

Institutional Dilemmas and Adaptive Practices of Pet Tourists

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Abstract: The rapid growth of China's pet economy has made pet tourism an emerging market, yet institutional supply lags significantly behind. Employing grounded theory and triangulated qualitative methods (auto-ethnography, policy analysis, interviews, netnography), this study investigates the structural constraints confronting pet tourists and their adaptive responses. Findings reveal three intertwined institutional dilemmas—deficiencies in formal institutions, ambiguities in informal institutions, and biases in cognitive institutions—as primary obstacles. In response, pet tourists develop dual-level adaptive practices: pre-trip adaptation (information restructuring, route planning, risk preparation) and on-journey innovation (community sharing, service co-creation, on-site negotiation). These practices generate four differentiated experiential outcomes: cancellation, compromise, success, and resistance. Theoretically, this study introduces the concept of "institutional dilemmas" into tourism experience research, constructing an analytical framework of "institutional constraints—adaptive practices—tourism experience" that reveals the institutional embeddedness of tourist experiences. It also enriches the study of informal tourism consumption from a consumer perspective, offering empirical insights for optimizing pet-friendly service provision.

Keywords: Pet tourism; Institutional dilemmas; Adaptive practices; Tourism experience; Grounded theory

1. Introduction

In recent years, the scale of China's pet economy has continued to expand, with the "pet economy" extending from traditional sectors such as food and medical care to diverse consumption scenarios including tourism and social interaction. According to the 2026 China Pet Industry White Paper (Consumption Report), China's pet consumption market reached 312.6 billion yuan in 2025. The trends of a younger pet-owning demographic and "precision pet parenting" have become increasingly prominent[1]. Against this backdrop, traveling with pets is gradually moving from a marginalized "niche behavior" into the public eye—from high-speed railways piloting pet consignment services, to civil aviation introducing "human-pet same cabin" products, and Zhejiang Province taking the lead in incorporating "developing pet-friendly tourism pilots" into official documents. A series of institutional signals indicate that pet travel is evolving from market-driven experimentation toward a policy-responsive service segmentation domain, becoming an important expression of lifestyle for pet-owning populations. Academic attention to this issue is growing. Existing literature primarily unfolds along three dimensions: first, research on the macro trends and consumption characteristics of the pet economy, such as Yu et al. (2025) on market size estimation and trend analysis of pet consumption[2]; second, studies on the micro mechanisms of pet travel behavior—Yu and Yu (2025) examined factors influencing pet owners' travel intentions based on the Theory of Planned Behavior[3], Choi et al. (2025) explored relationships among pet attachment, perceived value, and tourism loyalty[4], and Zhenda et al. (2024) analyzed pet travel experiences from the perspective of human-pet interaction[5]; Zhang et al. (2025), through a grounded analysis of young people's dog-walking "companion" sociality, revealed the "digital ecological nature" of pets as social mediators[6]. Zhang et al. (2024) systematically elucidated the conceptual characteristics of traveling with pets from the perspective of new materialism[7]. Xu et al. (2023) explored the construction mechanism of pets' moral status from a psychological perspective[8]. third, case analyses of specific business formats—Cheng et al. (2025) examined the improvisation behavior and opportunity identification processes of start-up tourism small enterprises using "Aichongyou" as a case[9], while Larrea and Smith (2025) focused on innovative practices in the pet-friendly accommodation sector[10]. While the aforementioned studies provide important references for understanding the pet tourism phenomenon, overall, existing literature predominantly focuses on the consumption motivations and behavioral decisions of "humans," with insufficient systematic attention to how "human-pet interaction" is embedded in tourism contexts and the tensions and adaptive mechanisms between institutional environments and micro-practices. The distinctiveness of pet tourism lies in its nature not merely as a consumption behavior, but as a practice that must unfold within multiple institutional constraints—institutional factors such as transportation regulations, scenic area access policies, accommodation policies, and public space management profoundly shape the action boundaries and experience quality of pet tourists. Sun et al. (2022) proposed from an economic geography perspective that research on pet phenomena should focus on the interaction between spatial practices and institutional environments[11]—a direction warranting further exploration.

Based on this, the present study introduces the concept of "institutional dilemmas" from institutional theory, aiming to systematically analyze the structural constraints faced by pet tourists and their adaptive practice mechanisms. Specifically, this paper attempts to address the following questions: What specific institutional obstacles do pet tourists encounter in real institutional environments? How do they cope with these dilemmas through diverse practical strategies? What characteristics and logic do these adaptive practices exhibit? Through investigating these questions, this study seeks to theoretically expand the institutional dimension of tourism experience research and provide empirical support for optimizing the institutional design of pet-friendly tourism at the practical level.

2. Research Methods and Coding Process

This study employs a grounded theory approach, utilizing triangulation across multiple data sources to systematically explore the institutional dilemmas faced by pet tourists and their adaptive practice mechanisms. The research follows a "bottom-up" logic of theory construction, allowing concepts and categories to emerge naturally from the empirical data, thereby avoiding preconceived theoretical assumptions.

2.1 Autoethnographic Experience

As a pet owner with eight years of experience traveling with a pet, the researcher systematically reviewed and organized travel archives dating back to 2016, including travel timelines, visual records, consumption receipts, social media traces, and documented failed attempts. In daily life routines, the researcher frequently used an enclosed pet stroller to carry a cat during activities in neighborhood shopping malls and parks, accumulating substantial micro-level experience regarding "covert carrying" and "on-site negotiation." Chengdu Tianfu Art Park, as a typical case of pet-friendly space, provided an important comparative reference—shops within this park generally accept pets, enabling the researcher to acquaint numerous companions who travel with pets there. However, more venues exhibit restrictive characteristics: most scenic areas, hotels, and restaurants explicitly prohibit pet entry, with refusal even when using enclosed strollers.

2.2 Policy Text Analysis

To clarify the institutional environment confronting pet tourists, the researcher employed policy text analysis to systematically review and analyze the content of formal institutional documents at both national and local levels pertaining to pet management, public space usage, transportation, and cultural tourism services. Data sources primarily include: The Animal Epidemic Prevention Law of the People's Republic of China (2021 Revision) and its supplementary implementing regulations; the Railway Passenger Transport Regulations; local regulations such as rail transit passenger rules; and local laws and regulations in cities with relatively high levels of pet-friendliness, including Beijing, Shanghai, Chengdu, and Shenzhen. Given that pet tourism involves cross-jurisdictional governance, the research focuses on three policy domains: transportation (railways, aviation, urban rail transit), accommodation services, and public space accessibility.

2.3 In-depth Interviews

Based on the grounded theory research paradigm, this study employed a theoretical sampling strategy to select research participants. Through a combination of purposive recruitment and snowball sampling, participants were recruited at pet-friendly parks in the Chengdu area and through channels such as Xiaohongshu, Douyin, and WeChat groups. Ultimately, 20 pet owners with experiences related to pet tourism were

selected for semi-structured in-depth interviews, continuing until theoretical saturation was achieved. Each interview lasted approximately 60 minutes, was audio-recorded in its entirety, and transcribed into textual data.

The interviewees covered a range of characteristics: (1) Pet type: predominantly dog owners (15 participants), with fewer cat owners (5 participants); no owners of non-traditional pets were interviewed. (2) Travel frequency: 7 high-frequency travelers (averaging more than once per month), 10 low-frequency travelers (averaging 1-2 times per year), and 3 individuals who had planned but not yet undertaken a trip. (3) Travel scope: primarily focused on areas surrounding their place of residence, with some traveling by private car to more distant locations. (4) Mode of transport: predominantly private car (15 participants), 3 individuals who had attempted air transport (none successfully), and 2 individuals who had used pet transport services (primarily for long-distance travel during the Spring Festival period). The interview guide was structured around three phases: pre-trip preparation, on-trip coping, and post-trip experience evaluation, with particular emphasis on key events and decision-making processes related to "the most memorable trip taken with a pet."

2.4 Netnography

Participatory observation was conducted on Xiaohongshu, Douyin, and WeChat groups over a six-month period. Observation on Xiaohongshu focused on topics such as "#travelingwithpets" and "#petfriendlyhotels," collecting data on the content characteristics, visual presentations, and interaction patterns within the comment sections of highly engaged posts. Observation on Douyin focused on the narrative strategies of short videos featuring pet travel and the community interactions in their comment sections. Observation within WeChat groups involved joining three local Chengdu-based pet travel communities (with membership sizes of 120, 85, and 200 individuals respectively), documenting interactive behaviors such as real-time information sharing, updates to blacklists/whitelists, and recruitment for travel companionship. Netnography provided a crucial context for understanding the community coordination mechanisms and information dissemination patterns among pet tourists.

2.5 Coding Process

Data analysis followed the classic grounded theory coding procedures, facilitated by NVivo 12 software.

(1) Open Coding: Interview transcripts, netnographic data, and policy texts were analyzed line-by-line to identify initial categories. Key concepts identified included "information seeking," "route restructuring," "accommodation negotiation," "community sharing," "covert carrying," "on-site negotiation," "emotional labor," and "withdrawal decision-making."

(2) Axial Coding: Connections between categories were established, forming the core axis of "obstacle-coping-experience." The principal relationships identified included: ① Absence of formal institutions → information seeking and route restructuring; ② Confusion in informal institutions → accommodation negotiation and on-site negotiation; ③ Bias in cognitive institutions → emotional labor and identity management; ④ Individual adaptation + collective innovation → differentiated experiential outcomes.

(3) Selective Coding: Centering on the core category of "institutional dilemma and adaptive practice," all data were integrated to construct a theoretical model. During the theoretical sampling phase, supplementary interviews were conducted with extreme cases to verify and enrich the theoretical model, including: a case of successfully taking a cat into a high-altitude scenic area; a case of mid-trip abandonment due to pet stress; and a case of discovering an unauthorized access point through community collaboration.

2.6 Research Ethics

All interviewees signed informed consent forms, which clearly explained the research purpose, data usage methods, and confidentiality measures. Interview content was anonymized, and information concerning specific locations and establishment names was de-identified through encoding. In netnographic observations, screenshots from WeChat groups were anonymized by concealing member profile pictures and nicknames. Policy text analysis strictly relied on official documents obtained from public sources and did not involve any internal or non-public materials.

3. Results

3.1 Three Manifestations of Institutional Dilemmas

3.1.1 Absence of Formal Institutions: Policy Ambiguity and Fragmented Enforcement

The absence of formal institutions constitutes the primary dilemma confronting pet tourists. Although national-level laws and regulations such as the Animal Epidemic Prevention Law, the Railway Passenger Transport Regulations, and the China Civil Aviation Rules on Domestic Transport of Passengers and Baggage address pet transportation, they all lack detailed implementing rules. This deficiency results in inconsistent enforcement standards and fragmented, localized decision-making.

Fragmentation is particularly pronounced in the transportation sector. Regarding railway transport, despite the expansion of a high-speed rail pet transport trial to 8 lines and 25 stations starting June 2025, the rules mandating "isolated transport, separation of people and pets, and dedicated caretaker supervision" prevent pet owners from accompanying their animals. Furthermore, weight and size restrictions (15 kg, 40 cm shoulder height) exclude the majority of medium-sized dogs. In air transport, although 16 airlines, including Hainan Airlines and China Eastern Airlines, have introduced "pets in cabin" services, significant disparities exist in pet carrier dimensions, breed restrictions, and fee structures. With a limit of 2-4 pets per flight, securing a booking is challenging. Interviewee S7 stated that after consulting with China Eastern and Hainan Airlines, the plan to travel with their cat ultimately failed due to the differing carrier size requirements.

In the domain of scenic spots, the absence of formal institutions manifests as a general pattern of "prohibition as the rule, permission as the exception." The "Standards of Rating for Quality of Tourist Attractions" contains no provisions regarding pet admission, leading to disparate local legislation, with over 85% of national A-grade and above scenic spots explicitly stating "pets not allowed." However, some scenic spots operate within "policy gray areas," where pets are not explicitly prohibited or enforcement regarding pet strollers is lax. While this creates room for negotiation, it simultaneously increases the uncertainty associated with travel.

The institutional absence is even more severe in the accommodation sector. No mandatory national standards exist, and the industry-recommended standard, "Specification for Pet Hotel Service," has limited binding force. The "pet-friendly" labels on OTA platforms lack verification mechanisms, leading to frequent inconsistencies between advertised claims and actual practice. Interviewee S12 encountered a hotel labeled as friendly on a platform, only to be charged a 200 RMB cleaning fee upon arrival and informed that they would be expelled if the pet barked excessively.

3.1.2 Confusion in Informal Institutions: Unreliability of Platform Labels and Verbal Promises

The confusion in informal institutions stems from the arbitrariness of industry practices and the informal nature of contractual relationships. In the homestay sector, a common strategy is "verbal permission, written disclaimer." Operators verbally agree to accept pets but do not include this in the accommodation contract, thereby transferring all risk entirely onto the consumer. Interviewee S3 stated that the landlord agreed via WeChat to allow a cat, but upon arrival, demanded a supplementary agreement stipulating compensation of 1000 RMB for any item damage, a condition the interviewee found highly unreasonable. "Selective enforcement" at scenic spots exacerbates the confusion. Enforcement standards can vary at the same scenic spot depending on the time or entry point—strict on weekends and holidays, relatively lax on weekdays; thorough checks at the main gate, often unguarded at side entrances. Interviewee S9 mentioned being able to enter a certain wetland park with a pet stroller before 8 a.m., but being stopped after 9 a.m. due to a "leadership inspection."

Although pet tourist communities have developed informal coping mechanisms through WeChat groups and Xiaohongshu, creating and updating "blacklists/whitelists" regarding the strictness of enforcement at various places, this mechanism relies on interpersonal trust and timely information. Consequently, it suffers from lag and the risk of misinformation. Interviewee S15 traveled to a homestay based on community information, only to find that the policy had changed and pets were no longer accepted following a previous guest's pet causing damage.

3.1.3 Cognitive Institutional Bias: The Stigmatization of "Pets as Trouble"

Cognitive institutional bias is manifested in the negative social stereotypes surrounding pet tourism. Labels such as "pets = trouble" and "pet owners = lack of public civility" are widespread. The refusal is particularly resolute in upscale hotels, fine dining restaurants, and cultural venues, implicitly conveying a dual skepticism regarding both the consumption capacity and the civilized conduct of pet owners. The experience of Interviewee S18 is highly illustrative. Attempting to bring a cat in an enclosed, silent, and odorless stroller into an upscale restaurant within a shopping mall, they were refused entry on the grounds of potentially "disturbing other guests." Meanwhile, a loudly disruptive child at a neighboring table was not intervened with. This starkly reveals a species hierarchy within cognitive bias: the "noise" of human children is perceived as natural, whereas the "silence" of a pet is still presupposed as a potential threat. Negative evaluations on social media further reinforce this bias. Content related to pet travel on platforms like Xiaohongshu and Douyin often attracts comments such as "selfish" and "inconsiderate of others," creating public opinion pressure. Consequently, some pet owners adopt "concealment strategies." Interviewee S6 stated that when traveling with their dog, they do so discreetly, avoiding location tags and real-time updates, and even restricting the audience for posts on WeChat Moments to avoid criticism from colleagues.

3.2 Two-Tier Strategies of Adaptive Practice

3.2.1 Pre-Trip Adaptation: Information Restructuring, Route Planning, and Risk Preparation

Information restructuring constitutes the starting point of adaptive practice. Due to the insufficiency of official information, pet tourists turn to informal communities such as Xiaohongshu, Douyin, and WeChat groups for information. Search keywords have also expanded from "pet-friendly" to gray-area terms like "sneak in" and "conceal." Interviewee S2 stated that searching for "taking a dog to Jiuzhaigou" yields practical information shared by netizens, such as "which entrance has lenient security" and "what time to go when no one checks." To ensure information accuracy, a cross-verification mechanism of "platform information → phone confirmation → community verification → on-site reconnaissance" has developed. Interviewee S10 would record phone calls with preferred homestays, secure confirmation via WeChat text, and then inquire about others' stay experiences in the community before booking only after multiple verifications.

Route planning adopts spatial avoidance and flexible design, proactively avoiding scenic spots that prohibit pets and opting for suburbs, rural areas, or undeveloped zones. Simultaneously, alternative routes are planned, egress options are reserved, and veterinary clinics along the way are marked. When planning a trip to Western Sichuan, Interviewee S4 abandoned the pet-prohibiting Jiuzhaigou in favor of Zhongcha Valley, which has no management restrictions, and also identified three backup accommodation options.

To mitigate institutional risks and pet travel stress, tourists engage in systematic material and relational preparation. On one hand, they equip themselves with a "mobile safety kit," including enclosed strollers, anti-stress medication, and soothing items, leveraging concealment equipment to enhance travel convenience. On the other hand, they mobilize social relations by seeking travel companions and engaging in emotional negotiation with business operators, employing strategies such as pledging self-discipline and invoking emotional resonance to secure reception permission, thereby achieving travel objectives within institutionally ambiguous areas.

3.2.2 On-Site Innovation: Community Sharing, Service Co-Creation, and On-Site Negotiation

Community sharing functions as a real-time information collaboration mechanism. WeChat groups serve as "distributed intelligence networks," where members provide real-time updates on the strictness of enforcement at scenic spots, emergent situations at hotels, and route conditions. This information possesses high timeliness and contextual specificity, compensating for the lag in official information. Community sharing also facilitates experience diffusion and collective action mobilization; successful cases are rapidly imitated, while lessons from failures become collective memory. When encountering injustice, the community mobilizes collective actions such as joint complaints and online exposure. A community action involving Interviewee S16 led to a platform delisting a hotel that had reneged on its agreement.

Service co-creation represents a grassroots effort to fill the gaps left by formal services. Pet transport vans are a typical example, providing "door-to-door" long-distance transport during the Spring Festival, circumventing the inconveniences of high-speed rail and air travel. Interviewee S19 chose a transport van to take their dog back to Shandong. Although the cost of 2000 RMB was higher than flying, they felt more at ease knowing the pet was cared for throughout the journey and real-time video was available. Other common forms include pet charter bus groups, temporary boarding networks, and collaboratively built pet-friendly maps. Although these services operate in the gray area of the informal economy—lacking licenses and insurance, relying on interpersonal trust—they enable numerous pet travel plans to materialize.

On-site negotiation is the core link in navigating institutional constraints. In micro-interactions with security guards and shopkeepers, pet tourists have developed four main strategies: the vulnerability strategy, emphasizing having traveled a long distance or the pet's old age; the compliance strategy, presenting vaccination proof and pledging to leash and enclose; the emotional strategy, evoking empathy from the other party; and the tactical strategy, choosing times with lax supervision, utilizing spatial blind spots, or using concealment equipment. Negotiation success depends on situational judgment and rapid adjustment. The researcher's experience indicates that older security guards are relatively lenient, success rates plummet during leadership inspections, and using a stroller has a higher success rate than using a backpack.

3.3 Four Outcomes of Tourism Experience

Based on coping effectiveness and experience quality, the travel outcomes for pet tourists manifest as four types:

(1) Cancellation Type: Institutional obstacles prove insurmountable, ultimately leading to abandonment of the trip. This often occurs after failed attempts at high-speed rail or air transport, or consecutive rejections by accommodations. Interviewee S5 planned to take their cat to Shanghai but, due to excessive transportation restrictions, ultimately left the cat at home and traveled alone. Cancellation decisions are accompanied by disappointment and guilt, with some pet owners attributing the failure to their own inadequate preparation. (2) Compromise Type: Expectations are adjusted and experience standards are lowered to achieve a "downgraded trip." This manifests as changing to a closer destination, sleeping in the car, forgoing core scenic spots, or shortening the itinerary. Interviewee S8 abandoned the distant destination of Guangxi for the closer Guizhou, choosing accommodation in a county town homestay rather than near the scenic area. The compromise type yields a medium-level experience quality, where satisfaction coexists with regret. (3) Success Type: Through thorough preparation and effective strategies, institutional constraints are circumvented, intended goals are achieved, and a satisfying experience is obtained. Key elements include comprehensive information gathering, effective community support, and opportune negotiation timing. Interviewee S14, acting on community intelligence, entered a certain scenic spot before 7 a.m., carrying the cat in a stroller throughout without being questioned, making the trip very smooth. The success type is accompanied by a sense of achievement and community recognition, and the experience is often compiled into a guide and shared. (4) Resistance Type: Confrontational actions are taken after encountering conflict, resulting in an experience charged with tension and negative emotions. Forms of confrontation include on-site arguments, online exposure, complaints, and negative reviews. After being expelled from a scenic spot without reason, Interviewee S17 called the 12345 complaint hotline and exposed the incident on Douyin, eventually receiving an apology from the scenic spot and a ticket refund. Although the resistance type may yield compensation, it entails considerable emotional labor, and some pet owners may subsequently abandon the destination.

These four outcomes are interconvertible. The compromise type may transform into the success type upon discovering new strategies, while

the success type may shift to the resistance type due to sudden policy tightening. This fluidity reflects the complexity of institutional dilemmas and the ongoing nature of adaptive practice.

4. Discussion

4.1 Theoretical Contributions

This study introduces the concept of "institutional dilemmas" into tourism experience research, transcending the limitation of traditional studies that emphasize embodiment and context while neglecting institutional constraints. The analytical framework of "institutional dilemmas—adaptive practices—tourism experience" constructed in this research reveals the institutional embeddedness of tourism experiences: pet tourists do not freely choose tourism products but rather create possibilities for travel within constraints—deficiencies in formal institutions give rise to information seeking, ambiguities in informal institutions generate informal alternative mechanisms, and cognitive biases foster identity management strategies. This framework can be extended to research on informal tourism consumption such as backpacking and self-driving travel, offering a new perspective for understanding tourist agency under institutional constraints. This study also supplements the consumer perspective within informal consumption research. Existing studies predominantly focus on the supply side of informal employment, with insufficient attention to the demand side. Pet tourists' realization of travel with pets through community sharing and service co-creation represents an informal consumption practice under conditions of inadequate formal institutional supply. While such practices demonstrate innovative adaptability, they are also accompanied by issues such as lack of rights protection, information asymmetry, and excessive emotional and energetic consumption—as evidenced by the four differentiated experiential outcomes (cancellation, compromise, success, and resistance). The emergence of resistance experiences precisely illustrates that when consumers' adaptive practices fail to effectively breach institutional constraints, dissatisfaction may potentially transform into questioning and challenging of the institutions themselves.

4.2 Managerial Implications

The core implication is that the bottleneck in pet tourism development lies in the transaction costs elevated by lagging institutional supply, requiring coordinated efforts across three dimensions. At the destination level, the "one-size-fits-all" pet prohibition should be abandoned in favor of differentiated access standards based on factors such as pet size and time periods; establish "pet-friendly" certification to reduce selective enforcement. At the platform level, standardize OTA label verification and construct bidirectional credit evaluation mechanisms; introduce "pet-friendly insurance" to disperse operational risks. At the policy level, advance high-speed rail pet consignment pilots and unify airline standards for pets in cabins; guide the standardized development of informal services. The existence of resistance experiences suggests that if institutional optimization lags for extended periods, some adaptive practices may potentially shift toward challenging established rules.

4.3 Research Limitations and Future Directions

This study has three notable limitations. First, the research sample primarily originates from the Chengdu area; influenced by regional characteristics, the cross-regional applicability of the research findings requires further validation. Second, the auto-ethnographic research method employed, despite repeated reflection, cannot completely avoid subjective bias. Third, the research perspective primarily focuses on pet tourists, lacking bilateral analysis with destination managers and policymakers, and fails to provide adequate explanation for the intrinsic dynamic mechanisms of institutional change related to pet tourism. Addressing these limitations, future research can be deepened in three directions. First, conduct cross-regional comparative studies of pet tourism to precisely identify the specific impact mechanisms of local institutional differences on pet tourism experiences, thereby constructing more universally applicable theoretical models for pet tourism research. Second, introduce quantitative research methods to verify the intrinsic relationships among "institutional obstacles—coping strategies—experience satisfaction," while developing scientifically sound and applicable measurement tools for pet tourism experience quality. Third, continuously track the effects of policy practices such as high-speed rail pet consignment pilots and unified airline pet transport standards, deeply analyze the trigger conditions and diffusion mechanisms of institutional change related to pet tourism, and provide solid evidence-based foundations for subsequent policy optimization and improvement.

5. Conclusion

This study demonstrates that the current development of China's pet tourism industry is fundamentally constrained by a triple institutional dilemma comprising deficiencies in formal institutions, ambiguities in informal institutions, and biases in cognitive institutions—precisely the core factors restricting the release of pet tourism consumption potential. Faced with these constraints, pet tourists have progressively developed dual-level adaptive practice strategies: thorough preparation before travel through information restructuring, route planning, and risk preparation; and overcoming practical obstacles during journeys through community sharing, service co-creation, and on-site negotiation. The differential effectiveness of these coping strategies ultimately produces four differentiated tourism experience outcomes: cancellation, compromise, success, and resistance. Thus, advancing targeted institutional optimization constitutes a critical pathway for promoting the healthy development of pet tourism and enhancing the quality of pet tourists' experiences.

Declaration of Conflicting Interests

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Data Sharing Agreement

The datasets used and/or analyzed during the current study are available from the corresponding author on reasonable request.

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