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ACADEMIC WEEKLY DIGEST

YOUR WEEKLY DIGEST OF KEY RESEARCH FINDINGS



CANINE TRAVEL COMPANIONS:

What impacts the behaviour of travelling with dogs

People wishing to travel with their dogs are a profitable, but often overlooked or undervalued, market for tourism providers. Travellers are increasingly demanding genuinely dog-friendly travel options, leading to growth in the global market for travel with dogs.

A mixed methods study conducted by PhD candidate Lori Hoy, Dr Brigitte Stangl, and Prof Nigel Morgan examined the social behaviour of travelling with dogs.

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THE SOCIAL BEHAVIOUR OF TRAVELLING WITH DOGS: DRIVERS, BEHAVIOURAL TENDENCIES, AND EXPERIENCES

Lori Hoy, Dr Brigitte Stangl & Prof Nigel Morgan

Increases in dog guardianship and the demand for dog-friendly travel services present an opportunity for tourism providers. A better understanding of the social behaviour and experiences of travelling with dogs is required to discern what impacts guardians' behavioural tendencies to travel with their dogs. Built on past literature and the reflective-impulsive model (RIM) of social behaviour, a conceptual model was developed based on four social representations/perceptions (human-dog symbiotic relationship, dog well-being beliefs, information acquisition, and perceived risks) that influence guardians' intrinsic motivation and behavioural tendencies to travel with their dogs.

A mixed methods design, with an online survey to test the model using PLS-SEM and semi-structured interviews, was used to develop a better

understanding of the social representations and experiences of guardians travelling with their dogs.

Results from the quantitative analysis show that dog well-being beliefs had the strongest positive impact, while both dog well-being beliefs and information acquisition impacted motivation and behavioural tendencies. Perceived risks had a negative effect only on behavioural schema, while the human-dog symbiotic relationship required intrinsic motivation to drive behavioural patterns. Qualitative findings highlight the lived experiences of those travelling with their dogs, emphasising that human and dog well-being and enjoyment are important to guardians, while issues persist with guardians finding adequate dog-friendly travel information and concerns remain regarding risks.

Services and an environment where dogs are welcomed rather than merely allowed, along with clear communication and targeted marketing, will allow dog-friendly tourism providers and destinations to attract people travelling with their dogs.

Hoy, L.S., Stangl, B., & Morgan, N. (2023). The social behavior of traveling with dogs: Drivers, behavioral tendencies, and experiences. *Journal of Vacation Marketing*.

Link: bit.ly/3ZBeNER