

Rozdział 1

Tourism Focused on Vegans and Vegetarians

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Cytuj jako: Jarossová, M. A. i Kašťáková, E. (2023). Tourism Focused on Vegans and Vegetarians. W: T. Le-siów (red.), *Doskonalenie jakości usług przewodnickich w dobie pandemii* (s. 17-32). Wrocław: Wydawnictwo Uniwersytetu Ekonomicznego we Wrocławiu.

Abstract: Today, healthy lifestyles and environmental protection are coming to the fore. Increasingly, people want to protect both nature and their health and are changing the way they eat. Sometimes it is just trying something new, and sometimes it is a necessity caused by health problems. Veganism and vegetarianism are alternatives to the conventional way of eating. Veganism is one of the strictest forms of vegetarianism, which completely rejects the consumption of animal products. Vegans do not eat meat, dairy products, eggs, or honey. Veganism, however, is not just a change in diet. Its essence represents a whole philosophy of life that includes the protection of animal rights and the protection of the environment. Changes in diet on this scale can be difficult and can cause problems when traveling. Veganism is a less explored area of tourism, but the rapid growth of the vegan and vegetarian movement observed in recent years requires a closer understanding of the topic. Catering, especially for vegans on a trip, can be very challenging. However, it is possible to eat healthy while traveling, it just takes more planning before the trip itself. The number of vegans and vegetarians is increasing every year around the world, which is a great opportunity for many companies, including transport companies. To target a product to vegans and vegetarians, it is essential to have a good understanding of these consumers, their habits, behaviours, requirements, and the factors that are important to that segment of consumers. The aim of this chapter is to introduce the reader to the topic of tourism aimed at vegans and vegetarians by indicating the European countries with the highest number of vegan and vegetarian restaurants, selected travel agencies aimed at vegan and vegetarian consumers, and giving examples of vegan/vegetarian menus offered by transport companies.

Keywords: tourism, vegans, vegetarians, food, travel.

JEL Classification: Z32

Before the COVID-19 pandemic, tourism was one of the fastest growing business sectors in many countries. Today, it is one of the sectors most affected by the crisis caused by the COVID-19 pandemic. Extensive travel restrictions, particularly at international level, have had a major impact on the total number of visitors to the countries concerned. Before the pandemic and even now, there has been an increase in vegan and vegetarian consumers, who have their specific food requirements.

Small and medium-sized enterprises constitute a decisive share of tourism services. They create the range of services offered in tourist destinations and significantly determine the degree of competitiveness and/or contribute to its further development. Large companies are usually focused on offering a complete package of services that can be combined according to customer requirements. The advantage is that all services for the customer can be ordered in one place.

Tourism companies differ from other firms operating in other sectors mainly due to their usual seasonality, changes in demand, exacting human resources (not only in terms of number, but also in qualifications and performance) and operating in a highly competitive environment. Through their activities, tourism operators can affect the tourism destination positively (e.g. growth in attractiveness and awareness of the destination, wider range of services, higher employment in and around the destination, higher revenues for the destination and the surrounding area), but also negatively (including increased tourist mobility, growing noise pollution, ever larger number of cars, and greater ecological burdens).

In accordance with the subject of business, tourism companies are divided into (Gúčik, 2011):

- **Companies providing accommodation services.** Their services include all activities related to accommodation, from booking the facilities, registration of the guests and their stay, to the final settlement, and departure of the guest from the accommodation. The range includes hotels of all categories, guesthouses, holiday apartment, tourist hostels, holiday villages, campsites, and private accommodation.
- **Companies providing food services:** restaurants, motels, self-service restaurants, catering services, bars, buffets, taverns, bistros, etc.
- **Tour operators and travel agencies.**
- **A tour operator** is a person or company responsible for planning, arranging, advertising, and creating trips and tours packages. **A travel agent** sells and organises holiday packages to tourists, helping them to narrow down their search and recommend the best travel packages. Travel agents work with several tour operators and earns a commission after the tourist has made a booking with the chosen tour operator.

- **Other companies providing tourism services.** An important group of companies involved in tourism is the transport companies that provide mass and public passenger transport. Tourist information offices are another important part of the tourism industry and special destination events. Additional services are provided by businesses that offer souvenirs, as well as by civic and other associations that operate in tourist destinations.

Companies operating in the tourism industry need to follow the trends and developments. Some are long-term, others are unpredictable and their occurrence is conditioned by the overall economic and social development.

Current trends in tourism include (Gregorová, 2015; Paeloveganista, 2022; Regiondo, 2022; Royal Caribbean Cruises, 2022):

1. **Personalization** (specialization on the needs, wishes, and interests of the customer).
2. **Bleisure travel** (combining travel for work or business with leisure activities. An extreme example of this kind are 'digital nomads' who travel and work online).
3. **Recognition technology** (use of biometrics in airports, voice commands in hotels, fingerprints).
4. **Robotics** (use of chatbots, robots as staff).
5. **Local experience** (trying to find the specifics of the destination, differentiation from globalization, searching for local specialties, customs and traditions, cultural experiences of the location).
6. **Artificial Intelligence and the Internet.**
7. **Eco-friendly travel**, reduce carbon footprint, electric cars, eco-friendly hotels and restaurants.
8. **Virtual Reality**, used for tours of historic buildings, but also for hotel bookings, fitness and sports centres.
9. **Augmented Reality.**
10. **Healthy food and organic food** (focusing on homemade food and regional dishes, specializing in dietary requirements such as limiting and eliminating lactose, protein, and gluten, but also vegetarian and vegan dishes).
11. **Customer experience**, the development of tourism and the growth in the number of its participants has as a direct consequence increasing the 'travel experience', which creates pressure for quality, and demands constant new innovations and uniqueness.
12. **Demographic development.** Tourism must adapt not only to the younger generations, who expect new experiences, adrenaline, and unconventional holidays, but also cater for the older generation, interested in a completely different tourism concept. For senior citizens, spa and medical stays with a rich variety of high-quality services are becoming increasingly attractive.

13. **Safety.** Tourism is sensitive to incidents that threaten the safety of travellers; these include not only terrorist attacks, but also the migration crises and disease. Some destinations (it can even be a whole country), where terrorist attacks have taken place, have experienced significant drop in numbers of tourists, depending on the duration of the threat.

The OECD has identified two trends in tourism in 2020, which are described quite extensively and which incorporate previous tourism trends specified in more detail (Royal Caribbean Cruises, 2022):

- **Preparing tourism companies for the digital future.**
- **Rethinking tourism from a sustainability perspective.**

In tourism, not only the number of tourists visiting a given location is important, but also the contribution of tourists to the destination itself. Therefore, the ability to maintain a balance between the three pillars of tourism – economic, social, and environmental – is becoming even more important today.

People have had, and continue to have, unprecedented opportunities to travel due to technological advances. This has also had a significant impact on gastronomy as an integral part of the tourist experiences at all destinations. Changes in the style of eating and the increasing value of social dining have been one of the reasons for the change of tourism activities. Furthermore, gastronomy, especially in the new millennium, has become a rapidly growing part of the appeal of a tourist destination (Šenková and Horovčáková, 2019).

Vegans and Vegetarians often encountered several problems when travelling, particularly related to food on offer. Today, with the global trend toward sustainability, more and more tourism companies are looking to expand their food menus and services catering to vegans and vegetarians.

Veganism is defined by **The Vegan Society** (The Vegetarian Society, 2022) as “a way of life in which a person seeks to eliminate, as far as possible and practicable, all forms of exploitation and abuse of animals for food, clothing or any other purpose”. According to this definition, one can say that veganism includes not only the diet of an individual but also other products he or she purchases, including clothes, cosmetics, and shoes. Vegans do not consume alcohol or food of animal origin, such as meat, fish, seafood, dairy products cheese, eggs, and honey.

The target group of consumers buying vegan and vegetarian products is diverse and growing. Whether for environmental, health, religious or ethical reasons, more and more consumers are choosing a vegan or vegetarian lifestyle.

The European symbol (V-Label) is very often found in selected food products intended for vegans and vegetarians (Figure 1.1). The V-Label is a quick and reliable way to inform consumers what products they are buying are vegan and vegetarian. The label is made up of a “V” and a category designation.



Fig. 1.1. Quality seal V-Label for labelling vegan and vegetarian products and services

Rys. 1.1. Znak jakości V-Label do oznaczania produktów i usług wegańskich i wegetariańskich

Source/ Źródło: (Internet 7).

Vegetarianism is defined by **The Vegetarian Society** (The Economist, 2018) as “a way of life in which an individual does not consume fish and meat”. A vegetarian, as opposed to a vegan can consume eggs, dairy products, and honey.

In the early twentieth century, vegetarianism in the West made a significant contribution to efforts to change the way we eat. Meat-free diets were seen as a solution for specific health problems and/or, especially in Germany, as lifestyle habits geared towards simplicity and health. Nowadays, more and more people do not want to consume meat and other animal products.

The market for vegan and vegetarian products is growing rapidly. The British company ShelfNow with over 50 years of experience in the retail, food & beverage, and technology sectors, has reported a 230 percent year-on-year increase in sales of plant-based products (New Food, 2022).

In Germany today, there are more than one million vegans. This trend also affects tourism. Customers look primarily for individual travel experiences and do not want to give up their preferred diet on vacation. Some travel agencies (e.g. **Vegan Reisen**) offer group ‘vegan trips’, i.e. local specialties instead of the ‘boring’ salad as the only vegetarian option (Holev, 2019). This is an example of a new trend in gastronomic tourism.

There are various mobile apps for vegans and vegetarians, such as “**Happy Cow**”, where one can find vegan and vegetarian restaurants and shops in more than 183 countries around the world. Users can add their reviews and photos, as well as new suggestions for vegan businesses. Another example is the app called “**Veganized**” with different recipes. In Slovakia, there is an app called “**Czech&Slovak Vegan Guide**” which, in addition to news from the world of veganism and animal rights, vegan recipes and practical information about the vegan lifestyle, also provides a calendar of Czech vegan events, a map with Czech and Slovak vegan and vegetarian restaurants, shops, and accommodation, as well as useful links to other

organisations and projects in the area. One of the most important trends for 2019 in gastronomy according to Artz (2019) was not only farm meals but also vegan meals. The farm-to-table trend has been a dominant trend in gastronomy for a few years now. Some restaurants are creating their own 'farms' and starting to grow vegetables and fruits themselves for their menus. Many of them already have their own herb garden.

The trend towards veganism and vegetarianism is reflected in restaurant menus (businesses focus more on the menu composition itself). In some establishments, vegetarian menus make up to half of all dishes and are becoming staple items of the menu. It is also making its way into tasting menus and experiential gastronomy.

The aim of this chapter was to introduce the reader to topics related to tourism aimed at vegans and vegetarians by pointing out the European countries with the most vegan and vegetarian restaurants, selected travel agencies targeting vegan and vegetarian consumers, and the vegan/vegetarian menus offered by travel companies.

1.1. European Countries with the Most Vegan and Vegetarian Restaurants

London, Great Britain

The number of vegans in Great Britain quadrupled between 2014 and 2019. In 2019 there were 600,000 vegans (1.21% of the population); 276,000 (0.46%) in 2016; and 150,000 (0.25%) in 2014. In May 2021, a survey conducted by The Vegan Society revealed that one in four Britons had reduced the amount of animal products they were consuming since the start of the Covid-19 pandemic. One in five (20%) respondents said they had reduced the amount of meat they ate, while others (12%) said they had minimized their eggs and dairy intake (The Vegan Society, 2022a).

In 2022, Ipsos research found that 46% of Brits aged 16-75 were considering reducing their intake of animal products in the future (Ipsos, 2022).

The UK, in general, is one of the most vegan friendly countries in Europe. London ranks first among the most vegan-friendly cities in Europe, with up to 161 vegan restaurants (Alternative Travelers, 2020). Every month there are multiple vegan street fairs, events, and meetups. Unique vegan restaurants in London include the hugely popular **Temple of Seitan** featuring vegan fried 'chicknoodles' made from seitan, an **all-vegan Japanese restaurant**, **vegan doner kebab**, vegan Ethiopian, and a plethora of vegan cafes.

VeganLondon (Internet 4) is a very helpful website for vegan travellers, and is dedicated to four areas:

- 1) **where to eat** (restaurants, cafes & recommendations),
- 2) **where to shop** (shoes, clothing, health foods, skincare, caterers, cakes & cooking classes),
- 3) **where to stay** (hotel, guest houses & rooms),
- 4) **what's on** (events listing, social groups).

Berlin, Germany

The second place is Berlin, with over 83 vegan restaurants. Berlin is often called the “**Vegan capital of Europe**”. The city is a wonderland of plant-based food. There is something for every kind of vegan in Berlin, with a plethora of vegan restaurants that specialize in countless types of cuisine. One of the largest vegan festivals in Europe, **Veganer SommerFest**, takes place in Berlin. There is also a vegan grocery store chain, **VeganZ**. Some of the most popular vegan Berlin eateries include **Brammibal's vegan donut shop**, **Voner**, **a vegan doner kebab shop**, and **Kopps for a gourmet brunch buffet**. There is also a vegan shopping centre with a vegan shoe store, restaurant, clothing store, cafe and grocery store. Some interesting new vegan restaurants that opened in 2019 include **Feel Seoul Good** (Korean), **Frea** (zero waste restaurant), and **Försters** (German cuisine using local and regional produce). Compared to London, Berlin is cheaper and much less crowded (Alternative Travelers, 2020).

Research conducted by ProVeg (2022) found that 51% of Germans had reduced their meat intake in the previous year (Webber, 2020). According to a VeganZ survey in 2020, there were 2.6 million vegans in Germany, representing 3.2% of the population (The Vegan Society, 2022b). The sales value of plant-based foods in Germany (vegan ‘meats’, plant milk, cheese, etc.) increased by 97% between 2018 and 2020 (from € 415 million to € 817 million), while the sales volume increased by 80% (SBA, 2020).

Paris, France

Third is Paris. France is not known as one of the most vegan-friendly countries due to the common use of butter and cheese in French gastronomy. However, Paris has as many as 70 vegan restaurants (Alternative Travelers, 2020).

There are many vegan burger places in Paris. Vegan French food is definitely still a rarity, although highlights include the mouth-watering pastries of “**VG Patisserie**”, several vegan brasseries and the famous “**Le Potager du Marais**” in one of the most beautiful neighbourhoods in Paris.

Vegan bloggers love to spend time in Paris. There are some blogs about Vegan in Paris: **The Vegan Word** (Internet 2) and the **Nomadic Vegan** (Vegan Paris..., 2022), or a **vegan shopping guide from Veggie Visa** (Internet 5).

The Solar Hotel is the first green and affordable hotel in Paris and offers free bikes for guests to use. They use a variety of energy and waste reduction tactics to reduce the environmental impact of the hotel.

In a survey carried out between July 2021 and June 2022, approximately 11% of French people aged between 18 and 19 said they were following a vegan diet. The share of vegans among respondents aged between 40 and 49 was 2% (Smart protein, 2021). In France, there is a huge percentage of the population who consider themselves to be flexitarian, which means that they are reducing their meat intake and slowly transitioning to a vegetarian lifestyle. The sales value of plant-based food in France increased by 21% between 2018 and 2020, with plant milk showing the highest growth (SBA, 2020). According to a study published by the French Research Institute, Xerfi, the sales of vegetarian and vegan products generated revenue of €380 million in French large retail stores and supermarkets in 2018 (The Vegan Society, 2022a).

Prague, Czechia

In fourth place is Prague, the capital of the Czech Republic. It is relatively smaller compared to other cities, but it is one of the most accessible cities for vegans, and there are more than 50 vegan restaurants.

Prague is perhaps the most surprising in its high place on this list of the best vegan cities in Europe. The Czech capital is much smaller (1.26 million) when compared to the other best vegan cities in Europe. The venues worth recommending are the vegan Czech food at restaurants such as **Moment** or **Plevel**, or the amazing social enterprise **Strecha** (The Roof), a vegan bistro/café that employs the previously homeless or incarcerated. There is also a personalized vegan Prague tour, the **Vegan Walking Food Tour**.

Recent research conducted by Ipsos on meat consumption and meat-free diets in the Czech Republic revealed that nine out of ten Czechs have no interest in excluding or reducing meat in their diets. The other 10% of the population are trying in some way to restrict their meat consumption; 4% do not eat any meat at all, and another 4% define themselves as 'flexitarian', meaning they eat meat occasionally but are making efforts to reduce their intake (Adamson, 2020).

According to research conducted by the Czech Vegan Society, in collaboration with Ipsos MORI, in 2019, 30% of Czechs plan to eat more plants. The same research found that 45% of the respondents believe that animal agriculture is having a negative effect on our planet (Baker, 2020).

Warsaw, Poland

There are 53 vegan restaurants in Warsaw. In the tourism world, Warsaw is often overshadowed by the popular Polish city of Krakow. However, the capital city of Poland is certainly worth a visit, with its sprawling parks and a beautiful Old Town. This is especially true for vegans, who are quickly discovering that Warsaw is one of the best vegan-friendly cities in Europe. The offerings are diverse, from restaurants like **Chwast Polski** and **Lokal Vegan Bistro** serving vegan versions of traditional Polish food, to burger bars like **Krowarzywa**, a Polish vegan burger chain with many locations throughout Warsaw and even all of Poland. There are also vegan sushi places, bistros, vegan hot dog trucks, etc (Alternative Travelers, 2020).

In 2018, according to the Economist, around 60% of Poles said they planned to cut back on their meat consumption. The sales value of plant milk in Poland increased by 62% between 2018 and 2020 (Tenda, 2022). According to Uber Eats, since the company was launched in Poland in 2017, the number of vegan food orders has increased by 500%, placing the country second in Europe for online plant-based ordering, behind the UK (Beauchamp, 2020).

1.2. Travel Agencies Targeting Vegan and Vegetarian Consumers

Some travel agencies, accommodation companies, and cruise companies specialize in the vegan market, i.e. they offer services that are designed specifically for vegan clients. A travel agent is a business entity whose business is principally the organisation of holiday, tourist, theme and other tours and stays, arranging transport, catering, accommodation and ticket purchases, and providing guiding services, including the sale of maps, itineraries, timetables, printed guides and souvenirs (Michalova et al., 2001).

If there are specialised travel agencies that cater to vegans and vegetarians, it is likely that plant-based eaters will choose from the menu offer of these travel agencies because they are more likely to stay in hotels where the diet is purely plant-based.

VegVisit (Internet 6), which is also known as the “Vegan Airbnb”, is a home-sharing platform for the global vegan and vegetarian community. According to the founders, the idea was born out of a practical need to accommodate this specific world of locals and travellers. Travellers can be assured of having access to vegan or vegetarian cuisine, the helpful knowledge of hosts who share a similar lifestyle, all while truly experiencing what it is like to live in another part of the world.

Founded in 2013 in Münster, Germany, **Vegan River Cruises** specialises in luxury vegan cruises on European rivers, which offers several cruises around Europe, to Portugal, Germany, France and Hungary. The cruises vary in length from two to

seven nights; all provide yoga classes on board with special seminars or programmes on certain cruises. Their port partners also offer vegan shore excursions as well as recommended places to eat. Vegan River Cruises aims to make vegan dining the norm rather than the exception (Vegconomist, 2020).

Founded by three entrepreneurs from three different countries, three different religions and diverse backgrounds, **VegVoyages** combines a passion for people, animals, history and culture to create adventures, not only visiting the fascinating sights of the region, but also learn about the local way of life, traditions and customs while enjoying a 100% local vegan diet. **VegVoyages** is against animal exploitation in any form and they do not use animals for tours, they do not visit zoos. Their guiding principle is to create 100% cruelty-free travel experiences that do not exploit any living beings (human or animal) in any way. From helping to keep rural schools running by providing books and other materials to helping to fund animal welfare, animal rights, and child welfare organizations, they help keep rural schools running. As one might expect, typical destinations are India, Laos, Malaysia, Sri Lanka, Nepal, Thailand (Vegan Cruises, 2022; VegVoyages, 2022).

Veg Jaunts and Journeys (Internet 3) is a travel agency that offers two types of services: Vegan Tours Abroad (Prague, Budapest, Iceland, Portugal, Scotland, Italy, the Amalfi Coast) or Whole Food Plant Based Tours (Sedona, Utah and Arizona, Rocky Mountain National Park, Maine, Santa Fe and Albuquerque).

Another example is catering companies, defined as the professional production of any food away from the place where it is eaten, responsible for its transport to customers and other related services. Examples of vegan catering companies are: **Vegan Peasant Catering** and **Vegan Catering Berlin**. Vegan Peasant Catering is a catering company located in London, clients can determine the level of service that best suits their event. They use organic, seasonal, and local ingredients whenever possible.

Vegan Catering Berlin offers its services in the comfort of one's own home, as well as a pick-up option. They provide catering for private events such as weddings, birthdays. As an additional service, they offer beverage delivery, on-site service, and decorations.

1.3. Vegan Menus Offered by Transport Companies

Transportation is an important part of tourism; to reach the chosen destination. Quality transport services in the required quantity generally arise in developed transport markets. A developed transport market is now considered to be a liberalized market that is able to cooperate and, if necessary, integrate into international transport markets. The priority concern of any transport market is to seek the optimal mobility of transported tourism participants Just as the trend of veganism and

vegetarianism is developing, transport companies are gradually adding these types of food to their menu offer (Michalová et al., 2001).

Virgin Trains was the first UK rail operator to offer passengers a full vegan menu. There has been a big increase in vegans in the UK and, as well as restaurants, stores are developing ranges with new vegan products, the train company has also added vegan options such as breakfasts with mushrooms, potatoes, spinach, and baked beans or vegan chilli. Premium menus include breakfast, a Mediterranean pasta salad, and spicy Bombay potatoes. Cow's milk is substituted with a soy milk alternative. All menus are labelled to help identify vegan and vegetarian products (Chirando, 2018). **Virgin Trains** is one of the winners of the new PETA Travel Awards from the animal rights charity PETA. The awards are described as a "celebration of travel providers, hotels, attractions, and other industry leaders that are meeting the growing demand for vegan and animal-friendly travel". Virgin Trains received the award for Best Trainline for Vegan Food, with Vegan Travel, and Malmaison received an award for Best Cruise and Best Hotel Chain (Chirando, 2019).

Airlines

Air transport crosses different time zones in the shortest time and is accessible to the general public. Air passenger transport creates a bridge between people from different countries and continents (Novacká et al., 2014). Most airlines such as **American Airlines, Virgin Atlantic, British Airways and Continental Airlines** offer a wide range of special meals for long-haul flights included in the ticket price; however, due to budget constraints, some airlines have discontinued their in-flight special meal service (photo 1.2). Depending on the type of meal, special meals



Photo 1.2. Asian Vegetarian Meal (AVML) offered by American Airlines

Fot. 1.2. Azjatycki posiłek wegetariański (AVML) oferowany przez American Airlines

Source/ Źródło: (Internet 1).

must be requested at least 24 to 48 hours before the flight and then reconfirmed at check-in at the airport. Below there are examples of vegetarian/vegan menus offered by airlines (American Airlines, 2022; British Airlines, 2022; Oceania Cruises, 2019; Order a meal for specific dietary requirements, 2022):

- **Vegetarian Diet (VGML)** – also known as vegan, this meal is free of any animal products or products such as eggs or dairy. It contains one or more of the following ingredients: all vegetables and fresh fruits. It does not contain any kind of meat, fish, or animal products or by-products.
- **Lacto-ovo vegetarian diet (VLML)** – a vegetarian diet that may also contain eggs and dairy products. It contains one or more of the following ingredients: vegetables, fresh fruit, eggs, dairy products, and legumes. It does not contain any type of fish or meat.
- **Vegetarian Oriental Meal (VOML)** – a vegetarian meal (VGML) that is prepared in a Chinese or Oriental style.
- **Asian Vegetarian Meal (AVML)** – for vegetarians. It is aromatic and spicy and uses flavours from the Indian subcontinent, with one or more of the following ingredients: all vegetables, fresh fruits, and dairy products. It does not contain any kind of meat, fish, or eggs (Figure 1.2).
- **Vegetarian Jain Meal (VJML)** – for members of the Jain community who are strict vegetarians. It is prepared with a selection of Indian spices. It contains one or more of the following ingredients: fresh fruits and stem vegetables that grow above ground. It does not contain animal products and by-products or root vegetables such as onions, mushrooms, ginger, garlic, potatoes, carrots, beets, radishes, etc.
- **Raw Vegetable Meal (RVML)** – consisting entirely of raw vegetables and salads.

Shipping Companies

Transportation of passengers by ship is one of the types of transport. Today's passenger cabin ships for river or sea transport are equipped to the standard of a three-star hotel. Similarly, the ports where passenger ships dock are equipped for providing full passenger satisfaction (Novacká et al., 2014).

Although there are dedicated vegan cruises, some people may want to join a 'regular' cruise, hence one should find which cruise ships offer vegan or vegetarian alternatives on their menus or buffets. According to Novacká et al. (2014), cruises are a specific package tourism product. Shipping is a basic essential service that provides for the transfer of tourism participants from the port of departure to their individual destinations during the cruise itinerary.

MSC Cruises is an Italian family-owned company based in Switzerland. It has been operating cruises since the late 1980s and today is one of the most important cruise companies on the European market. MSC offers year-round cruises throughout the year in the Mediterranean Caribbean and Cuba. Dinner at the main restaurants on

MSC ships is the traditional three-course event of the day, inspired by authentic Italian cuisine. Vegetarian dishes are always on the menu, gluten-free food and beverages, and sugar-free desserts are available on request (MSC Cruises, n.d.).

Royal Caribbean Cruises visits more than 100 ports around the world. The most popular cruises include the Caribbean, Hawaii, Mexico, the Panama Canal, Bermuda, the Bahamas, as well as Europe, Alaska and Canada. Themes and dishes from around the world change each day, and different vegetarian dishes are available every day. Guests do not need to make a special request for these dishes, but must make a special request for vegan dishes. Soy milk is available at no extra charge (Revfine, 2022).

Oceania Cruises, unlike most other luxury cruise lines, also offers shorter cruises to choose from. It also offers 180-day round-the-world cruises. There are five restaurants on board the Regatta, Insignia and Nautica. In addition to vegetarian, gluten-free, and kosher dishes, a full vegan menu is available on Oceania ships as of April 2017 (photo 1.3) (Vegan Paris, 2022).



Photo 1.3. A vegan meal (Hawaiian Poké Bowl) on board Oceania Cruises

Fot. 1.3. Wegański posiłek (Hawaiian Poké Bowl) na pokładzie Oceania Cruises

Source/ Źródło: (Oceania Cruises, 2019).

1.4. Summary and Conclusions

Eating while travelling can be a challenge for vegans and vegetarians. However, it is possible to eat healthily, it just requires more planning before the trip itself and checking the available offers, which are becoming more and more numerous. There are also many apps available where vegans and vegetarians can search for restaurants, hotels offering vegan and vegetarian food, and other services, and there are also many associations, organisations and individuals who recommend tourism businesses based on their own experience or working with them.

The number of vegans and vegetarians in the world is increasing every year. This is linked to a more earth-friendly lifestyle, greater care for animals, the environment, and the global trend towards sustainability and resource conservation. This consumer group will increasingly use a variety of tourism products and services. Therefore, it is essential to have a good knowledge of this group of consumers, their wishes, expectations, the problems they encounter when travelling and the factors that influence their behaviour. In order to understand properly this consumer segment, it is also necessary to know what communities, associations, or individuals are present in the lives of vegans and vegetarians and how they influence their consumer behaviour.

Veganism and vegetarianism are alternatives to conventional diets. Veganism is a less explored area of tourism, but the rapid growth of the vegan and vegetarian movement in recent years requires more knowledge of the subject. Eating while travelling, especially for vegans or vegetarians, can be a challenge. However, it is possible to eat healthily while travelling, it just requires more planning before the trip. In order to target a product to vegans and vegetarians, it is necessary to have a good understanding of this group of consumers, their habits, behaviours, requirements and the factors that are important to this consumer segment.

The article is an output of the project VEGA no. 1/0398/22 – The current status and perspectives of the development of the market of healthy, environmentally friendly and carbon-neutral products in Slovakia and the European Union.

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Turystyka skierowana do wegan i wegetarian

Streszczenie: Obecnie bardzo dużą wagę przywiązuje się do zdrowego stylu życia i ochrony środowiska. Coraz częściej ludzie chcą chronić zarówno przyrodę, jak i swoje zdrowie i zmieniają swój sposób odżywiania. Czasem jest to po prostu spróbowanie czegoś nowego, a czasem konieczność spowodowana problemami zdrowotnymi. Weganizm i wegetarianizm są alternatywą dla konwencjonalnego sposobu odżywiania. Weganizm to jedna z najradzykalniejszych form wegetarianizmu, w której całkowicie odrzuca się spożywanie produktów pochodzenia zwierzęcego. Weganie nie jedzą mięsa, nabiału, jaj ani miodu. Weganizm to jednak nie tylko zmiana diety. Jego istota stanowi całą filozofię życia, która obejmuje ochronę praw zwierząt i ochronę środowiska. Zmiany w diecie na taką skalę bywają trudne i mogą sprawiać problemy podczas podróży. Weganizm jest mniej zbadaną dziedziną turystyki, ale gwałtowny wzrost ruchu wegańskiego i wegetariańskiego obserwowany w ostatnich latach wymaga bliższego poznania tematu. Wyżywienie, zwłaszcza dla wegan, w czasie podróży może być dużym wyzwaniem. Możliwe jest jednak zdrowe odżywianie się podczas podróży, wymaga to jedynie większego planowania przed samym wyjazdem. Liczba wegan i wegetarian rośnie z roku na rok na całym świecie, co jest ogromną szansą dla wielu firm, w tym firm transportowych. Aby skierować produkt do wegan i wegetarian, konieczne jest dobre zrozumienie tej grupy konsumentów, ich zwyczajów, zachowań, wymagań oraz czynników, które są ważne dla tego segmentu konsumentów. Celem niniejszego rozdziału jest przybliżenie czytelnikowi tematyki związanej z turystyką skierowaną do wegan i wegetarian poprzez wskazanie krajów europejskich, w których znajduje się najwięcej wegańskich i wegetariańskich restauracji, wybranych biur podróży z ofertą dla wegańskich i wegetariańskich konsumentów oraz przytoczenie przykładów wegańskich/wegetariańskich menu oferowanych przez firmy transportowe.

Słowa kluczowe: turystyka, weganie, wegetarianie, jedzenie, podróże.