



<https://www.volkswagen-vans.co.uk/en/about-us/van-life/keep-your-dog-safe-and-secure-when-driving.html>

Paw-don me, your dog can't come!

More and more dog owners are choosing to travel with their furry friends, finding it a fun and fulfilling experience for both human and dog companion alike. Yet, a large majority of people choose not to travel with their dogs due to various reasons, including limited places to stay, extra costs, and concerns about their dogs' behaviour. Investigating the reasons why some dog owners choose not to travel with their dogs is important to enhance travel experiences for dogs and their owners, ensure pet safety, promote growth in the pet-friendly travel industry, and understand the various factors influencing their decisions.

Considering that travelling with pets is a relatively new concept in South Africa, this study aims to explore the constraints behind people's travel intentions in the context of why they are not travelling with their dogs. Insights into these factors can assist the tourism industry in improving the humans' experiences of travelling with dogs.

This research study was conducted by Mieke Pienaar, a [Master's](#) student in the [Department of Marketing Management](#). The constraints that dog owners in South Africa experience when travelling with their dogs were investigated to see how they will influence their travel intentions. Three constraints were identified, namely pet-specific constraints (psychological and physiological factors), structural constraints

(external factors such as limited accommodation, additional costs, etc.) and interpersonal constraints (influence of third parties).

A self-administered online questionnaire was distributed through social media, resulting in 266 responses. The survey was intended for individuals aged 18 and older who were dog owners, making them eligible to participate.

The majority of the sample were white female Generation Z respondents who owned at least one dog. The results revealed that only one constraint was deemed statistically significant, namely pet-specific constraints. This resulted in a negative relationship between pet-specific constraints and the intentions to travel with dogs. Therefore, the implications of this finding is that managers across the holiday chain should strive to find better ways to cater for travelling dog owners, specifically in South Africa. They can do this by, for example, vets supplying medication for travelling dogs, petrol stations ensuring their premises are pet-friendly, and training staff how to engage with dogs etc.

This research was conducted as part of the fulfilment of the [Master's degree](#) in Marketing Management in 2023 with the [Department of Marketing Management](#) by Mieke Pienaar under the supervision of [Prof. Pierre Mostert](#).