

How veganism impacts tourists attitudes toward tourism destinations: an empirical study

Sílvia Cavalinhos

Instituto Universitário de Lisboa (ISCTE-IUL)

Ricardo Godinho Bilro

Instituto Universitário de Lisboa (ISCTE-IUL), Business Research Unit (BRU-IUL).

Luis Miguel

ISCTE-IUL

Cite as:

Cavalinhos Sílvia, Bilro Ricardo Godinho, Miguel Luis (2022), How veganism impacts tourists attitudes toward tourism destinations: an empirical study. *Proceedings of the European Marketing Academy*, 51st, (107751)

Paper from the 51st Annual EMAC Conference, Budapest, May 24-27, 2022



How veganism impacts tourists attitudes toward tourism destinations: an empirical study

Abstract

The purpose of this study is to examine the structural relationships of the veganism motivations on the vegan tourist attitudes towards the tourist destination offers, and consequently on satisfaction, intention to revisit and recommend. Food and tourism are intimately related in many ways, and a growing trend towards vegan food consumption and lifestyle could pose a challenge for the tourism sector. This paper presents the conceptual framework and research design of the study. Multivariate analysis techniques, such as reliability analysis, factor analysis, and structural equation modelling will be used to validate the proposed measurement and structural model. This study intends to contribute with new insights on the vegan tourist and how vegan tourist destinations can improve this type of tourist experience in this growing segment.

Keywords: *Tourism experience; Tourist satisfaction; Vegan tourist*

Track: Tourism Marketing