

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.