

STUDY RELATIONSHIP BETWEEN VEGANISM AND SUSTAINABLE TOURISM

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ABSTRACT

Veganism is an approach to living that manifests itself via a series of decisions and acts driven by empathy for animals. This thesis provides a context for understanding the vegan movement, the resistance it embodies and actualizes, and its role in modern civil society. For this reason, semi-structured interviews with real people have been analyzed as a potential source of information. This study investigates how people's decisions to become vegan have altered and, in some cases, reshaped their day-to-day lives, shedding light on the nature of resistance taking place in the mundane. Findings show that veganism has a significant impact on vacation spot selection, particularly when vegan food is the primary driving force for a trip. The respondents who identified themselves as "food travelers" are more likely to look up information about vegan restaurants and stores in their chosen location before they visit there. Veganism is not seen as a deciding factor, but rather a contributing factor, in the destination choice of people whose primary interests in travel are not related to animal welfare. Overall, veganism was seen as a positive impact on travel decisions, while some respondents felt unable to go to places where animal mistreatment and environmental degradation were prevalent.

KEYWORDS: Veganism, Vegan, Sustainability, Sustainable Tourism.

INTRODUCTION

Governments, communities, and businesses all have an interest in sustainability because they want to make sure that the effects of modern economic growth and consumer culture are not felt by future generations. Tourism is a vital industry for many nations, but it has environmental consequences that may hasten global warming, expand our carbon footprint, and deplete our natural resources. The onus for making the tourism industry more eco-friendly rests not only on the shoulders of the government and businesses in the field, but also on us, the ordinary people and vacationers. Sustainable tourism, as defined by UNEP and UNWTO (p. 11), "is founded on the principles of sustainable development," which includes consideration of the environment, society, and the economy. According to the research, these guidelines should be used for every kind of tourism. All of these goals can be achieved through sustainable tourism. In order to create more sustainable tourism, businesses in the industry may aim for and achieve all of these objectives.

As a result of this worldwide movement, the ethical tourism industry is poised to benefit from the influx of new customers who value morality above profit. Food is, without a doubt, "one of the main attractions" for tourists interested in vegan travel. And there's so much more to vegan travel than simply eating plants. A vegan would avoid exploitative tourist sites like zoos and aquariums, and they would also avoid flying for environmental reasons. More and more conscientious tourists have been good for the vegan tourism industry as a whole. Oxford posits that "vegan tourism is about building packages that meet the requirements, tastes, and philosophies of the vegan travellers" (2019). Travel companies and tour operators in many nations now provide itineraries that cater to vegans, including opportunities to eat vegan food, stay in vegan-friendly hotels, take vegan river and ocean cruises, and visit animal sanctuaries and rescue centres. (Fox 2018).

A growing number of people want to travel in a way that doesn't harm the environment, and this has unquestionably opened up a lot of doors for the tourism sector (Fox 2018). Since that many people still misunderstand or completely disregard veganism, it is crucial for the tourist industry to educate itself on the lifestyle. After all, attracting more vegan tourists would be good for business as well as the places themselves (Oxford 2019). Nevertheless, the question of how vegetarianism affects vacation spot selection is yet mostly unexplored. The purpose of this thesis is to investigate the factors that vegans take into consideration while deciding where to vacation. Travelers' motives, decision-making processes, and destination preferences have all been the subject of much research. Many tenets of veganism and vegetarianism, as well as its historical and conceptual underpinnings, are introduced and discussed, and the theoretical framework as a whole is analysed for its implications for practice and policy.

LITERATURE REVIEW

Anne Renée Brouwer et.al (2022) Despite the widespread interest in veganism, little is known about how anti-speciesist principles, concerns about health and the environment, and other variables shape vegans' dietary choices and attitudes. Additionally, the significance of vegans' social stigma has not been investigated thus. To fill this knowledge vacuum, the current research expands on the value-attitude-behavior paradigm by providing a theoretical framework for the interplay between these streams of data. With the use of structural equation modelling, the data from 315 vegan customers are analysed and the framework and its variables are put to the test. This research demonstrates that the value-attitude-behavior paradigm is applicable to veganism. The results demonstrate that a favourable outlook on a vegan diet is strongly correlated with anti-speciesism attitudes. Consumers are not deterred from adopting a vegan lifestyle out of fear of ridicule. In the end, the research adds to a unique multiple model for a more comprehensive knowledge of veganism, allowing for the investigation of other elements that may have contributed to the complicated result. The results may help policymakers and marketers better understand different behavioural niches.

Isabel Miguel et.al (2021) The number of people identifying as vegans has risen significantly in recent years. As animal production has negative effects on the environment, some people have adopted a vegan diet and lifestyle. Attitudes towards veganism and commitment with vegan goods, as well as consumer behaviour and purchasing intention, are influenced by moral antecedents rather than personal antecedents. Vegans and non-vegans alike are committed to improve animal welfare and safeguard the environment for environmental reasons. Recent studies on veganism are summarised, and directions for further study are discussed.

Riccardo Beltramo et.al (2021) Sustainability in the tourist industry has been examined intensively, from micro to macro perspectives. Several studies have been conducted in recent years to evaluate the impact of tourism on society at large. Under this vantage point, researchers have paid special attention to the handicapped-accessibility of the hospitality and tourist industries. This research is the first of its kind to evaluate the accessibility of a particular kind of tourist lodging: the mountain hut, specifically. Managers of four different mountain cabins were interviewed using semi-structured questions to accomplish this. Gran Paradiso National Park, the first Italian protected area, is home to 29% of Italy's total number of mountain lodges. The findings highlight both promising and problematic areas. In general, people with mobility issues aren't the type to visit a mountain hut because of the harsh surroundings in which many of them are situated. In contrast, all of the mountain hut managers were able to meet the requirements of tourists with dietary restrictions, such as those who were vegetarian, vegan, or gluten-free.

Francesc Fuste-Forne (2020) New Zealand's primary economic drivers are the food and tourism sectors. Although media portrayals of food tourism remain an unknown problem, the intersections of food and tourism have been examined extensively in recent decades. This research investigates the daily print media in New Zealand and how they report on the

culinary tourism industry. The methodology was developed using a discourse analysis, and it includes the six most widely read newspapers in all of New Zealand. The time frame covered by the research is from the year 2000 to the year 2016. According to the data, three main themes emerge in newspaper articles on food tourism in New Zealand: food culture, regional development, and worldwide practises.

Tra My Nguyen et.al (2019) The Vegan Society of Finland (Vegaaniliitto) commissioned this thesis. This study set out to examine how and why vegetarianism affects vacationers' decisions about where to go on their travels. Travelers' motives, decision-making processes, and destination preferences have all been the subject of much research. Concepts and histories of veganism and vegetarianism are covered, along with the introduction of numerous vegan ideologies and other difficulties. The research approach used was a semi-structured interview, and it was qualitative in nature. To better understand how being vegan affects people's travel patterns, four vegans were interviewed to discuss their perspectives and experiences. Skype was used for each and every one of the interviews. We captured everything, transcribed everything, and then examined the data. Due to the small sample size, the findings do not generalise to the vegan tourism market as a whole, but rather speak to the impact that being vegan has on vacation plans for specific individuals. Findings show that veganism has a significant impact on vacation spot selection, particularly when vegan food is the primary driving force for a trip. The respondents who identified themselves as "food travellers" are more likely to look up information about vegan restaurants and stores in their chosen location before they visit there. Veganism is not seen as a deciding factor, but rather a contributing factor, in the destination choice of people whose primary interests in travel are not related to animal welfare, such as culture, events and festivals, nature and outdoor resources, rest and relaxation, adventure, enhancement of kinship, work, and social interaction.

RESEARCH METHODOLOGY

This part explains how the data from my investigation, theoretical framework, and practical experience will be evaluated, while the previous sections introduce the reader to the fictitious concept of information, demeanour, and behaviour, as well as the technique of survey as a rule. We used a snowball sampling strategy to recruit 150 vegetarians into our subjective sample. Our recruitment campaign began up with members of the creative and online media communities who are also vegetarians. Maintaining a vegetarian diet was used as a key example of how to allocate capital. The survey's target audience consisted of members of several Facebook groups dedicated to topics such as "sustainable tourism," "tourism management," "vegetarian travel," and similar topics. I assume that those who join the mentioned Facebook groups are interested in mindful tourism and know something about it. Hence, I figured it'd be cool to inquire as to whether or not they knew about the environmental advantages of veganism, what they felt about it, and whether or not they included it as a part of sustainable tourism.

DATA ANALYSIS

A total of 150 people participated in the survey. As some of the poll items were optional, the total number of responses for each question may vary somewhat. The characteristics of the examples are shown in the table below.

Table 1: Sample Characteristics

Character	n	%
Gender		
Female	128	85.4
Male	22	14.6
Age		
18-24	37	24.6
25-34	40	26.6
35-44	29	19.4
45-54	28	18.6
55-64	14	9.4
65-74	1	0.6
75 or older	1	0.6
Level of education		
Less than a high school diploma	3	2.0
High school degree or equivalent	12	8.0
Bachelor's degree	55	36.6
Master's degree	56	37.4
Doctorate	16	10.6
Other	8	5.4
Nutritional lifestyle		
Vegetarian	65	43.4
Vegan	85	56.6

DIFFERENCES BETWEEN VEGANS AND VEGETARIAN

Nine two-sample t-tests were conducted to determine whether or not vegetarians and vegans, vegetarians, and veggie lovers differ significantly from one another in terms of knowledge, attitude, and behaviour.

Table 2: T-test results

Knowledge		
Mean	Vegans	Vegetarians
CI	8,30	8,09
	Vegans & Vegetarians	Vegans & Omnivores
	(-0.74; 1.17)	(0.33; 1.76)
Attitudes		
Mean	Vegans	Vegetarians
CI	15.20	14.16
	V&VT	V &O
	(0.52; 1.57)	(2.74; 3.84)
Behavior		
Mean	Vegans	Vegetarians
CI	13.45	11.74
	V&VT	V &O
	(0.87; 2.55)	(2.67; 4.17)

According to the data, the average level of knowledge among vegetarians and vegans is the highest (8.30). The t-test showed that the data on vegetarians and vegans is significantly different from the data on omnivores. We may say with 95% assurance that the true estimate of the gauge is near to its maximum value thanks to CI, which refers to the certainty stretch.

VEGANISM – SUSTAINABLE TOURISM RELATIONSHIP

Veganism is not only a diet, but also a way of life (Greenbaum, 2012). Yet, the philosophical and ethical dimensions of the idea of sustainability are discussed and analysed (Jamal & Camargo, 2014). Because of their shared intellectual and ethical underpinnings, veganism and sustainability are often seen as complementary worldviews. In its most basic form, veganism is the rejection of all forms of animal exploitation and food that comes from animals (Ciocchetti, 2012). Donald Watson, co-founder of The Vegan Society, coined the word "vegan" in 1944. As Donald Watson put it, veganism is: "Veganism is the way to exclude all forms of exploitation and cruelty in the animal kingdom and to look after life" (Mendes, 2013). Another way of saying this is that veganism provides a valuable criticism of exploitative and environmentally damaging methods of food production. (Doyle, 2016).

While essential for feeding the world's populous, the production of food for humans via agriculture, animal husbandry, and other gathering methods (such as fishing) is a major cause of environmental degradation (Parker, 2018). Emissions of carbon dioxide (CO2), methane (CH4), and nitrous oxide (N2O) are the three most common forms of GHGs produced by the animal food chain (De Boer et. al, 2011). However, animal husbandry accounts for about half of the world's area that is not covered by ice (Machovina et al., 2015). In light of these drawbacks, it's clear that adopting a vegan diet is a significant contribution to the cause of global sustainability. As a result, sustainability as a concept or a philosophical approach prioritises current demands without jeopardising those of future generations (Kuhlman & Farrington, 2010). Meanwhile, the notion of sustainability rests on three legs: the economic, the environmental, and the social (Grant, 2019).

As a prerequisite of sustainable tourism, many individuals prioritise lowering their transportation-related carbon footprints and giving back to host communities. Vegan vacations are one option. Animal agriculture and animal husbandry pose a serious risk to ecosystems and human populations. By taking into account that agricultural practises alone account for a significant portion of global greenhouse gas emissions, it's clear that vegan tourism plays a crucial role in promoting responsible travel. According to Jeremy Smith's book "Transforming Travel: Achieving the Promise of Sustainable Tourism," people's vacation and travel patterns are shifting as a consequence of a growing concern about the planet's long-term viability. Smith stressed the importance of adopting a vegan or vegetarian diet by referencing 2016 research from Oxford University that found such dietary changes might cut global greenhouse gas emissions by as much as 70%.

That is to say, the value of adopting a plant-based diet and modifying other aspects of one's vacation routine is stressed as a means to promote sustainable tourism. Several writers express their support for these tourism models for reasons beyond the obvious ones, such as the water and energy savings, the improved efficiency of waste management, the rise in local incomes, and the preservation of the natural, historical, and cultural environments.

The study included two questions that got right to the point about whether or not members agree, and although the most popular response didn't get picked by quite half of respondents, it was still the most common.

Table 3: Distribution of reactions

	Strongly disagree	Disagree	Rather disagree	Neutral	Rather agree	Agree	Strongly agree
n	9	8	13	15	22	23	60
%	6.0	5.4	8.6	10.0	14.6	15.4	40.0

Below is a graphic that displays how information was sent based on the members' healthy lifestyles. If we look at the most common responses for each group, we observe that 60 of vegetarians (40.0%) and 23 vegans (15.4%) wholeheartedly agree with the statement.

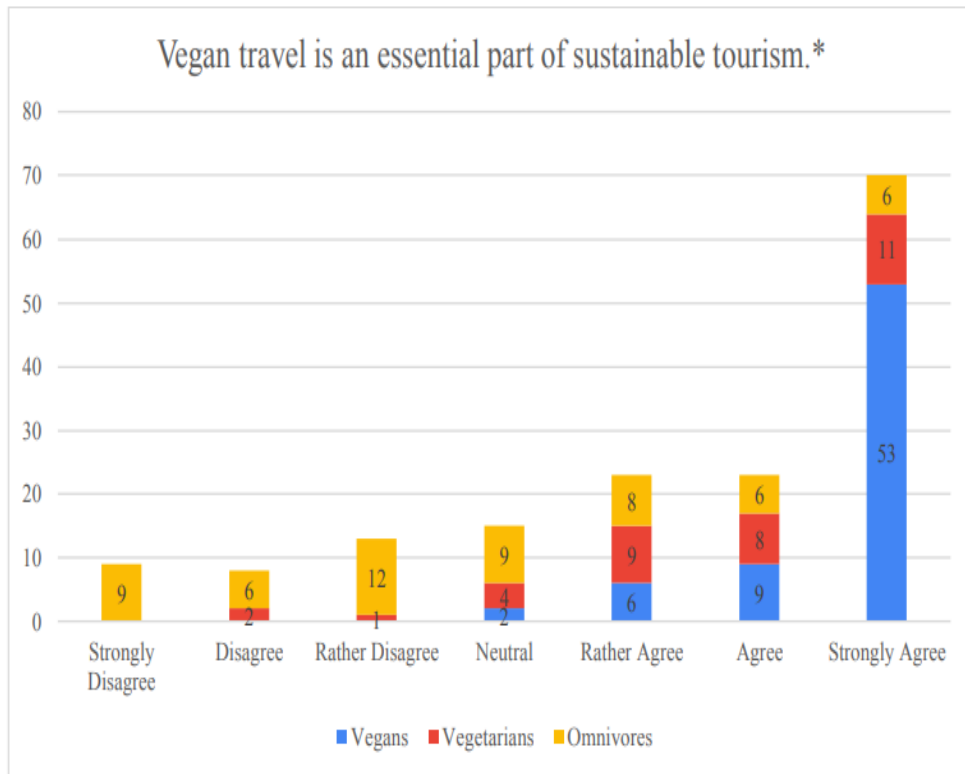


Fig 1: Vegan and Sustainable Tourism

VEGANISM TO INCREASINGLY INFLUENCE TRAVEL AND TOURISM INDUSTRY

Global Data, a data and analytics firm, reports that while the tourist sector attempts to recover from the Covid-19 crisis, vegan-friendly tours, excursions, and travel applications are sprouting.

Companies in the tourism industry believe that more customization is the key to attracting eco-conscious customers. That's why it's so important for the tourism industry to adapt to the diverse range of customers it serves, vegans included.

Johanna Bonhill-Smith, Global Data’s travel and tourism analyst, said: “Vegan travellers can often encounter problems ranging from where to stay to a lack of suitable meal choices. Language barriers and cultural differences can often exacerbate these problems. This creates an opportunity where personalised recommendations are lacking and catering for a growing vegan consumer base could soon be a key differentiator.”

She calls Vegvisits and Air Vegan "important pioneers" among vegan applications. The former is a home-sharing network that connects travellers looking for vegan accommodations in 80 different countries, while the latter ranks airports based on the availability of vegan food options. Several hotels are happy to welcome vegan guests, and in 2019, Hilton created the first vegan hotel suite of its brand. Several travel agencies are capitalising on this trend as well. Companies like Responsible Travel highlight 34 locations all around the world that are suitable for vegan travellers.

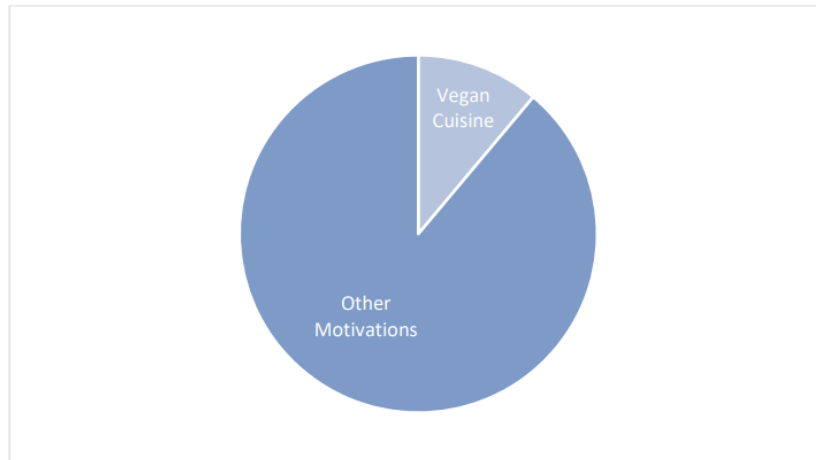


Fig 2. Main Travel Motivations

RESPONSIBLE TOURISM ON VEGAN HOLIDAYS

While the worldwide vegan movement has been met with opposition and criticism, its success cannot be denied. Worldwide, an increasing number of individuals are adopting vegetarian or vegan diets, or at least drastically reducing their meat consumption. A growing number of people are catching on to the idea that a vegan diet has many benefits for everybody involved. The phenomenal expansion of meat-free goods, improved vegan alternatives on the menus of many restaurants, and, of course, our own expanding selection of vegan vacations all attest to the economic benefits of this trend. Apparently, even Disney has adopted a vegan-friendly style.

The three most common motivations for being vegan are caring for animals, wanting to lessen their influence on the environment, and improving one's health. There is a direct correlation between all of these practises and responsible travel.

We hate to sound preachy, but living a vegan diet when travelling has several advantages. If you really want to reduce your influence on the environment, adhering to (or adopting) a vegan or largely vegan diet could be even better than giving up flyinag, driving electric cars, and avoiding single-use plastics.

The best part is that many of our trips are flexible enough to meet the needs of vegan vacationers. You don't have to be a member to join in on our vegan-focused celebrations. Whether you're curious about the experience and can handle a plant-based diet for a week or two, or you're travelling with someone who is a vegan.

CONCLUSION

The purpose of this research was to investigate the factors that vegans consider while making vacation plans. Travelers' motives, decision-making processes, and destination preferences have all been the subject of much research. This study also sheds light on the history of veganism and other topics of interest to those interested in this lifestyle. We also dug into the philosophical and ethical differences between vegan and vegetarian diets. This thesis seeks to answer the following research questions: (1) how veganism affects the selection of a vacation spot; and (2) what restrictions a vegan's lifestyle places on their vacation options. Four vegan travellers participated in semi-structured interviews as part of the qualitative research approach utilised. As a consequence, the findings in this study are predicated on the opinions, views, ways of life, and travel preferences of the people who were interviewed. According to the results of this study, veganism is a significant factor in selecting a vacation spot, particularly if eating vegan food is a top priority. Those who said that they are "food travellers" are more likely to research vegan restaurants and stores in a location before booking a trip there. Those who travel for reasons other than veganism do not consider that fact to be the decisive factor in where they go, but rather a contributing one.

According to the study's findings, those who follow a vegan diet may avoid going to locations where there is a lack of access to vegan food or when other important concerns, such as animal cruelty and environmental degradation, are ignored. Some potential concerns in selecting a vacation spot include accessibility, lodging options, the availability of vegan-friendly excursions and travel agencies, environmental abuse, and animal cruelty. Constraints on time, money, and the availability of a travel partner may all weigh heavily in the balance. These results suggest that a person's desire to travel may change over time in response to changing circumstances, and that a person's destination decision may be impacted not just by their own tastes but also by those of their family, friends, travel companions, and the media they see. In addition, a participant's comment that he would go somewhere without respect to the availability of vegan food supports the idea that a vegan traveler may choose a destination with or without much concern for his vegan diet. Animal-abusive attractions or activities involving animals may also have been avoided because of the participants' veganism.

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