has been difficult due to veganism in the past, it may prevent travelers from returning to this destination. Nguyen (2019) concluded that "the vegan lifestyle has a strong influence on the choice of travel destination especially when vegan cuisine is the main travel motivation". Travelers with other motivations perceive veganism not as a determining factor in their choice of destinations but rather as a contributing one (Nguyen, 2019).

This supports the results found in Fusté-Forné's (2021) and Kansanen's (2013) studies. Another pattern can be observed in the studies, namely that many vegans are used to the limited vegan options in all areas during their travels, which is why they either come prepared or are not as bothered by situations in which they need to restrict or adapt. Zouni and Klouvidaki (2022) used a questionnaire as their research method, with which they gathered 218 responses

from exclusively vegans. However, the other studies conducted interviews as a means of collecting primary data. Fusté-Forné's (2021) interviewed six females, all based in Spain. Kansanen (2013) conducted interviews with ten Finlandbased vegans, six of whom were female and four were male. Nguyen (2019) interviewed three female vegans and one male vegan. One of the respondents was in Thailand at the time of the interview, one in Sweden and two in Finland. Since only a small number of vegans was interviewed in these studies, the findings may not be an accurate representation for vegan travelers as a general target group. This is why a survey was chosen as the primary data source for this thesis, as it will allow for the questioning of a larger group of people.

3 Methodology

3.1 Research Methods

There are three common approaches to conducting research, namely quantitative, qualitative and mixed methods. The researcher selects the research method based on which type of data is needed to respond to the research question. Typically, the quantitative approach is used to respond to research questions requiring numerical data, while the qualitative approach is used in cases where textural data is required. The mixed methods approach deals with questions requiring both numerical and textural data (Williams, 2007). Quantitative research is based on existing theories and uses deductive approaches in order to prove or disprove them. This method aims at revealing patterns, correlations or causal relationships by measuring variables and testing relationships between them. Linear methods of data collection and analysis that result in statistical data are often employed. Advantages of this method include neutrality, objectivity and the possibility of using large samples. Examples of quantitative methods are surveys and experiments. Qualitative research is used

to explore, to investigate and learn about social phenomenon, to identify the meanings people ascribe to situations, events or activities or to gain a deeper understanding of some dimension of social life. For this method, people's subjective experiences and the acquisition of detailed information from a small sample are important. The qualitative method is generally used to explore, describe or explain. Examples are case studies, focus groups and interviews. Researchers who use the mixed methods approach collect, analyze and integrate both quantitative and qualitative data in one project (Leavy, 2017). To collect primary data for this thesis, a quantitative approach in the form of a survey was chosen. As was pointed out in the Literature Review of this thesis, the existing studies on vegan destination choice represent rather small groups of people. Using a survey for data collection makes it possible to reach a broad range of people, which is part of the reason why this method was selected. Additionally, the quantitative research approach allows the testing of a hypothesis, which is essential in this study. Its goal is to answer the research question 'What kind of a relationship exists between veganism and travelers' destination choice?' by testing different hypotheses, which will be stated in Chapter 4.

3.2 Definition of Surveys

Scheuren (2004) defines the survey as "a method of gathering information from a sample of individuals". The sample, whose size depends on the purpose of the study, is a fraction of the population being investigated. The population can either be all persons living in a defined area, or it can be a special population group, such as children, the unemployed or users of a specific product or service. Standardized procedures are used to gather information, so that every respondent is asked the same questions. It is the purpose of a survey to "obtain a composite profile of the population" (Scheuren, 2004), rather than describe the individuals who are part of the sample. Surveys have various purposes and can be conducted in different ways, such as over the telephone, by mail or in person. Another method of survey data collection is the entering of information directly into computers by either a trained interviewer or the respondents

themselves (Scheuren, 2004). The most used type of survey is the web survey, which was selected as the data collection tool in this study. It is described by Callegaro et al. (2015) “as a survey mode using computerized self-administered questionnaires, stored on a specific computer connected to the internet (i.e. *server*), which respondents access via web browser”. To fill out the survey, desktop or notebook computers, smartphones, tablets or Internet TVs are used. The questions are displayed on the screen and participants provide their responses by filling in the questionnaire. Respondents answer the questions of the survey without an interviewer being present. However, the process can still be interactive, for instance, when a question is shown depending on a previous answer. Additionally, survey respondents may receive an immediate notification if a question is left blank. Participants’ responses are automatically transmitted to a database on the researcher’s server. Callegaro et al. (2015) argue that the web survey is server based, since the server controls the entire process. There are different survey designs, namely the cross-sectional design, the repeated cross-sectional design and the longitudinal design. The first refers to independent surveys with samples that are drawn for the purpose of one survey only. Repeated cross-sectional designs are used for observations of changes over time by using the same questionnaire on a new independent sample. Changes can also be observed with the longitudinal design, “where the same sample of respondents is surveyed on the same topic sequentially, several times or even regularly (e.g. monthly)” (Callegaro et al. 2015). For this study, the target population is exclusively vegans, however it is impossible to survey every vegan on the planet. This is why statistical inference is important, which allows for the generalization of the results from the sample to the target population, i.e., vegans. Statistical inference is only possible with probability surveys, “where each *unit* (i.e. member of the target population) has a known and positive (nonzero) probability of selection into the sample” (Callegaro et al. 2015). The units for the sample are chosen by the use of randomized procedures. Furthermore, it is important to never identify individual respondents in survey findings. All of the survey’s results should be presented in an anonymous

manner (Scheuren, 2004). Using web surveys as a data collection tool has many advantages, however one should also be aware of the method's weaknesses. The first and, for many researchers, most appealing advantage of web surveys is the low cost compared to other methods such as mail, telephone or in-person surveys. Other advantages include a high speed of data collection, the ease of implementation, flexibility regarding time and location and self-administration. The user-friendliness of the web survey is particularly beneficial for many studies. Anyone can raise questions in the form of a web survey and then publish results, without needing specific training or the like. On the other hand, disadvantages of the web survey include non-coverage, which refers to segments of the target population being excluded from the survey, like non-users of the Internet. Additionally, the possibility to skip questions in web surveys can leave the researcher with no response to one or more questions (Callegaro et al. 2015). Overall, the researcher believes that the benefits of the web survey outweigh its limitations, which is why it was selected as the method to collect primary data for this study. Scheuren (2004) states that "surveys provide a speedy and economical means of determining facts about our economy and about people's knowledge, attitudes, beliefs, expectations, and behaviors" and that they "provide an important source of basic scientific knowledge".

3.3 Survey Development

This study's survey was developed with the purpose of answering the research question, namely what kind of a relationship exists between veganism and travelers' destination choice. Additionally, the survey's aim was to find out what travel destinations can do to attract vegan visitors. It is divided into three parts and consists of 29 questions, including both open-ended and closed-ended ones. The survey was created in English and can be found in Appendix 1.

At the beginning of the survey, participants were informed about the purpose of the survey and were assured that all collected data will be handled confidentially and anonymously. They were also informed about the fact that the participation in the survey was completely voluntary and that withdrawal from it was possible at any time. The first part of the questionnaire asked for general information about the respondents. With the first question, “Are you vegan?”, the researcher made sure that the respondent is part of the population being investigated. It was also stated that participation in this survey was only possible if the answer to the first question was “yes”. The following questions of this part of the survey asked the participants for their gender and age group.

In the second part of the survey, questions related to veganism were displayed. Respondents were asked to indicate for how many years they have been vegan and what their main motivation is for being vegan. They were also asked to indicate what elements are included in their vegan lifestyle (diet, avoidance of sports and entertainment including animals etc.) and if they ever break their lifestyle, i.e., make exceptions.

The third section of the survey covered all questions related to traveling. First, respondents had to indicate how often they travel, what their main reason is to do so and how they usually gather information on and choose a travel destination. Next, they were provided with six different characteristics of a travel destination and were asked to rank them according to their level of attractiveness. Among these characteristics, usual elements of a travel destination that might have an impact on its attractiveness were listed, for instance safety and affordability. Additionally, two options related to veganism were among the characteristics, namely a variety of vegan food options and several activities without animal abuse/ exploitation. This question aimed to get an insight into how important the respondents’ veganism is in destination choice compared to other usual reasons. The survey went on to list three elements of a destination related to veganism, those being the availability of vegan restaurants, activities that do not include animal abuse or exploitation and

vegan-friendly accommodations. Respondents were required to rank the three elements on a scale from one to five, according to how important each element is for them at a travel destination. The next questions asked the respondents about their pre-travel experience in relation to their vegan lifestyle. They had to indicate whether they do research on the availability of the previously mentioned elements at a destination and if they feel like vegans have to do more planning before taking a trip than non-vegans. Next, participants were asked if they had ever chosen not to travel to or return to a destination because of their vegan lifestyle.

They were also presented with one scenario in which they want to go on a trip in order to relax at the beach and had two options to choose from. The options were as follows: 1. A destination where respondents can live right by the beach and relax all day, but there are no vegan restaurants at the destination. 2. A destination where there are lots of vegan food options everywhere, however, the beach is further away and respondents need to drive to and from the beach every day. This question was designed with the goal of finding out where the priorities of a vegan lie while traveling.

Then, respondents were asked to what extent they would return to a destination in three different situations, those being that it was really difficult to follow their vegan diet, they had to witness a lot of animal abuse or exploitation and that there were no vegan-friendly accommodations. Respondents had to indicate the likelihood of returning to the destination in each situation on a scale from one to five, with one being 'very likely' and five being 'very unlikely'.

Lastly, participants of the survey had to state to what extent they feel they have missed out on certain experiences while traveling because of their vegan lifestyle. Again, the answer to this question had to be indicated on a scale from one to five, with one being 'very much' and five being 'not at all'. In the very last question, respondents were asked to give their opinion on what travel destinations should do to better accommodate the needs and wants of vegans.

3.4 Data Collection

In order to reach a broad range of participants, the survey was distributed via the Internet. The development as well as the data collection of the survey was done with Google Forms. Once the development of the survey was complete, the link to it was distributed by the researcher on several social media platforms. First, it was posted on the researcher's Facebook page. The link was also shared via the researcher's profiles on Instagram and LinkedIn. Additionally, the researcher sent the link to the survey into various WhatsApp groups as well as Facebook groups with vegan members. This was done in order to reach a wide range of age and nationality. Therefore, the sampling method of this study was convenience sampling, where the sample was everyone that had access to the link. Due to the selected distribution channels, the target group was international people in the ages between 17 and 60. The survey was available for 60 days, from the 28th of April 2022 until the 27th of June 2022. During these days, the survey was accessible through the link that was posted on the different platforms. In total, 80 responses were collected in that time.

4 Analysis of Results

In order to use the survey responses that were collected, the researcher had to make sure that all respondents were part of the population that is being studied for this thesis, namely vegans. Out of the 80 responses, only one stated that they were not vegan and was therefore removed from the data set before analysis. To begin the analysis of the results, a descriptive analysis of the survey responses was conducted. Descriptive analysis helps “describe, show or summarize data points in a constructive way such that patterns might emerge” (Rawat, 2021). According to Rawat (2021), it is crucial for performing statistical data analysis. It prepares the researcher for the performance of further statistical analyses, since it shows the distribution of the data, helps with detecting typos and outliers and makes it possible to identify similarities among variables.

79 vegans completed the survey, out of which 48 were female, 30 male and 1 non-binary. Most of the participants were between the ages of 19 and 25 (46.8%), or between the ages of 26 and 35 (22.8%). On average, the respondents have been vegan for 4.52 years, with the majority (20%) having been vegan for 2 years. The respondents' three main motivations to be vegan were, as was suggested in the literature review, the environment, with 29.1%, personal health/well-being, with 34.2%, and animal welfare, with 30.4%. For the sixth question of the survey, which asked the participants what is included in their vegan lifestyle, respondents were presented with 6 different aspects of a vegan lifestyle and were meant to mark every aspect that was part of theirs. They had the opportunity to mark between 1 and 6 aspects. In order to use the results to this question, the researcher came up with a "veganism score", depending on how many of the six aspects are part of a respondent's lifestyle. If they stated that only one aspect, for example 'vegan diet', was part of their vegan lifestyle, they would get a score of 1. If they stated that three of the given aspects were part of their lifestyle, for example vegan diet, cosmetics and clothing, they would get a score of 3, and so on. By doing this, the researcher wanted to explore the respondents' extent to which they are vegan, and compare this to the results of other questions in the survey, which will be further explained later in this chapter. As can be seen in the bar chart (Fig. 4), 78 out of the 79 respondents stated that vegan diet was part of their vegan lifestyle. For more than 50% of the respondents, vegan cosmetics are part of their veganism, as well as the avoidance of sports and entertainment including animals. Vegan clothing and vegan cleaning and household products are both part of 44.3% of the respondents' lifestyles. Only 17.7% stated that vegan activism played a role in their lives. Fig. 5 shows the distribution of the veganism scores (1-6) among the 79 participants.

What is included in your vegan lifestyle? (Please tick every box that applies)

79 responses

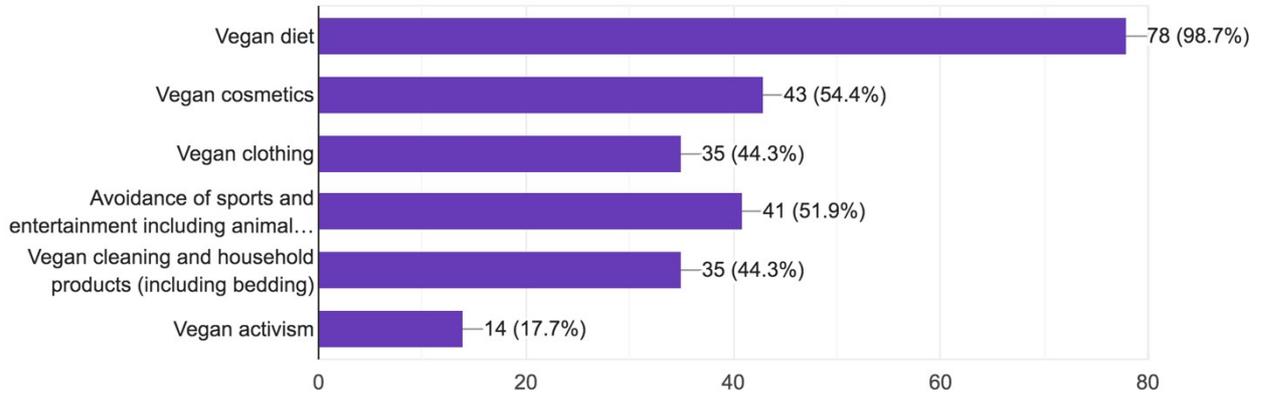


Fig. 4. What is included in the respondents' vegan lifestyles

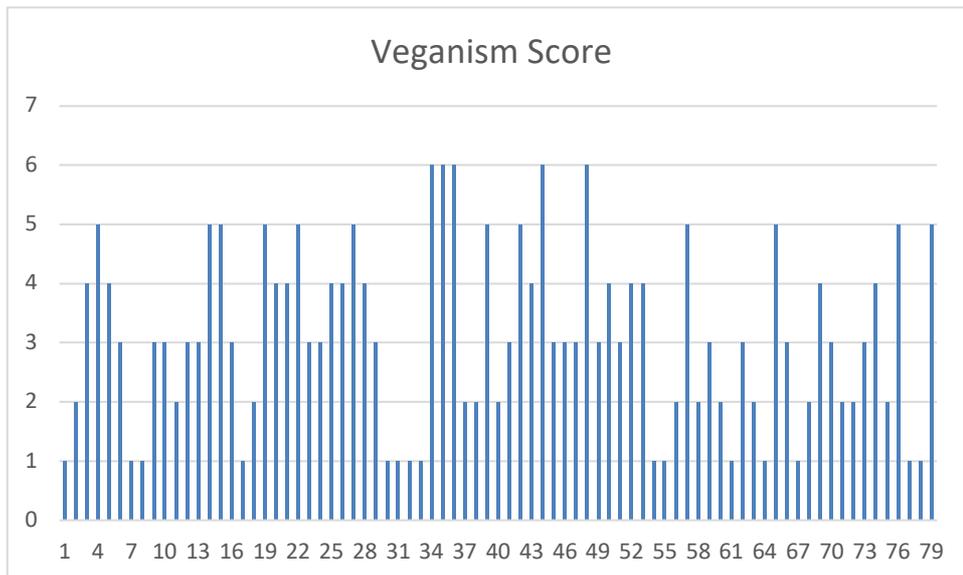


Fig. 5. Veganism Scores (1-6) for each respondent

When asked if the participants in the study ever made exceptions, for instance, ate an animal-based product or went to the zoo, the majority (48.1%) stated that they rarely made exceptions, while 25.3% said they never did. Nevertheless, there were 20.3% who said they made exceptions sometimes, and 6.3% even stated that they made exceptions often. This gives an approximate picture of how strict the respondents are with their veganism, which can have an impact on the way they travel. However, it was clear to see that the dietary aspect of a vegan lifestyle has the most significance for the respondents, as 67.1% rated it as “most important”.

The next section of the survey dealt with the travel habits of the study participants. 43% said that they travel 2-3 times a year; 26.6% travel 4-5 times a year and 24.1% travel 5 times a year or more. Only 6.3% stated that they travel once a year or less. Using the statistical software SPSS, the relationship between the extent to which a person is vegan (i.e., the veganism score) and how often they travel was tested. The researcher aimed to test the following hypothesis:

H0 = The more committed to veganism a person is, the less likely they are to travel.

H1 = A person’s commitment to veganism has no effect on their frequency of travel.

As can be seen in Table 1, the results show a significant negative correlation between the veganism score and frequency of travel, as the Pearson correlation coefficient is $r = -.29$ and is significant just above the 1% level. The chosen confidence level was 95%, which is why the null hypothesis can be accepted. This means that the higher a person’s veganism score, the less often they travel.

Korrelationen

		VeganismScore e Veganism Score	Howoftendoyou travel How often do you travel?
VeganismScore Veganism Score	Pearson-Korrelation	1	-,291 [*]
	Sig. (2-seitig)		,011
	N	75	75
Howoftendoyou travel How often do you travel?	Pearson-Korrelation	-,291 [*]	1
	Sig. (2-seitig)	,011	
	N	75	79

*. Die Korrelation ist auf dem Niveau von 0,05 (2-seitig) signifikant.

Table 1. Correlation between veganism score and travel frequency

The main reason to travel for the majority of the respondents (44.3%) is adventure/experience something new, followed by relaxation/escape of everyday-life, which was the main motivator for 27.8% of the participants. Only 3 out of the 79 vegans who completed the survey said that their main motivator was to try foreign food and drinks.

In Fig. 6, the way the respondents gather information on a travel destination is displayed. One option is clearly used the most, namely recommendations made by someone the respondent knows. This option was said to be used by 74.7% of the participants, followed by online reviews/blog posts and social media, which were stated to be used by 55.7% and 44.3%, respectively. 34.2% use memories/experiences from visits in the past as a means to collect information on a destination, and only 16.5% use advertisements to do so.

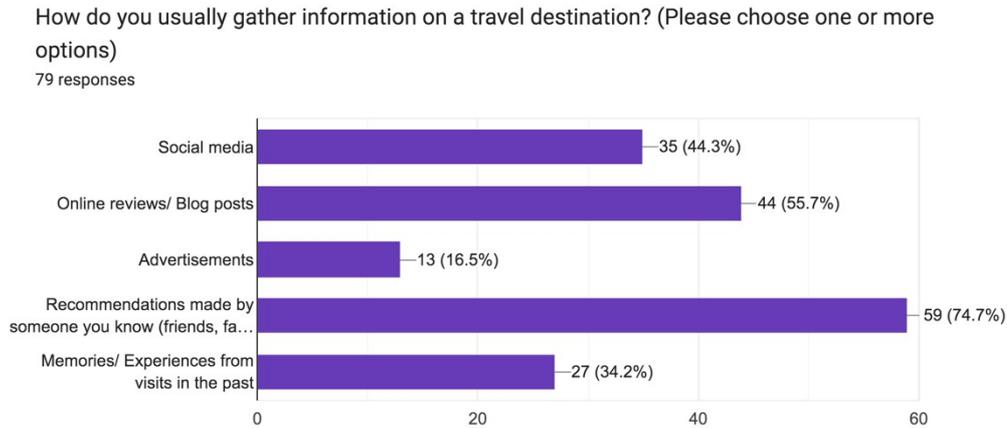


Fig. 6. How respondents usually gather information on a travel destination

In order to compare the extent to which a person is vegan to their way of gathering information on travel destinations, t-tests were conducted for every one of the five means of gathering information. Five hypotheses were tested:

H0 = The more committed a person to veganism is, the more likely they are to use social media for gathering information on travel destinations.

H1 = A person's commitment to veganism has no effect on the way they gather information on travel destinations.

This hypothesis was tested five different times, for every one of the five means of gathering information (social media, online reviews/blog posts, advertisements, recommendations and memories).

The chosen confidence level was 95%. There was only one significant test result, namely between Online reviews/blog posts and the veganism score ($p < .014$), meaning the preferred way of gathering information on a travel

destination for respondents with a high veganism score is online reviews/blog posts. The Null hypothesis $H_0 =$ *The more committed a person to veganism is, the more likely they are to use online reviews/blog posts for gathering information on travel destinations* could be accepted, the other 4 hypotheses were rejected.

Gruppenstatistiken

	Online Reviews/Blog Posts	N	Mittelwert	Std.- Abweichung	Standardfehler des Mittelwertes
VeganismScore	0 nein	33	2,64	1,410	,245
	1 ja	42	3,48	1,452	,224

Test bei unabhängigen Stichproben

		VeganismScore Varianzen sind gleich	Veganism Score Varianzen sind nicht gleich	
Levene-Test der Varianzgleichheit	F	,003		
	Sig.	,960		
t-Test für die Mittelwertgleichheit	T	-2,518	-2,527	
	df	73	69,751	
	Signifikanz	Einseitiges p	,007	,007
		Zweiseitiges p	,014	,014
	Mittlere Differenz		-,840	
	Differenz für Standardfehler		,334	
	95% Konfidenzintervall der Differenz	Unterer Wert	-1,505	-1,503
Oberer Wert		-,175	-,177	

Table 2. Relationship between veganism score and online reviews/blog posts

Looking at different factors based on which the respondents choose their travel destinations, the one that was most important to the majority, namely to 35.4%, is sights and activities at the destination. This was followed by nature and environment (24.1%). 12.7% rated the affordability as the most important factor and 8.9% said that recommendations/opinions of friends and family are most important when choosing a travel destination. The factor that was rated as most important by the least amount of people (3.8%) was food.

For question 13 of the survey, the relationship between the extent to which a person is vegan (i.e., veganism score) and the importance of six different characteristics of a travel destination was tested, using the Pearson correlation. Six hypotheses were tested, namely:

H0 = The more committed to veganism a person is, the more influence safety has on the attractiveness of a destination.

H1 = A person's commitment to veganism has no effect on the importance of safety at a destination.

Again, this hypothesis was tested six different times, for each of the six destination characteristics (safety, affordability, interesting sights and attractions, good local cuisine, variety of vegan food options and activities without animal abuse/exploitation).

The confidence level, which was chosen to test these hypotheses was 95%. Two results were significant, as can be seen below in Table 3. The significant results showed that the higher the respondents' veganism score, the less influence interesting sights and attractions have on the attractiveness of a destination ($r=.248$; $p<.05$). On the other hand, the higher the veganism score, the more important are several activities without animal abuse/exploitation ($r= -.239$; $p<.05$).

Deskriptive Statistiken				Korrelationen		
	N	Mittelwert	Std.- Abweichung			VeganismScore eVeganism Score
Safety [Safety]	77	3,21	1,649	Safety	Pearson-Korrelation	-,060
Affordability [Affordability]	77	2,74	1,525		Sig. (2-seitig)	,613
Interesting_sights_and_attractions [Interesting sights and attractions]	77	2,81	1,623		N	73
Good_local_cuisine [Good local cuisine]	77	3,95	1,385	Affordability	Pearson-Korrelation	,018
Variety_of_vegan_food_options [A variety of vegan food options]	77	3,56	1,552		Sig. (2-seitig)	,882
Activities_without_animal_abuse [Several activities without animal abuse/exploitation]	77	4,74	1,673		N	73
Gültige Werte (listenweise)	77			Interesting_sights_and_attractions	Pearson-Korrelation	,248
					Sig. (2-seitig)	,035
					N	73
				Good_local_cuisine	Pearson-Korrelation	,146
					Sig. (2-seitig)	,217
					N	73
				Variety_of_vegan_food_options	Pearson-Korrelation	-,095
					Sig. (2-seitig)	,426
					N	73
				Activities_without_animal_abuse	Pearson-Korrelation	-,239
					Sig. (2-seitig)	,042
					N	73

Table 3. Correlation between veganism score and six destination characteristics

The Pearson correlation was also tested between the veganism score and the importance of three different elements relating to veganism – availability of vegan restaurants, activities that do not include animal abuse/exploitation and accommodations that are vegan-friendly – at a destination. The tested hypotheses were as follows:

H0 = The more committed a person to veganism is, the more important the availability of vegan restaurants is to them.

H1 = A person's commitment to veganism has no effect on the importance of the availability of vegan restaurants.

Like in the last two tests, this hypothesis was tested three times for each of the elements relating to veganism. Again, the chosen confidence level was 95%. The results showed that the higher a person's veganism score, the more important are activities that do not include animal abuse/exploitation ($r = -.504$, $p < .01$). The Null hypothesis $H_0 =$ *The more committed a person to veganism is, the more important are activities that do not include animal abuse/exploitation* was accepted. For the other two elements, there were no significant correlations detected.

Korrelationen

		VeganismScore e Veganism Score
Availability_of_vegan_restaurants	Pearson-Korrelation	-,060
	Sig. (2-seitig)	,609
	N	75
Activities_with_no_animal_abuse	Pearson-Korrelation	-,504
	Sig. (2-seitig)	<,001
	N	73
Vegan_friendly_accommodation	Pearson-Korrelation	-,085
	Sig. (2-seitig)	,477
	N	73

Table 4. Correlation between veganism score and three veganism-related elements at a destination

When looking at the descriptive statistics of these results, however, it is shown that, in general, all three elements had around the same importance to the respondents. The means of all three elements lie somewhere around 2 (Table 5), making all three elements important to the survey participants. The element rated most important was the availability of vegan restaurants, followed by activities without animal abuse/exploitation and, lastly, vegan-friendly accommodations.

Deskriptive Statistiken

	N	Mittelwert	Std.- Abweichung
Availability_of_vegan_restaurants	79	2,08	1,163
Activities_with_no_animal_abuse	77	2,39	1,160
Vegan_friendly_accommodation	77	2,42	1,196
Gültige Werte (listenweise)	77		

Table 5. Importance of three veganism-related elements at a destination

When asked if the respondents did research on the availability of the same three elements at a travel destination, the results were pretty clear, as Fig. 7 (below) shows. The majority always researches the availability of vegan food options, never researches the availability of activities and attractions without animal abuse or exploitation, and sometimes researches the availability of vegan-friendly accommodations.

Before choosing a destination, do you research the availability of the following elements at a destination?

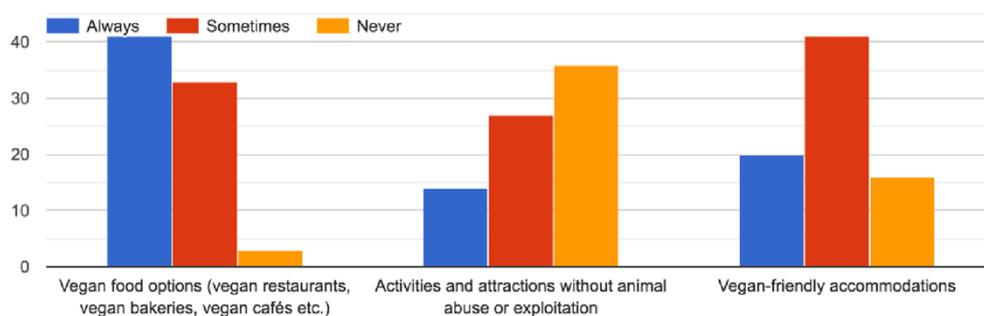


Fig. 7. Research of the availability of three different elements at a destination

Generally speaking, the majority of respondents (48.1%) believe it is likely that vegans have to do more research and planning and be more prepared before taking a trip than non-vegans. 24.1% even say that it is very likely. Only 2.5% are of the opinion that it is very unlikely. However, the majority (41.8%) also stated that their vegan lifestyle is only sometimes an obstacle while traveling. 26.6% even stated that it rarely is an obstacle. 19% feel it often is an obstacle and 5.1% feel that way always.

When asked if the participants have ever chosen to not visit a destination because of their vegan lifestyle, the clear majority (78.5%) said no. For the 21.5% that answered this question with a yes, the reasons were mainly that there were not enough vegan food options at the destination. Some also stated that activities including animal abuse and the absence of vegan hotels/accommodations were a problem. The next question asked the respondents if they ever chose to not return to a destination because of an experience they had there in the past, which was related to their veganism. Again, the clear majority (72.2%) said no. Like in the previous question, the reasons for those respondents who answered with a yes were mostly food related. It was stated that there were not enough vegan food options and if there were, they were not good. Some respondents also stated that the destination was not conscious about veganism and had no understanding for the lifestyle. Another problem mentioned was that the destination was not environmentally conscious and there was too much waste and fast food. In the next three questions, study participants were asked to state whether they would choose a certain travel destination or look for a different one, assuming the destination offered everything they were looking for, with one exception for each question. For the first question, the scenario was that there were no vegan food options. 53.2% said they would choose the destination, while the other 46.8% said they would look for a different one. The scenario in the second question was that the majority of activities included the abuse or exploitation of animals. In this case, 72.2% stated that they would look for a different travel destination. The last scenario was that the respondents could not find

any vegan-friendly accommodations at the destination. 67.1% of the respondents would choose the destination in this scenario and only 32.9% would look for a different one.

In a later question, respondents were presented with the same three scenarios but instead of stating whether or not they would choose the destination, they had to indicate to what extent they would return to it in each situation, assuming that everything else was fine. The means of all three options were calculated and are displayed in the table below (Table 6). They are 3.31 for the first scenario, 3.88 for the second and 2.87 for the third scenario. For the first and the last scenario, the majority of respondents (26 and 25 out of 77, respectively) indicated the likelihood to return to the destination with a 3, on a scale from 1 to 5. However, for the second scenario, the majority (28 out of 77) stated that it was ‘very unlikely’ for them to return to the destination. These results can be taken from tables 7-9 below.

Deskriptive Statistiken					
	N	Minimum	Maximum	Mittelwert	Std.- Abweichung
F26_1 [It was really difficult for you to follow your vegan diet]	77	1	5	3,31	1,079
F26_2 [You had to witness a lot of animal abuse or exploitation]	77	1	5	3,88	1,100
F26_3 [There were no vegan-friendly accommodations for you to stay at]	77	1	5	2,87	1,239
Gültige Werte (listenweise)	77				

Table 6. Likelihood of returning to a destination in three different scenarios

[It was really difficult for you to follow your vegan diet]

		Häufigkeit	Prozent	Gültige Prozente	Kumulierte Prozente
Gültig	1	3	3,8	3,9	3,9
	2	15	19,0	19,5	23,4
	3	26	32,9	33,8	57,1
	4	21	26,6	27,3	84,4
	5	12	15,2	15,6	100,0
	Gesamt	77	97,5	100,0	
Fehlend	System	2	2,5		
Gesamt		79	100,0		

Table 7. Likelihood of returning to a destination in scenario 1

[You had to witness a lot of animal abuse or exploitation]

		Häufigkeit	Prozent	Gültige Prozente	Kumulierte Prozente
Gültig	1	2	2,5	2,6	2,6
	2	8	10,1	10,4	13,0
	3	15	19,0	19,5	32,5
	4	24	30,4	31,2	63,6
	5	28	35,4	36,4	100,0
	Gesamt	77	97,5	100,0	
Fehlend	System	2	2,5		
Gesamt		79	100,0		

Table 8. Likelihood of returning to a destination in scenario 2

[There were no vegan-friendly accommodations for you to stay at]

		Häufigkeit	Prozent	Gültige Prozente	Kumulierte Prozente
Gültig	1	10	12,7	13,0	13,0
	2	22	27,8	28,6	41,6
	3	25	31,6	32,5	74,0
	4	8	10,1	10,4	84,4
	5	12	15,2	15,6	100,0
	Gesamt	77	97,5	100,0	
Fehlend	System	2	2,5		
Gesamt		79	100,0		

Table 9. Likelihood of returning to a destination in scenario 3

In question number 25, the study participants were again presented with a scenario and had to make a decision between two options. The question can be found below (Fig. 8), where the scenario is described. Even though the results to this question are fairly balanced out, more people (53.2%) would still choose the option where they would have to forgo vegan restaurants in order to be closer to the beach. This gives an overview of where the priorities of vegan travelers lie.

Imagine the following scenario: you want to go on a trip in order to relax at the beach. You have two options: 1. You choose a destination where you can live right by the beach and relax all day, but there are no vegan restaurants at the destination. 2. You choose a destination where there are lots of vegan food options everywhere, however, the beach is further away and you need to drive to and from the beach everyday, which causes you stress. Which option would you choose?

79 responses

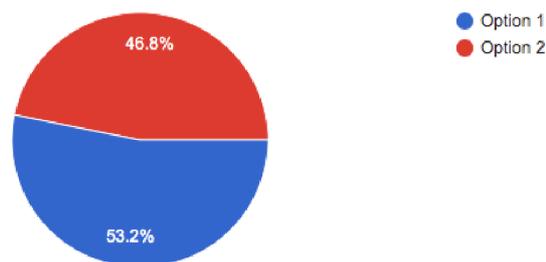


Fig. 8. Choosing between two travel destinations

When asked if the respondents would make an exception and break their vegan diet if they visited a place with no vegan food options, the majority (31.6%) rated this occurrence as very unlikely. The extent to which this would happen had to be indicated on a scale from 1-5, where 1 is 'very likely' and 5 is 'very unlikely'. 26.6% rated this occurrence as '3', 25.3% as '2', and 11.4% as '4'. Only 3.8% of respondents rated it as '1', namely very likely. When it comes to missing out on experiences while traveling because of their vegan lifestyle, only 2.5% of the respondents said that they 'very much' felt so. On a scale from 1-5, where 1 is 'very much' and 5 is 'not at all', the majority (34.2%) indicated their response with a 4, followed by 29.1% who indicated it with a 3. 22.8% even said that they did not feel this way at all (indicated their response with a 5). Comparing these results to the veganism score, it can be seen that the 2.5% who indicated their response with a 1 have the highest veganism score. The survey participants with the lowest veganism score indicated their

response with a 3. The veganism scores of the other respondents were all close together, between around 3.1 and 3.3.

Bericht

VeganismScore

Missing out on experiences	Mittelwert	N	Std.- Abweichung
1 Very much	4,50	2	,707
2	3,14	7	1,215
3	2,73	22	1,316
4	3,32	25	1,464
5 Not at all	3,22	18	1,768
Insgesamt	3,14	74	1,474

Table 10. Comparing veganism score and feeling of missing out

In the very last question of the survey, the participants were asked to declare what they thought travel destinations should do to better accommodate the needs and wants of vegans. It was very clear to detect that what vegans wish for the most at travel destinations is a better offer of vegan food options. 53 out of the 79 responses were related to food. More vegan restaurants, cafés or bars were mentioned several times as a means to better accommodate vegans. If places are not fully vegan, then the travelers expect at least some vegan options on the menus. However, it was said multiple times that some extra effort would be appreciated in the creation of vegan dishes, as the vegan options in many places are just a salad and side dishes. The wish for more vegan hotels – especially vegan options at the breakfast buffet – was also expressed several times, as well as the wish for vegan supermarkets/ vegan options in supermarkets. Apart from the food, several respondents said that more openness and understanding for the vegan lifestyle is needed at travel destinations. They wish for locals to be aware of the importance of veganism and support it. Also, the study participants wish for more information about veganism at the destination. Vegan restaurants or the like need to be advertised

better in order for vegans to actually find those places and be made aware of vegan options if there are any. Some study participants also talked about environmental aspects that travel destinations need to work on in order to become more vegan-friendly. Examples that were mentioned are less food waste, less fast food and being more conscious about selling food that is local and in season. Lastly, it was expressed by the respondents that travel destinations need to do research on what it is that vegans really want and to create their marketing accordingly.

To conclude this analysis, the researcher has put together the following table (Table 11). It lists the different tests that were conducted and highlights the ones for which a significance was found.

Test	Result
Correlation between veganism score and travel frequency (p. 38).	Significant negative correlation between veganism score and travel frequency.
Comparison of a person's veganism score and their preferred way of gathering information on travel destinations (p. 39):	
<i>Social Media</i>	Not significant.
<i>Online reviews/blog posts</i>	Significant.
<i>Advertisements</i>	Not significant.
<i>Recommendations</i>	Not significant.
<i>Memories</i>	Not significant.
Correlation between veganism score and 6 destination characteristics' influence on the attractiveness of a destination (p. 42):	
<i>Safety</i>	Not significant.
<i>Affordability</i>	Not significant.
<i>Interesting sights and attractions</i>	Significant negative correlation between veganism score and the

	Importance of interesting sights and attractions at a destination.
<i>Good local cuisine</i>	Not significant.
<i>Variety of vegan food options</i>	Not significant.
<i>Activities without animal abuse/exploitation</i>	Significant positive correlation between veganism score and the importance of several activities without animal abuse/exploitation.
Correlation between veganism score and importance of 3 veganism-related elements at a destination (p. 43): <i>Availability of vegan restaurants</i>	Not significant.
<i>Activities without animal Abuse/exploitation</i>	Significant positive correlation between veganism score and importance of activities without animal abuse/exploitation.
<i>Vegan-friendly accommodations</i>	Not significant.
Comparison of the importance of 3 veganism-related elements at a destination (1. Availability of vegan restaurants, 2. Activities without animal abuse/exploitation, 3. Vegan-friendly accommodations) (p. 44).	No significant difference of means.
Comparison of the likelihood of returning to a destination in 3 different scenarios (1. It was really difficult to follow vegan diet, 2. Had to witness a lot of animal abuse/exploitation, 3. No vegan-friendly accommodations) (p. 46).	No significant difference of means.
Comparison of veganism score and the feeling of missing out on experiences while traveling due to vegan lifestyle (p. 50).	Difference of means between respondents who indicated that they felt like missing out with '1' (=very much) and the respondents who indicated it with '3' → respondents with the highest veganism score indicated '1'; respondents with the lowest score indicated '3'. No significant difference of means between the other respondents.

Table 11. List of conducted tests

5 Conclusion and Recommendations

More and more people are adopting a vegan lifestyle, due to several reasons. The literature review found that the most common ones are animal welfare, personal health and well-being and the environment, which was confirmed by the survey that was conducted for this thesis. Veganism incorporates more than just diet; it is a way of living that extends to many areas of one's life. With veganism being on the rise and considering the fact that it has an impact on far more than what people eat, it is fair to assume that veganism has an impact on travelers' destination choice as well. The aim of this thesis was to discover the extent to which a person's veganism influences their choice of a travel destination. Furthermore, the author wants to provide useful recommendations for destinations to improve their ability to meet the needs and wants of vegan travelers.

To make the best use of the collected survey responses, the author assigned a veganism score to each of the respondents, which indicates the extent to which they are vegan on a scale from one to six. The more components are part of a person's vegan lifestyle, the higher their veganism score. As was suggested in the literature review, the biggest component of being vegan is vegan diet. For 78 out of the 79 survey participants, a vegan diet is part of their lifestyle. The fact that 67% of the respondents rated the dietary element of veganism as most important also supported what was found in the literature review. However, for the majority of the respondents, other elements of veganism are incorporated into their lifestyle as well, besides diet. The researcher found a significant negative correlation between veganism score and frequency of travel. This supports the null hypothesis $H_0 =$ The more committed to veganism a person is, the less likely they are to travel. It can be presumed that vegans already expect to have difficulties respecting their veganism during their travels. Only 3 out of the 79 respondents stated that their main reason to travel was to try foreign food

and drinks. This, again, supports the theory that vegans assume it will be challenging for them to find vegan food options at travel destinations, which is why they are more motivated to travel by other aspects. Even though sights and activities were said to be the most important factor when choosing a travel destination by the majority of respondents, this result was different when the veganism score was taken into account. The higher a person's veganism score, i.e., the greater the extent to which they are vegan, the less significant are sights and attractions at a destination. On the other hand, the higher their veganism score, the greater the importance of several activities without animal abuse or exploitation. The researcher also compared the importance of three different elements at a destination that were all related to veganism. Again, the significant test result showed that activities that do not include animal abuse or exploitation are decisive for individuals with a high veganism score. When the study participants were presented with three different scenarios and had to either choose the described destination or look for another one, the scenario that entailed animal abuse or exploitation produced the most significant results. The clear majority (72.2%) would not choose a destination in case of several activities that included animal abuse or exploitation. If, however, there were no vegan food options and no vegan-friendly accommodations, but everything else was to their liking, most respondents would choose the destination. The same results emerged when the respondents were given the same three scenarios and got asked if they would return to the destination. For the majority, it is very unlikely that they would return to a destination where they had to witness a lot of animal abuse or exploitation. These results emphasize the influence that activities without animal abuse or exploitation have on the attractiveness of a destination. However, having a look at the three veganism-related elements of a destination and not taking the veganism score of the participants into account, the most important element was the availability of vegan restaurants and the least important one was vegan-friendly accommodations. This supports the findings of the literature review that stated that most vegans expect there to be

no vegan-friendly accommodations, which is why they don't attach too much importance to it.

In order to market a travel destination appropriately, different channels and means of collecting data need to be considered. This is especially important because the majority of the respondents see it as likely that vegans have to do more research and planning before taking a trip than non-vegans. In particular, they research the availability of vegan food options. Even though most study participants would not take their veganism as a reason to not choose or return to a destination, the ones that would, would do so because of a lack of vegan food options. The most used option by the survey respondents for gathering information on a travel destination was recommendations made by someone they know. This points to the assumption that there is not enough information for vegans online and that there are not enough advertisements tailored to this target group. In fact, advertisements were said to be used least by the respondents. Given that most of the respondents follow the recommendations made by someone they know, influencer marketing would be a more effective way of marketing to this group than other forms of social media marketing, like advertising. However, when comparing these answers to the veganism scores, one significant test result was found. For individuals with a high veganism score, the preferred way of gathering information on travel destinations is online reviews and blog posts. It is possible that vegans whose lifestyle entails multiple elements are familiar with more resources better suited for vegans. These resources, like blogs and websites, might not be promoted enough for everyone to find them. It is recommended that travel destinations make more information for vegans available online, for example by creating a designated section for vegans on their official destination website. Other resources, like blogs that provide information specifically for vegans, should be highlighted and easy to find. Furthermore, travel destinations can profit enormously from vegans as a new target group, which is why it would be worth it to develop customized advertisements for vegans. It has to be mentioned that most of the respondents

don't really feel like they are missing out on anything while traveling because of their vegan lifestyle and they view their veganism only slightly as an obstacle. The people that most feel like they are missing out on certain experiences are the ones with the highest veganism score. So, in order to accommodate all vegans, travel destinations need to improve in more areas than just vegan food. Although most of the respondents share the opinion that there needs to be a better offer of vegan restaurants, cafés or bars, there are other measures that can be taken to make destinations more attractive for vegans. First of all, many vegans would love to be able to stay at a vegan hotel. In particular, vegan options at the breakfast buffet would greatly enhance their stay. Vegan supermarkets, or at least vegan options in supermarkets, can make the life of a vegan much simpler, especially if the destination is new to veganism and doesn't have a lot of vegan restaurants or hotels. Looking at areas for improvement that are completely separate from food, more openness and understanding for veganism is something that many destinations can work on and benefit from. In order to provide vegans with an environment in which they feel comfortable practicing their lifestyle, locals need to be aware of the importance of veganism and support their decisions. Additionally, some environmental aspects need to be considered if a destination wants to become more vegan-friendly. For example, reducing food waste, minimizing fast food and offering more local and in-season food. The survey participants, when asked which measures can be taken to improve the vegan-friendliness of a destination, emphasized the importance of providing more information about veganism at the destination. Vegan options need to be advertised better and travelers need to be made aware of existing vegan options. Thorough research on what vegans actually want needs to be conducted by travel destinations so they can create their marketing accordingly.

5.1 Limitations and Future Work

The author of this thesis tested for the impact of veganism on destination choice generically, i.e., for any destination. Destinations are encouraged to still conduct

their own study, which will show the role veganism plays at their specific destination. The destinations are welcome to perform these studies in the same way as the survey in this thesis. Another limitation of this paper is the way the survey was distributed. Seeing as the author spread the survey mainly on channels where friends, family and other acquaintances were able to see it, the study participants may lack demographic diversity. Future work should aim to include respondents from different demographic backgrounds, especially regarding their nationalities. This will give destinations the opportunity to customize their marketing in the different home countries of their customers. Table 12 summarizes the recommendations to destinations for marketing to vegans.

1.	Using influencer marketing as a way of spreading information about vegan elements at a destination.
2.	Making more information for vegans available online, e.g., by creating a designated section for vegans on the travel destination's official website.
3.	Highlighting blogs and other resources that provide information specifically for vegans, and making them easy to find.
4.	Developing customized advertisements for vegans.
5.	Creating a better offer of vegan restaurants, cafés and bars.
6.	Offering vegan hotels or vegan options at the breakfast buffet.
7.	Offering vegan supermarkets or vegan options in supermarkets.
8.	Making locals aware of veganism in order to create openness and understanding around it.
9.	Performing environmentally-friendly practices like reducing food waste, minimizing fast food and offering more local and in-season food.

Table 12. Recommendations to destinations for marketing to vegans

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Appendices

Appendix 1: Survey

Destination Choice of Vegans

* Required

This survey was created in order to collect primary data for my Bachelor Thesis. The collected data of this survey will be used to gain insights into the travel behavior and destination choice of vegans and answer the research questions of the thesis, which will not be stated here. The participants are asked to answer every question honestly. The collected information will be handled confidentially and anonymously. You have the right to withdraw from the survey at any time. Participation in this survey is completely voluntary.

Filling out this survey will take no longer than 10 minutes. By continuing with this survey, you confirm that you have read the statement above. Your participation and/or sharing of this survey is highly appreciated! In case of any questions and/or comments, feel free to contact me at 61901752@modul.ac.at. Thank you for your time and participation! Anna Schuhmann

1. Are you vegan? (The participation in this survey is only possible if your answer is * "yes")

Mark only one oval.

- Yes
 No

2. Please indicate your gender *

Mark only one oval.

- Female
 Male
 non binary
 Other: _____

3. Please indicate your age group *

Mark only one oval.

- 18 or under
 19-25
 26-35
 36-45
 46-55
 56-65
 66 and above

Veganism

4. How long have you been vegan (in years)? *

5. What is your main motivation to be vegan? (Please choose one) *

Mark only one oval.

- The environment
 Personal health/ well-being
 Animal welfare
 all of the above
 Other: _____

6. What is included in your vegan lifestyle? (Please tick every box that applies) *

Check all that apply.

- Vegan diet
 Vegan cosmetics
 Vegan clothing
 Avoidance of sports and entertainment including animals (e.g. horse racing, zoos)
 Vegan cleaning and household products (including bedding)
 Vegan activism
 Other: _____

7. Do you ever make exceptions, for instance, eat an animal-based product or go to the zoo? *

Mark only one oval.

- Never
 Rarely
 Sometimes
 Often

8. Out of all the aspects of a vegan lifestyle, how would you rate the importance of the dietary aspect, i.e., not eating any animal-based products? *

Mark only one oval.

- Most important
 Important, but not more important than other aspects
 Less important than many other aspects
 Least important

Traveling

9. How often do you travel? *

Mark only one oval.

- Once a year or less
 2-3 times a year
 4-5 times a year
 5 times a year or more

10. What is your main reason to travel? (Please choose one) *

Mark only one oval.

- Relaxation/ Escape of everyday-life
- Adventure/ Experience something new
- Try foreign food and drinks
- Visit friends and family
- Work
- Other: _____

11. How do you usually gather information on a travel destination? (Please choose * one or more options)

Check all that apply.

- Social media
- Online reviews/ Blog posts
- Advertisements
- Recommendations made by someone you know (friends, family, colleagues etc.)
- Memories/ Experiences from visits in the past

12. How do you normally choose your travel destination? (Please pick the one most important to you) *Mark only one oval. **

- Based on the affordability
- Based on the accessibility
- Based on the sights and activities at the destination
- Based on the climate/ weather
- Based on the food
- Based on the nature/ environment
- Based on the recommendations/ opinions of friends and family

13. You are searching for a travel destination. Which characteristics make a destination instantly attractive to you? Please rank the following options (1 having the most influence on the attractiveness of a destination, 6 having the least influence). *

Mark only one oval per row.

	1	2	3	4	5	6
Safety	<input type="radio"/>					
Affordability	<input type="radio"/>					
Interesting sights and attractions	<input type="radio"/>					
Good local cuisine	<input type="radio"/>					
A variety of vegan food options	<input type="radio"/>					
Several activities without animal exploitation	<input type="radio"/>					

14. On a scale of 1-5, how important are the following elements at a destination to you (1 being very important and 5 being not important at all)? *

Mark only one oval per row.

	1	2	3	4	5
Availability of vegan restaurants	<input type="radio"/>				
Activities that do not include animal abuse/exploitation	<input type="radio"/>				
Accommodations that are vegan-friendly, i.e., vegan bedding, vegan soap/shampoo/shower gel, vegan options at the breakfast buffet	<input type="radio"/>				

15. Before choosing a destination, do you research the availability of the following elements at a destination?

Mark only one oval per row.

	Always	Sometimes	Never
Vegan food options (vegan restaurants, vegan bakeries, vegan cafés etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Activities and attractions without animal abuse or exploitation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vegan-friendly accommodations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. In your opinion, how likely is it for vegans to have to do more research and planning and be more prepared before taking a trip than non-vegans? (Please indicate your answer on a scale from 1-5, where 1 is 'very likely' and 5 is 'very unlikely') *

Mark only one oval.

- 1
 2
 3
 4
 5

17. Do you feel like your vegan lifestyle is an obstacle when traveling? *

Mark only one oval.

- Always
 Often
 Sometimes
 Rarely
 Never

18. Have you ever chosen to NOT visit a destination because of your vegan lifestyle? *

Mark only one oval.

- Yes
 No

19. If you answered the previous question with "yes", which was the factor that made you NOT choose the destination (not enough vegan food options, activities including animal abuse etc.)?

20. Have you ever chosen to NOT return to a destination because of the experience you had there related to your vegan lifestyle in the past? *

Mark only one oval.

- Yes
 No

21. If you answered the previous question with "yes", which was the factor that made you choose to NOT return to this destination?

22. Assuming a destination offers everything you are looking for, but there are no vegan food options at the destination, what would you do? *

Mark only one oval.

- Choose this destination
 Look for another destination

23. Assuming a destination offers everything you are looking for, but the majority of activities include the abuse or exploitation of animals, what would you do? *

Mark only one oval.

- Choose this destination
 Look for another destination

24. Assuming a destination offers everything you are looking for, but you cannot find any vegan-friendly accommodations at this destination, what would you do? *

Mark only one oval.

Choose this destination

Look for another destination

25. Imagine the following scenario: you want to go on a trip in order to relax at the beach. You have two options: 1. You choose a destination where you can live right by the beach and relax all day, but there are no vegan restaurants at the destination. 2. You choose a destination where there are lots of vegan food options everywhere, however, the beach is further away and you need to drive to and from the beach every day, which causes you stress. Which option would you choose? *

Mark only one oval.

Option 1

Option 2

26. Assuming the following situations occur at a destination, to what extent would you return to the destination, given that everything else was fine? Please indicate the likelihood for each situation on a scale from 1-5 (1 being very likely, 5 being very unlikely).

Mark only one oval per row.

	1	2	3	4	5
It was really difficult for you to follow your vegan diet	<input type="radio"/>				
You had to witness a lot of animal abuse or exploitation	<input type="radio"/>				
There were no vegan-friendly accommodations for you to stay at	<input type="radio"/>				

27. If you visited a place with no vegan food options whatsoever, to what extent would you make an exception and break your vegan diet? (Please indicate your answer on a scale from 1-5, where 1 is 'very likely' and 5 is 'very unlikely') *Mark only one oval.* *

- 1
- 2
- 3
- 4
- 5

28. To what extent do you feel that you have missed out on certain experiences while traveling because of your vegan lifestyle? (Please indicate your answer on a scale from 1-5, where 1 is 'very much' and 5 is 'not at all') *Mark only one oval.* *

- 1
- 2
- 3
- 4
- 5

29. In your opinion, what should travel destinations do to better accommodate the needs and wants of vegans? *

For Users of SurveyCircle (www.surveycircle.com): The Survey Code is: H27N-M4YS-NHGD-XM77

Redeem Survey Code with one click: <https://www.surveycircle.com/H27N-M4YS-NHGD-XM77>