



Pet tourism: Motivations and assessment in the destinations

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1. INTRODUCTION

The relationship between people and their dogs can be as close as those established between human beings. In Spain, 24.1% of homes currently have a dog, which equates to more than 5 million dog-owning families and an estimated 7.5 million dogs living in Spanish homes. Pets in general, and dogs in particular, change the lives of the families they live with, generally improving their level of well-being (Kirillova *et al.*, 2015; Wu and Chang, 2021). These dogs cannot be considered a possession; they become an important part of the family itself. This relationship also has important economic implications, as the mean annual cost of owning a dog is €1,200. As such, the ownership of dogs also affects the family spending structure (Cavanaugh *et al.*, 2008).

These data reinforce the idea that dogs play an increasingly important role in human life (Carr, 2009; Carr and Cohen, 2009, Chen *et al.*, 2014; Zhang, 2012). One outcome is that dogs, like children, are likely to influence the planning of holidays (Chen *et al.*, 2011), especially domestic holidays, but excluding trips to a second home. Indeed, dogs have become potential non-human travellers (Dashper, 2020).

Travel analysis has always focused on the analysis of tourists' motivations, perceptions, and level of satisfaction. However, recent years have witnessed a rise in tourists travelling with their pets, notably with cats, but above all, dogs. This new type of 'traveller' has particular requirements for both the trip and the destination. There is thus a need to analyse these new 'pet travellers'. However, the scientific literature, and this research, focus on a particular type of pet, namely dogs, since most non-human travellers accompanying families are dogs.

Although tourism is generally considered an activity reserved for humans (Ivanov, 2018), there are increasingly more non-human travellers (Ivanov, 2018), particularly dogs. It is thus necessary to analyse the importance that pets (non-humans) have in tourism and leisure experiences (Dilek *et al.*, 2020), including where and how a family goes and stays with its pet. This has strong implications for accommodation establishments at the destination, especially hotels. The hotel must choose if it will allow dogs into the establishment and determine a coherent policy regarding this matter (Taillon *et al.*, 2015). This decision may have positive aspects (i.e. attracting families with their pets) as well as negative ones (i.e. specific tourists not wanting to stay in places where dogs are allowed). A pet's comfort and well-being is becoming a fundamental element for analysing the quality of the tourist experience among dog owners (Chen *et al.*, 2013). Accordingly, analyses should focus on the role played by pets as tourism consumers (Huang *et al.*, 2022) both in their place of origin and in the tourist

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3 destination. There are four basic premises to consider (Ivanov, 2018): first, dogs do not
4 participate in decision-making about when and how to travel; second, dogs do not decide
5 which services to consume; third, dogs do not pay for their trip; and fourth, dogs do not assess
6 their level of satisfaction with the destination, although obviously their comfort and well-
7 being do influence their owners' assessment.
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12 People adapt to living with their dogs, refer to them as members of their family, and
13 actively seek to maintain this relationship through emotional and financial efforts (Cavanaugh
14 *et al.*, 2008).
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17 Although tourism is generally considered an activity reserved for humans, there is an
18 increasing number of non-human travellers (Ivanov, 2018), particularly dogs. Therefore, it is
19 necessary to analyse the importance of pets in tourist and leisure experiences (Dilek *et al.*,
20 2020), including their influence on where and how a family goes and stays with their pet. This
21 has strong implications for accommodation establishments in the destination, especially
22 hotels. The hotel must choose whether to allow dogs into the establishment and determine a
23 coherent policy in this regard (Taillon *et al.*, 2015). This decision can have positive aspects
24 (i.e. attracting families with their pets) as well as negative ones (e.g., tourists who do not want
25 to stay in places where dogs are allowed). The comfort and well-being of a pet **are** becoming
26 fundamental **elements** in analyses of the quality of the tourist experience among dog owners
27 (Chen *et al.*, 2013). Hence, this article focuses on the analysis of the motivations of Spanish
28 tourists travelling with their pets, specifically with their dogs. However, the results of this
29 research may be interesting for other countries since the motivations for and problems of
30 travelling with pets are similar in different countries around the world. The objective of the
31 research is to analyse the motivations that influence the assessment made by dog owners of a
32 tourist destination to which they can travel with their dog.
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46 2. LITERATURE REVIEW

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48 We have identified five main topics on which the related academic literature has
49 focused: **the** relationship between pets; families and holidays; the tourist experience; **dog-**
50 **related** motivations; dog attachment; and destination features. A brief summary is presented in
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2.1. Dog attachment

The relationship between people and their dogs can be as close as those established between humans. Dogs change the lives of the families with which they live, generally improving their level of well-being (Greenebaum, 2004). These dogs are considered members of the family.

Dogs are domesticated animals cared for by their owners, with whom they have a strong emotional link; they are a fundamental part of the family nucleus, with dogs even having their own cultural identity (Dilek *et al.*, 2020). Dog owners go to the hospital less and have lower blood pressure, as well as a lower likelihood of suffering from cardiovascular disease (Carr and Cohen, 2009). A dog is also a social enabler (Carr and Cohen, 2009), facilitating their owners' socialising.

Hung *et al.* (2012) identified six beliefs or actions that characterise the relationship between a dog and its human owners: first, having a dog helps improve the owners' physical and mental health; second, dog owners feel the family is complete without a dog; third, families usually bring a dog when visiting friends and/or family members; fourth, dog owners believe that dogs should have the same rights and privileges as family members; fifth, most owners have a photo of their dog in their house and/or office; and sixth, dog owners believe that pets are more loyal than a lot of people. This relationship thus has an important influence on the planning and consumption of tourist products and the behaviour of dog owners in terms of travel (Peng *et al.*, 2014): the stronger the emotional attachment, the more pet owners would be willing to pay for holidays that accommodate their pet (Kirillova *et al.*, 2015). It is therefore necessary to analyse how destinations have adapted to the relationship between owners and their pets (Peng *et al.*, 2014).

2.2. Human-related and dog-related motivations

Analysis of tourist motivations to visit a specific destination is key to understanding how a trip is planned. An individual may choose to travel to a particular destination for a variety of reasons, and motivation is a dynamic process that changes on the basis of the consumer's experience, status, or age (Pearce, 1982). Tourists' decision to travel may be driven by different types of motivation (Otoo *et al.*, 2020), and each specific destination needs to be analysed separately given the diversity of locations and the variables that affect their appeal. Nguyen and Cheung (2014) identified the following tourist motivations: entertainment (basic when travelling with pets) and the search for knowledge, a fundamental motivation for

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3 people. Included in the latter are personal enrichment, learning about the destination, and
4 becoming familiar with its culture.
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6 Focusing on the motivations of families travelling with pets, *Chen et al. (2014)*
7 *indicated that the analysis of motivations is one of the main areas of study for this type of*
8 *tourism, as well as the choice of destination.* Carr and Cohen (2009) indicated the following
9 motivations for travelling with a dog: first, the dog is part of the family; second, families have
10 more fun at the destination if they travel with their pet; third, families believe that travelling
11 with their pet means that their holidays will be better; fourth, travelling with a pet means more
12 entertainment for the entire family and facilitates whole-family group activities; and fifth,
13 even if the trip is more expensive, the family feels that leaving the pet at home also involves
14 an important economic cost.
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22 *On the other hand,* when a family decides to plan a trip accompanied by a pet (to a
23 location other than their second home), the family needs to analyse the conditions of the trip
24 and, most of all, the capacity of the destination to meet the dog's needs (especially
25 accommodation). It is essential that the destination has leisure activities that owners can do
26 together with their dogs (Greenebaum, 2004), and this becomes a key element determining
27 the choice of one destination over another. According to Peng et al. (2014), dog attachment
28 influences the planning and consumption of tourist products. As the attachment of the family
29 and their dog grows, so does the *family's* willingness to seek to ensure the well-being of the
30 pet on holiday (Carr and Cohen, 2009; Kirillova *et al.*, 2015). This also implies that, when
31 travelling with their dog, which has its own needs, the expense at the destination is going to
32 be greater (Lancendorfer *et al.*, 2008).
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41 In line with the above, *some studies show* the relationship between attachment to dogs
42 and motivations, both human-related and dog-related, as well as the relationship between
43 these motivations and the assessment of the appropriateness of the destination for visiting
44 with dogs (Carr and Cohen, 2009; Chen *et al.*, 2013; Hung *et al.*, 2016). *More specifically,*
45 *studies such as that of Hung et al. (2013) show the influence of dog attachment on both*
46 *human- and dog-related motivations. A later study by the those authors (Hung et al., 2016)*
47 *corroborates the findings of the 2013 study.*
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53 In line with the scientific literature, the hypotheses to be tested are as follows:

54 H₁: Dog attachment influences dog-related motivations.

55 H₂: Dog attachment influences human-related motivations.
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2.3. Assessment of tourist destinations for dogs

In this respect, tourists' motivations, whether dog-related or human-related, are included as an antecedent of the decision to include dogs in tourist activities (Cheng *et al.*, 2013).

2.3. Dog-related motivations

H₃: Dog-related motivations influence dog owners' assessment of a specific tourist destination to visit with their dog.

H₄: Human-related motivations influence dog owners' assessment of a specific tourist destination to visit with their dog.

2.4. Assessment of tourist destinations for dogs

A destination is characterised by a combination of attributes that can attract a tourist to a specific place. Due to their distinctive nature, these attributes are an important source of differentiation in positioning the destination brand (Truong *et al.*, 2017). It is thus necessary to identify these unique and distinctive elements to encourage tourists to choose a particular destination (Qu *et al.*, 2011). Indeed, these attributes explain tourists' choice of destination and are a key component in making the trip a memorable experience (Kim, 2014).

The tourist's assessment of the destination attributes may help shape the experience of the trip, in line with the quality of the products and services offered, for owners as well as dogs, and determine the approach employed for an effective destination marketing strategy (Yoon and Uysal, 2005). In addition, satisfaction with the destination attributes may increase general satisfaction and help to build tourist loyalty to the destination (Yoon and Uysal, 2005).

If we focus on the destination attributes that relate to the comforts that owners seek for their pets, it is necessary to analyse all of the activities that may be available to a dog at the destination in question (Carr, 2017). The academic literature on pet tourism indicates that, in addition to the well-being of the dog and the owner, analyses should also focus on the activities that the dog does which may affect other people or even the wildlife of the destination (Carr, 2017). Dogs require **several** services in a destination that are different from those for humans, such as the availability of certain types of accommodation or food (Dashper, 2020).

Several studies have analysed destinations from the perspective of trips with dogs, and of these, we highlight those completed by Carr and Cohen (2009) in Australia, Chen *et al.* (2014), and Wu and Cheng (2020) in the United Kingdom, Chen *et al.* (2014) in Taiwan and Taillon *et al.* (2015) in Canada. It is also necessary to analyse how businesses in the destinations adapt to this new type of tourism, which demands different products and occasionally implies a change in consumption patterns, while also indicating a probable increase in money spent (Ellson, 2008). The needs, wishes, and restrictions at the destination for human and non-human travellers should also be analysed. The destinations that seek to be dog-friendly thus have to adapt their accommodation, restaurants, shopping centers or parks to this new type of customer (Kirillova *et al.*, 2015). In fact, this type of tourist finds, in the well-being of their pet during their holidays, a fundamental element to determine the loyalty or not towards a certain destination (Gong *et al.*, 2020).

The importance that destinations should place on ensuring better well-being for pets is due to the owners viewing their dogs more like a person than a possession. This has strong implications for the owners' social environments and the policies governing a destination's businesses and public administration. Pet owners having a good experience at a destination with their pets, which increases their satisfaction with the destination (Kirillova *et al.*, 2015), is a boost to the tourism sector in the destination (Carr, 2017).

In this respect, tourists' motivations, whether dog-related or human-related, are included as an antecedent of the decision to include dogs in tourist activities (Cheng *et al.*, 2013).

In accordance with the scientific literature, we thus suggest the following hypotheses to be tested (the proposed structural model is shown in Figure 1):

INSERT FIGURE 1

3. METHODOLOGY

3.1. Data collection

This research was based on fieldwork conducted with a sample of dog owners in Spain with the aim of determining their opinion about the possibility of travelling with their dog. The sample was not randomly selected, but rather gathered through convenience sampling, where people were asked to participate in the study. As such, some of the statistical advantages of a random sample do not apply to this study. Data collection was performed via

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3 an online survey in May and June 2020. The survey was disseminated through social
4 networks, focusing especially on groups interested in pets. A total of 1,804 responses were
5 collected, of which 1,696 were valid. To check the reliability of the scale used in the survey,
6 Cronbach's alpha was calculated, giving a value of 0.898, which is above the cut-off
7 established by Nunnally and Bernstein (1994).
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13 3.2. Survey questionnaire

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15 The design of the questionnaire was based on previous scientific literature (Carr and
16 Cohen, 2009; Chen *et al.*, 2013; Hung *et al.*, 2012). Thus, the questions used to determine
17 human- and dog-related motivations were based on the study by Carr and Cohen (2009). For
18 dog attachment, the contributions of Greenebaum (2004), Hung *et al.* (2012) and Kirillova *et*
19 *al.* (2015) were used. For the analysis of the assessment of tourist destinations for dogs, we
20 drew on the contributions of Chen *et al.* (2013) and Dashper (2020), while for the
21 sociodemographic analysis of pet owners we followed the contribution of Kirillova *et al.*
22 (2015). The different items analysed by this previous scientific literature were used to create a
23 provisional survey. After the provisional design of the questionnaire, various refinements
24 were made, with a pilot test applied to an initial sample of dog owners informing the
25 definitive format. The final version of the questionnaire was reviewed by two tourism
26 researchers, who sought to ensure that the questions were worded as clearly as possible, the
27 answers would be appropriate for achieving the stated goals of the research, and that the
28 survey was as precise as possible while not being too long for the respondents.
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32 The questionnaire, which was completely anonymously, was divided into three blocks.
33 The first block included questions related to the respondent's dog (weight, age, gender, and
34 how it joined the family). The second block analysed aspects such as the degree of dog
35 attachment, motivations to travel with the dog, and the assessment of the characteristics of the
36 tourist destinations. The third block sought to determine the sociodemographic profile of
37 those surveyed, addressing aspects such as gender, age, level of education and family income
38 level. Most of the questions included in the second block were presented as a five-point Likert
39 scale—which is typically used in this type of research—where 1 = *strongly disagree*, 3 =
40 *neither agree nor disagree* and 5 = *strongly agree*. The exception were those that addressed
41 motivations, where 1 = *little*, 3 = *indifferent*, and 5 = *a lot*. The questions in blocks 1 and 3 of
42 the survey were closed.
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3.3. Data analysis

The tabulation of the data was completed using the SPSS 24.0 statistics program. This program was also used to complete a preliminary analysis of the data. SmartPLS 3.2.8 was used to run the structural equation modelling based on partial least squares (PLS). Given the explanatory nature of this research, the analysis is based on the coefficient of determination (R^2) of the endogenous variables, as well as the statistical significance of the path coefficient and the size of the effect (Henseler, 2018). In addition, the PLS method is chosen as the best option to maximise the variance explained, which is one of the main objectives of this research (Chin, 1998).

3.4. Sociodemographic profile

Based on the surveys carried out, the predominant sociodemographic profile of the respondents corresponded to that of a female (89.1%), aged between 31 and 40 (30.9%) with a high level of education (60% declared having undergraduate studies or a bachelor's degree, or higher studies) and with a medium income level (58% declared an income of between €1001 and €2500 per month). The general sociodemographic profile is presented in Table II.

INSERT TABLE II

4. RESULTS

4.1. Preliminary analysis of the data

The preliminary analysis of the data involved calculating the mean, the standard deviation and the normality of each of the observable variables that initially formed part of the structural model, as shown in Table III. One observation that can be drawn from this research is the high number of responses from women. It may be the case that, in Spain, women are more attached to their dogs (Kidd and Kidd, 1989), and they are also more active on this issue on social networks, as reported by Aparicio-Martinez *et al.* (2020)

INSERT TABLE III

4.2. Assessment and reliability of the measurement model

Analysis of the indicator reliability and validity (Table III -Reflective-Composite Mode A-) was performed using factor loadings (Ali *et al.*, 2018), with a minimum value of 0.707 established. This rule does not need to be so strict in the initial stages of scale development (Chin, 1998) or when the scales are applied in different contexts (Barclay *et al.*, 1995), as is the case with this study. In the proposed model, various loadings associated with

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3 observable variables present values lower than 0.707, although they were left in the model
4 because their removal did not lead to any substantial improvement. The formative indicators
5 (Composite Mode B) were measured by their weights. There were two negative weights in the
6 model, although Hair *et al.* (2014) argue that whenever the outer weight is significant, the
7 interpretation of the absolute and relative contribution of the weights should continue; this
8 condition is satisfied, as shown in Table 3. Authors such as Diamantopoulos and Winklhofer
9 (2001) highlight the potential for multicollinearity problems; the variance inflation factor
10 (VIF) was therefore used to check whether or not there were any problems with
11 multicollinearity in the model. VIF values greater than 3.3 indicate problems of
12 multicollinearity (Roberts and Thatcher, 2009). In this model, the VIF values confirmed the
13 absence of multicollinearity.
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17 The internal consistency of the composite level (Table III) was tested by means of the
18 Dijkstra–Henseler Composite Reliability (Rho_A), which is the only consistent measurement
19 of reliability (Dijkstra and Henseler, 2015). Good internal consistency is indicated by values
20 greater than 0.7 (Henseler *et al.*, 2016). Convergent validity was tested using the average
21 variance extracted (AVE), which should be equal to or greater than 0.5, meaning that this
22 construct has a greater amount of variance from its observable variables than from
23 measurement error (Fornell and Larcker, 1981). It is also necessary to check the discriminant
24 validity (Table 4), which confirms that each construct is different from the other constructs
25 that form the model. The Heterotrait–Monotrait Ratio was used, as it is the best option to
26 confirm the discriminant validity of the constructs (Henseler *et al.*, 2016); the value should be
27 lower than 0.85 (Kline, 2011). The Heterotrait–Monotrait ratio is applicable for Mode B or
28 formative compounds (Henseler *et al.*, 2016).
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53 4.3. Assessment of the structural model

54 To test the significance of the path coefficient, a bootstrapping of 10,000 samples was
55 performed (Streunkens and Leroi-Werelds, 2016), using Student's t-test, the associated p-
56 value, and confidence intervals (see Table VI).
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INSERT TABLE VI

The predictive power and predictive relevance of the model is indicated by the coefficient of determination (R^2) and the Stone–Geisser or Q^2 test, respectively (Geisser, 1975; Stone, 1974). The results showed a substantial and significant predictive power (Chin, 1998) for the endogenous variable called ‘Assessment of tourist destinations for dogs’, as well as predictive relevance (Shmueli *et al.*, 2019). The explained variance is shown in Table VII.

INSERT TABLE VII

As shown in Table VII, ‘dog attachment’ accounts for 7.72% of the variance in the ‘dog-related motivations’ variable and 11.42% of the variance in ‘human-related motivations’. Dog-related motivations explain 17.30% of the variance in ‘Assessment of tourist destinations for dogs’. Human-related motivations explain 8.36% of the variance in the ‘Assessment of tourist destinations for dogs’ variable. The effect size (f^2) indicates the degree to which an exogenous construct contributes to explaining an endogenous one (Cohen, 1988). The results obtained here corroborate the results obtained in terms of R^2 and the explained variance. Thus, as shown in Table VIII, dog attachment has a small and medium effect, respectively, on the variables dog-related motivations and human-related motivations. Regarding the endogenous variable ‘Assessment of tourist destinations for dogs’, dog-related motivations have a small and significant effect, as do human motivations. The final structural model is presented in Figure 2.

INSERT TABLE VIII

INSERT FIGURE 2

5. DISCUSSION

The results obtained for the measurement model show a more than acceptable reliability at the indicator and construct levels. This reinforces the results obtained through the analysis of the structural model, where a moderate predictive power is found, corroborating the significant effect of each of the exogenous variables on the endogenous variable.

While the effect exerted by the exogenous variables on the endogenous variables is small, it is significant. Hence, all those significant effects support three of the four

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3 hypotheses. This shows that, although the effect is small, there is a relationship between the
4 attachment to dogs and motivations, both human- and dog-related, as well as between dog-
5 related motivations and the assessment of tourist destinations for dogs.
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8 Dog attachment is found to be a key variable, positively influencing dog-related motivations
9 (H₁: 0.278***; 0.000) as well as human-related motivations (H₂: 0.338***; 0.000). As
10 indicated by Johnson et al. (1992), attachment to pets – in this case, dog attachment – may be
11 understood as the degree of affection and care that exists between individuals/owners and
12 their dogs. The care and affection that owners feel towards their dogs inevitably influence
13 their dog-related motivations, and such owners are likely to be willing to spend more on their
14 holiday if it means they can spend their holiday with their dogs (Dashper, 2020; Greenebaum,
15 2004). The results for the first hypothesis confirm the findings of previous studies (Hung *et*
16 *al.*, 2012, 2016), also reinforcing the claim made by Cheng *et al.* (2013) that attachment to
17 pets (dogs, in this case) is an antecedent of the decision to involve dogs in tourist activities.
18 This finding is important because it implies that owners will increase their spending at the
19 destination (Ellson, 2008).
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29 The positive influence of dog-related motivations (H₃: 0.362***; 0.000) and human-
30 related motivations (H₄: 0.204***; 0.000) on the assessment of tourist destinations for dogs
31 has also been confirmed. Whatever the motivations may be, dog owners do not see dogs as a
32 possession. This study suggests that owners should use negotiation strategies to include their
33 pets when travelling and participating in tourism activities because such inclusion often takes
34 time, requires additional planning, increases costs, and is not always well received by other
35 tourists (Chen *et al.*, 2011).
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41 Dogs are considered part of the family, meaning that a visit with the family dog to a specific
42 tourist destination will improve the tourist experience (Carr, 2017). Accommodation and
43 tourist **services** companies are becoming increasingly proactive about allowing dogs into their
44 facilities, because it boosts their income, given that pet owners are willing to pay more at their
45 chosen destination as long as they are allowed to travel, stay with, and enjoy their dog there.
46 Causal relationships, however, can only be confirmed through experimental research. The
47 design of this study only allows us to examine the associations between variables and confirm
48 that the results obtained are consistent with those of previous studies (Carr, 2017; Hung *et al.*,
49 2012, 2016).
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57 The results point to a direct relationship between dog-related motivations and the
58 assessment of tourist destinations for dogs. The adaptation of spaces and infrastructures to
59 meet canine needs in tourist destinations is an investment for which establishments will be
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3 rewarded, since owners who travel with pets are willing to make a greater outlay if this allows
4 them to travel with their pets.
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8 6. CONCLUSIONS

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10 In line with previous studies (Carr, 2017; Hung *et al.*, 2012, 2016), the results suggest
11 that dog attachment influences human- and dog-related motivations. At the same time, these
12 motivations positively influence the assessment of tourist destinations for dogs. The
13 importance of the dog attachment variable should be highlighted, as it accounts for 11.42% of
14 the variance in human-related motivations. Similarly, the dog-related motivations account for
15 17.30% of the variance in the assessment of tourist destinations for dogs (Sable, 2013).
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21 Feeling an attachment to dogs entails an increase in spending at a destination. This is
22 an aspect to be considered by all stakeholders on the tourism supply side, as offering tourist
23 packages that include family pets would encourage families that travel accompanied by their
24 dogs to visit the destination. This **applies** to both public and private entities that offer tourist
25 services in a destination. Therefore, adapting these infrastructures should be seen as an
26 investment rather than an expense.
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31 The main implications that can be drawn from this research are related to pets' role in
32 human families. If we take into account that, in many countries, pets are considered sentient
33 beings (living beings endowed with sensitivity), with the corresponding legal implications,
34 finding a suitable place to enjoy a holiday means considering the needs of **human** and non-
35 human members of the family. Our findings suggest that tourist managers should seek to meet
36 the needs of both families and their pets. The importance of dog attachment and its influence
37 through dog-related motivations on the evaluation of a tourist destination constitutes our
38 contribution to scientific knowledge. Given the high number of families with pets, an
39 appropriate tourist offer could have a significant influence on **the** quality of life of pet-owning
40 families. Furthermore, one practical implication of this research is that companies in tourist
41 destinations should plan and design their marketing strategies taking into account how pets,
42 and dogs in particular, are an important part of how tourists travel. Similarly, this study also
43 has a practical social application in the sense that destinations providing more options for
44 families to travel with their pets can help prevent the abandonment of pets. **On the other hand,**
45 **the results of this research could also help hoteliers to carry out marketing campaigns to**
46 **attract families with pets.**
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59 The main limitation of this research is the time period in which it was performed;
60 future studies should extend the research to all months of the year. Another limitation of this

research is that the study was based only on the demand side of tourism; a future line of research could seek to reinforce this study by addressing pet-related tourist activity from a supply-side perspective. The way in which the responses were obtained is also a limitation of this research, since the majority of respondents were women, due to the fact that in Spain women participate more actively in social networks on this topic. Relevant research with an experimental design should also be undertaken to assess the validity and reliability of some of the results obtained.

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Figure 1. Proposed structural model

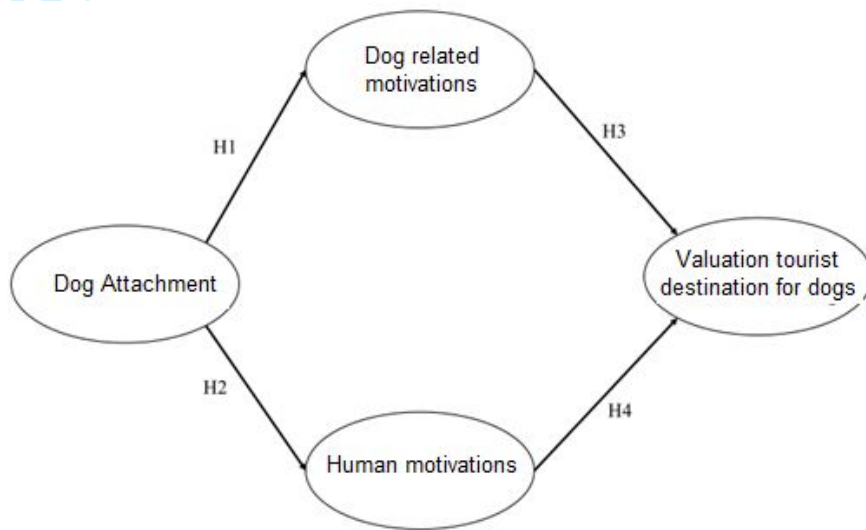


Table I: Summary

Topic	Author/s	Content
Pets, families and holidays	Carr (2009), Chen <i>et al.</i> (2014), Zhang (2012)	He studies the roll of the pets in human life, and its growing relevance.
	Carr and Cohen (2009)	They study the roll of the pets and how they have a positive influence in owners' health and socialization skills.
	Cavanaugh <i>et al.</i> (2008)	Dogs are an important part of the family
	Chen <i>et al.</i> (2014), Dashper (2020), Ivanov (2018)	The pets have become potential travellers.
	Dilek <i>et al.</i> (2020), Greenebaum (2004)	Pets have a growing influence in how families spend and enjoy their holidays, and they belong to family core.
	Hung <i>et al.</i> (2021), Kirillova <i>et al.</i> (2015), Wu and Chang (2021)	The study the influence of pets in families' health, and feelings about their pets.
Tourist experience	Chen <i>et al.</i> (2013)	The comfort and well-being of a pet is becoming a fundamental element to analyse the quality of the tourist expedience among dog owners.
	Dilek <i>et al.</i> (2020)	He recognizes the need of study pets' influence on tourist experience.
	Lancendorfer <i>et al.</i> (2008)	He studies the economic impact on the travel cost for a family
Dog-related motivations	Carr and Cohen (2009)	They remark several motivations for families to travel with their dog: <ul style="list-style-type: none"> • The dog can acquire new skills • Is good for pets to change their usual environment • It allows to avoid pet's anxiety • Dog is part of the family • To have more fun at the destination • To avoid expense related to leave the dog alone
	Greenebaum (2004)	Destination requirements: is essential that the destination has leisure activities for owners together with

		their dogs.
Attachment	Carr and Cohen (2009), Killirova <i>et al.</i> (2015), Peng <i>et al.</i> (2014)	They study attachment of the families and their dog: as it grows, so does the family willingness to seek the wellbeing of the pet on vacation.
	Peng <i>et al.</i> (2014)	The analyse the influence of the attachment and the planning and consumption of tourist products, and the behaviour of dog owners in terms of travel.
Destination	Carr (2007)	He studies the activities that the dog can take at destination.
	Dashper (2020)	Dogs need different services than humans
	Gong <i>et al.</i> (2020)	Relationship between dog wellbeing and destination loyalty.
	Ivanov (2018)	He studies how dog wellbeing exert influence on choice of destination
	Killirova <i>et al.</i> (2015)	She remarks the need to adapt destination features to dogs' needs.
	Taillon <i>et al.</i> (2015)	Hotel decision on keeping dogs and a coherent policy in this regard.

Table II. Sociodemographic profile

Variable	%	Variable	%
Gender	10.9 89.1	Academic background	
		Primary education	3.2
		Secondary education	36.9
		Bachelor's degree	43.2
Female		Master/Doctorate	16.8
Age		Family income level	
Under 18 years old	0.4	Less than 700€	6.4
18 to 30 years old	23.9	From 700 to 1.000€	15.5
31 to 40 years old	30.9	From 1.001 to 1.500€	28.6
41 to 50 years old	24.6	From 1.501 to 2.500€	29.4
51 to 60 years old	17.1	From 2.501 to 3.500€	14.0
Over 60 years	3.1	More than 3.500€	6.0

Table III. Preliminary data analysis

	Mean	Std. Dev.	Normality
Dog attachment (D.A.)			
D.A.1: Having a dog helps me improve my health	4.69	0.700	0.000 ^c
D.A.2: No family is complete until there is a dog in it	4.01	1.202	0.000 ^c
D.A.3: I take my dog when I visit friends and/or family	3.74	1.208	0.000 ^c
D.A.4: Dogs must have the same rights and/or privileges as family members	4.17	1.052	0.000 ^c
D.A.5: I have a picture of my dog in my wallet and/or at my home or office	4.05	1.392	0.000 ^c
D.A.6: I like my pet because he is more loyal than many people	4.65	0.808	0.000 ^c
Dog motivations (D.M.)			
D.M.1: My dog can learn skills by travelling to other places	3.40	1.290	0.000 ^c
D.M.2: By travelling to another place, we make the dog happier	4.01	1.140	0.000 ^c
D.M.3: We prevent the dog from becoming depressed or anxious	4.56	0.886	0.000 ^c
D.M.4: We achieve greater socialisation for the dog	4.21	1.072	0.000 ^c
D.M.5: Dogs need holidays too	3.87	1.299	0.000 ^c
Human motivations (H.M.)			
H.M.1: My dog is part of my family	4.94	0.327	0.000 ^c
H.M.2: I get fun and pleasure from travelling with my dog	4.87	0.436	0.000 ^c
H.M.3: It helps us relax and have a better holiday	4.58	0.765	0.000 ^c
H.M.4: We avoid leaving the dog alone	4.73	0.736	0.000 ^c
H.M.5: It helps us exercise	4.18	1.110	0.000 ^c
H.M.6: We feel safer with the dog	3.65	1.400	0.000 ^c
H.M.7: It is cheaper to travel with the dog than leave the dog at home	2.40	1.461	0.000 ^c
H.M.8: Travelling with my dog allows me to enjoy the experience more	4.91	0.375	0.000 ^c
H.M.9: I travel with my dog because I have nowhere to leave it	1.87	1.269	0.000 ^c
Valuation tourist destination for dogs (V.T.D.)			
V.T.D.1: Hotels that allow dogs	4.82	0.578	0.000 ^c
V.T.D.2: There is a beach nearby with a bathroom allowed for	4.68	0.739	0.000 ^c

dogs			
V.T.D.3: Public transport allowing access to dogs	4.37	1.020	0.000 ^C
V.T.D.4: Unrestricted access for dogs to destination monuments	4.23	1.063	0.000 ^C
V.T.D.5: Restaurants that allow access to dogs and have drinking fountains	4.69	0.695	0.000 ^C
V.T.D.6: Shopping centres that allow access to dogs	4.02	1.266	0.000 ^C
V.T.D.7: Presence of dog parks	4.38	0.990	0.000 ^C
V.T.D.8: Dog drinking areas and waste bag dispensers	4.39	0.995	0,000 ^C
V.T.D.9: Supermarkets with waiting areas for dogs	3.50	1.500	0.000 ^C
V.T.D.10: Grooming salons in the destination	2.73	1.432	0.000 ^C
V.T.D.11: Emergency vet at destination	4.74	0.655	0.000 ^C
V.T.D.12: Existence of dog-friendly places at the destination	4.66	0.754	0.000 ^C
V.T.D.13: Activities for dogs at the accommodation	3.34	1.379	0.000 ^C
V.T.D.14: The accommodation offers basic dog items (feeders, drinkers, beds, etc.)	3.73	1.314	0.000 ^C
V.T.D.15: The accommodation allows more than one dog per family	4.48	0.960	0.000 ^C

^C: Lilliefors correction

Table IV. Individual and construct reliability and validity analysis

Variables	λ	Weight (Sig.)	VIF	Rho_A	AVE
Dog attachment				0.793	0.532
D.A.1	0.702				
D.A.2	0.761				
D.A.4	0.776				
D.A.5	0.650				
D.A.6	0.752				
Valuation tourist destination for dogs				0.818	0.510
V.T.D.6	0.633				
V.T.D. 8	0.686				
V.T.D. 9	0.649				
V.T.D. 10	0.771				
V.T.D. 13	0.762				
V.T.D. 14	0.771				
Dog motivations				1.000	
D.M. 1		0.468(0.000)	1.597		
D.M. 2		-0.179(0.000)	1.751		
D.M. 3		0.307(0.000)	1.150		
D.M. 4		0.239(0.000)	1.743		
D.M. 5		0.502(0.000)	1.478		
Human Motivations				1.000	
H.M. 1		0.367(0.000)	1.434		
H.M. 2		-0.111(0.000)	1.886		
H.M. 3		0.302(0.000)	1.555		
H.M. 4		0.092(0.000)	1.121		
H.M. 5		0.145(0.000)	1.265		
H.M. 6		0.463(0.000)	1.310		
H.M. 7		0.083(0.000)	1.322		
H.M. 8		0.228(0.000)	1.859		
H.M. 9		0.045(0.222)	1.250		

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Notes: λ = Factorial loads; VIF = Variance inflation factor test; Rho_A = Dijkstra–Henseler’s composite reliability; AVE = Average variance extracted



Table V. Discriminant validity: Heterotrait–Monotrait ratio

	(1)	(2)
(1) Dog attachment		
(2) Valuation tourist destination for dogs	0.282	

Table VI. Statistical inference of path coefficients: Hypothesis contrast

Hypotheses	Coeff. path (β)	t	p value	Confidence interval (95%)	
				2.5%	97.5%
H1: Dog attachment \rightarrow dog motivations	0.278***	9.977	0.000	0.222	0.330
H2: Dog attachment \rightarrow human motivations	0.338***	9.822	0.000	0.265	0.402
H3: Dog motivations \rightarrow valuation tourist destination for dogs	0.362***	11.919	0.000	0.301	0.419
H4: Human motivations \rightarrow valuation tourist destination for dogs	0.204***	6.062	0.000	0.127	0.263

Notes: n =10,000 subsamples: *p < 0.05; **p < 0.01; ***p < 0.001; NS: non-significant (two-tailed Student's t-test) t(0.05; 9,999) = 1.96; t(0.01; 9,999) = 2,576; t(0.001; 9,999) = 3.291

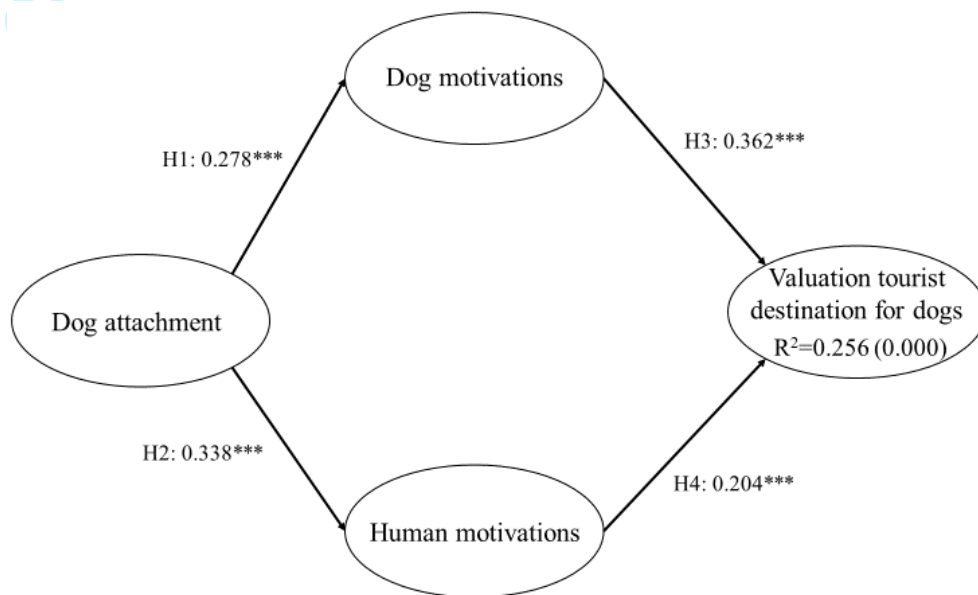
Table VII. Predictive power and relevance: Explained variance

Hypotheses	R ² (Sig.)	Q ²	β	Correlation	Explained variance
Dog motivations H1: Dog attachment	0.077 (0.000)	0.037	0.278	0.278	7.72%
Human motivations H2: Dog attachment	0.114 (0.000)	0.031	0.338	0.338	11.42%
Evaluation of Tourist Destination for Dogs H3: Dog motivations H4: Human motivations	0.256 (0.000)	0.093	0.362 0.204	0.478 0.410	17.30% 8.36%

Table VIII. Effect size (f^2)

Endogenous variable	Exogenous variables	Effect size (f^2)	Sig.	Effect
Dog motivations	Dog attachment	0.084	0.000	Small and significant
Human motivations	Dog attachment	0.129	0.000	Small and significant
Evaluation of tourist destination for dogs	Dog motivations	0.119	0.000	Small and significant
	Human motivations	0.038	0.436	Small and non-significant

Figure 2. Final structural model



REVIEWER 1

Suggestions/comments from the Reviewer	Author/s' Response and page/section of the change
1. You have responded positively to the feedback, but make sure you are incorporating suggested changes into the style of your writing.	Thank you for your comment.
2. One thing I think is missing-- the author has stated that around 24% of homes have dogs, and that increasingly more families wish to travel with their dogs. However-- does the review include actually the number/percentage of households that CURRENTLY travel with their dogs? The premise of the research is based on the fact that people want to travel with their animals, but it would seem important to know the baseline of how many actually do currently, and if that number is influenced by the lack of available travel options for pets?	Thanks for your comments. In Spain it is quite common to travel at least once a year with the family. Therefore, we believe that most people who have a pet will sooner or later find themselves in the situation of considering how to organise a trip, whether or not to take the pet, etc.
3. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored?: I am confused about the first highlighted paragraph in the introduction. Did the author forget to delete the exact same paragraph on page 1, line 41? Is that the new location?	Thank you for your comment. We apologise for this mistake. We moved the paragraph, but forgot to delete the copy. It is now in the correct position.
4. Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper?: I would not include the line about women here, rather only in then limitations section. I am concerned about the line "women are more aware of dogs". That's quite a strong generalisation-- is there a source to support that claim/statement? Is there a source to support women being the predominant force for pet-related groups on online media? From where is that insight derived?.	Thank you for your comment. Women's greater involvement in pet care was reported by Kidd and Kidd (1989), and the results of the study of Aparicio-Martinez et al. (2020) suggest that women are more active in social networks. Anyway, we agree with you that this comment should be included in the limitations section, so we have moved this sentence there.
5. Implications for research, practice, and/or society: Does the paper identify clearly any implications for research, practice and/or society? Does the paper bridge the gap between theory and practice? How can the research be used in practice (economic and commercial impact), in teaching, to influence public policy, in research (contributing to the body of knowledge)? What is the impact upon society (influencing public attitudes, affecting quality of life)? Are these implications consistent with the findings and conclusions of the paper?: I would think an important implication would also be the impact on marketing, especially by hoteliers, who are interested in appealing to this demographic,	Thank you for this observation. The practical implications of this research have been strengthened following this recommendation.
6. Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc.:	Thank for your comment. The paper has now been proofread. The corresponding certificate is attached.

A few syntactical and grammatical errors should be polished before publication	
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REVIEWER 2

Suggestions/comments from the Reviewer	Author/s' Response and page/section of the change
<p>1. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored?:</p> <p>The authors have still not provided "a clear explanation needs to be provided for each hypothesis based on the established literature" - Providing a summary does not support the justification of the hypothesis.</p>	Thank you for your comment. The theoretical framework has been modified and enhanced as indicated by the reviewers.
<p>2. Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate?:</p> <p>The method section does not provide any information on how the questionnaire questions are linked to previous studies. Please provide a more detailed elaboration of this. Just writing "The design of the questionnaire was based on the previous scientific literature (Carr and Cohen, 2009; Chen et al., 2013; Hung et al., 2012)" is not sufficient.</p>	Thanks for your comments. We have reinforced this part of the methodology by describing in more detail how the survey was developed and the different studies used.
<p>3. Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper?:</p> <p>The justification of women is still weak as there is no supporting evidence of how the statement was sourced. Provide a citation and also a stronger justification.</p> <p>See the implications section below.</p>	Thank you for your comment. Women's greater involvement in pet care was reported by Kidd and Kidd (1989), and the results of the study of Aparicio-Martinez et al. (2020) suggest that women are more active in social networks. Anyway, we agree that this comment should be included in the limitations section, so we have moved this sentence there.
<p>4. Implications for research, practice and/or society: Does the paper identify clearly any implications for research, practice and/or society? Does the paper bridge the gap between theory and practice? How can the research be used in practice (economic and commercial impact), in teaching, to influence public policy, in research (contributing to the body of</p>	Thanks for your comments. The practical implications of this research have been strengthened following this recommendation.

<p>1 2 3 knowledge)? What is the impact upon society (influencing 4 public attitudes, affecting quality of life)? Are these 5 implications consistent with the findings and conclusions of 6 the paper?:</p> <p>7 8 The theoretical implications are still not clearly stated.</p> <p>9 10 Also, the suggestion "to provide recommendations for 11 practice (hoteliers, travellers) or how future research could 12 build upon the current study" is still not addressed.</p> <p>13</p>	
<p>14</p> <p>15 5. Quality of Communication: Does the paper clearly 16 express its case, measured against the technical language of 17 the field and the expected knowledge of the journal's 18 readership? Has attention been paid to the clarity of 19 expression and readability, such as sentence structure, jargon 20 use, acronyms, etc.:</p> <p>21 Further proofreading is still required.</p> <p>22</p>	<p>23</p> <p>24</p> <p>25</p> <p>26</p> <p>27</p> <p>28</p> <p>29</p> <p>30</p> <p>31</p> <p>32</p> <p>33</p> <p>34</p> <p>35</p> <p>36</p> <p>37</p> <p>38</p> <p>39</p> <p>40</p> <p>41</p> <p>42</p> <p>43</p> <p>44</p> <p>45</p> <p>46</p> <p>47</p> <p>48</p> <p>49</p> <p>50</p> <p>51</p> <p>52</p> <p>53</p> <p>54</p> <p>55</p> <p>56</p> <p>57</p> <p>58</p> <p>59</p> <p>60</p> <p>Thank for your comment. The paper has now been proofread. The corresponding certificate is attached.</p>



CERTIFICATE OF PROOFREADING

This is to certify that the manuscript titled "DOG TOURISM: MOTIVATIONS AND ASSESSMENT" by Salvador Moral-Cuadra, Antonio Menor-Campos, Amalia Hidalgo-Fernández and Tomás López-Guzmán was edited for English language usage, grammar, spelling and punctuation by a native English-speaking editor at ALC Translations.

The focus was on amending incorrect language and rephrasing awkward or confusing sentences. Every effort has been made to ensure that neither the content nor the authors' intended meaning was altered during the editing process. Documents receiving this certification should be English-ready for publication; however, please note that the authors can either accept or reject the suggestions and changes.

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A handwritten signature in blue ink, appearing to read 'Emma Porritt', written over a light blue diagonal watermark.

Emma Porritt (CIoL DipTrans)
Translations and Proofreading

Valencia, 17th April 2023