

**ANALYSIS OF DOMESTIC AND INTERNATIONAL TOURIST ACCEPTANCE
OF ANIMAL WELFARE CERTIFIED ANIMAL PRODUCTS****Analisis Penerimaan Wisatawan Domestik dan Internasional terhadap Produk Hewan
Bersertifikasi *Animal Welfare*****Dian Kristi^{1*}, Kadek Karang Agustina², I Wayan Sukernayasa³**¹Undergraduate Student of Veterinary Education, Faculty of Veterinary Medicine, Udayana University, Bukit Jimbaran Campus, Bali, 80361, Indonesia²Veterinary Public Health Laboratory, Faculty of Veterinary Medicine, Udayana University, Jl. PB Sudirman, Denpasar, Bali, 80232, Indonesia³Veterinary Reproduction Laboratory, Faculty of Veterinary Medicine, Udayana University, Jl. PB Sudirman, Denpasar, Bali, 80232, Indonesia

*Corresponding author email: kristi.2209511124@student.unud.ac.id

How to cite: Kristi D, Agustina KK, Sukernayasa IW. 2026. Analysis of domestic and international tourist acceptance of animal welfare certified animal products. *Bul. Vet. Udayana*. 18(3): 563-576. DOI: <https://doi.org/10.24843/bulvet.2026.v18.i03.p08>

Abstract

The implementation of animal welfare is an important aspect of sustainable livestock systems as it directly affects the quality and safety of animal products. Increasing global awareness of ethical issues has driven demand for animal welfare–certified products, particularly in tourist destinations such as Bali. This study aims to analyze the level of knowledge, attitudes, and acceptance of domestic and international tourists toward animal welfare–certified animal products in Bali. The study employed an observational method with a descriptive quantitative and qualitative approach, involving 222 respondents consisting of 111 domestic tourists and 111 international tourists. Data were collected through questionnaires and analyzed descriptively, as well as using the Mann–Whitney test to identify differences between groups. The results showed that international tourists have a higher level of knowledge compared to domestic tourists, particularly regarding the concepts, indicators, and certification of animal welfare. Both groups demonstrated positive attitudes; however, international tourists exhibited a higher level of acceptance, reflected in their purchase intention, willingness to pay more, and tendency to choose and recommend certified products. There were highly significant differences between the two groups in terms of knowledge as well as attitudes and acceptance ($p < 0.01$). It can be concluded that the level of knowledge plays an important role in shaping consumer attitudes and acceptance, with international tourists representing a key potential market. Therefore, it is recommended that the government, business actors, and the tourism industry enhance education efforts, expand product availability, and optimize promotion and

information transparency to increase consumer interest in animal welfare products in Indonesia.

Keywords: Animal Welfare, Consumer Acceptance, Sustainable Livestock Products, Animal Welfare Certification, Bali Tourists

Abstract

Penerapan kesejahteraan hewan menjadi aspek penting dalam sistem peternakan berkelanjutan karena berpengaruh terhadap kualitas dan keamanan produk hasil ternak. Meningkatnya kesadaran global terhadap isu etika mendorong permintaan produk bersertifikasi animal welfare, terutama di destinasi wisata seperti Bali. Penelitian ini bertujuan untuk menganalisis tingkat pengetahuan, sikap, dan penerimaan wisatawan domestik dan internasional terhadap produk hewan bersertifikasi animal welfare di Bali. Metode yang digunakan adalah observasional dengan pendekatan deskriptif kuantitatif dan kualitatif, melibatkan 222 responden yang terdiri dari 111 wisatawan domestik dan 111 wisatawan internasional. Data dikumpulkan melalui kuesioner dan dianalisis secara deskriptif serta menggunakan uji Mann-Whitney untuk mengidentifikasi perbedaan antar kelompok. Hasil penelitian menunjukkan bahwa wisatawan internasional memiliki tingkat pengetahuan yang lebih tinggi dibandingkan wisatawan domestik, terutama terkait konsep, indikator, dan sertifikasi animal welfare. Kedua kelompok menunjukkan sikap positif, namun tingkat penerimaan wisatawan internasional lebih tinggi, tercermin dari minat beli, kesediaan membayar lebih, serta kecenderungan memilih dan merekomendasikan produk bersertifikasi. Terdapat perbedaan yang sangat signifikan antara kedua kelompok pada variabel pengetahuan serta sikap dan penerimaan ($p < 0,01$). Dapat disimpulkan bahwa tingkat pengetahuan berperan penting dalam membentuk sikap dan penerimaan konsumen, dengan wisatawan internasional sebagai pasar potensial utama. Oleh karena itu, disarankan agar pemerintah, pelaku usaha, dan industri pariwisata meningkatkan edukasi, memperluas distribusi produk, serta mengoptimalkan promosi dan transparansi informasi guna meningkatkan minat konsumen terhadap produk animal welfare di Indonesia.

Kata Kunci: Kesejahteraan Hewan, Penerimaan Konsumen, Produk Peternakan Berkelanjutan, Sertifikasi *Animal welfare*, Wisatawan Bali

INTRODUCTION

Animal welfare is a concept that refers to the physical and mental conditions of animals that allow them to live, develop, and express their natural behaviors without suffering. This concept encompasses aspects of health, comfort, nutrition, safety, and freedom of behavior, which form the basis for developing ethical and sustainable livestock systems (Sardar *et al.*, 2023). The implementation of optimal animal welfare not only improves the environmental conditions and health of livestock, but also prevents the occurrence of chronic stress that can trigger physiological disorders, such as immunosuppression through activation of the hypothalamic-pituitary-adrenal axis (Blokhuis *et al.*, 2008). Therefore, animal welfare not only serves to protect animals from suffering, but also plays an important role in ensuring the quality and safety of animal products that have a direct impact on consumer health (Teshome *et al.*, 2022).

As global awareness of ethical issues, food safety and sustainability increases, demand for animal welfare certified animal products continues to rise (Alonso *et al.*, 2020). This certification guarantees quality, safety, and husbandry practices that meet international standards, thus providing strategic added value to livestock products. Consumers in several countries have shown a strong preference for labels explaining the conditions under which animals are raised before consumption (Spain *et al.*, 2018), and in Indonesia this awareness is starting to grow with the willingness to pay more for animal welfare certified products

(Widiarta *et al.*, 2022). However, Indonesia still faces challenges in implementing animal welfare, where livestock production systems tend to focus on increasing quantity rather than quality and ethical aspects (Mayasari *et al.*, 2023). The government itself has begun to direct policies towards a sustainable livestock system based on animal welfare (Retnam *et al.*, 2017), but the gap between global market demands and practices in the field remains a major problem.

Bali, as one of Indonesia's leading tourist destinations, receives millions of tourists annually, driven by high demand for animal products, thus offering significant potential as a market for animal welfare-certified products. Statistics project Bali to welcome 16.45 million tourists by 2024, comprising 6.33 million international tourists and 10.12 million domestic tourists (BPS Bali, 2025). The diverse characteristics of tourists with varying levels of awareness of sustainability and ethical consumption issues make Bali a strategic location for studying consumer behavior toward animal welfare-certified products.

This study aims to analyze differences in knowledge, attitudes, and acceptance of animal welfare-certified animal products in Bali between domestic and international tourists. The results are expected to identify potential consumer segments and provide a basis for businesses, livestock farmers, and the tourism industry to formulate strategies for developing and marketing animal products that are more sustainable, ethical, and aligned with consumer preferences.

RESEARCH METHOD

Ethical Suitability of Experimental Animals

This study used an interview method with domestic and international tourists without direct intervention on animals so that it did not require ethical feasibility of experimental animals.

Research Object

The objects of this study were domestic tourists (111 respondents) and international tourists (111 respondents) in Bali, resulting in a total sample of 222 respondents. The sample was determined because the population size was not known with certainty, so the Lemeshow formula was used to calculate the minimum sample size. Based on calculations with a 95% confidence level ($z = 1.96$), proportion estimation ($p = 0.5$), and a 10% error rate ($d = 0.1$), the minimum sample size was 96.04 respondents. The sample size in this study was then increased to 222 respondents to ensure that the research results were more representative and able to describe the population's condition more accurately.

Research Design

This research design employed an observational method, which involves observing and collecting data without providing any treatment or testing to the research subjects. The approaches employed were descriptive qualitative and quantitative. The qualitative approach was conducted through interviews to explore tourists' experiences, reasons, and perceptions of animal welfare-certified products, while the quantitative approach was used to measure and numerically describe consumers' levels of knowledge, attitudes, and acceptance.

Research Variables

There are three research variables in this study. The independent variable is animal welfare-certified animal products. The dependent variables include consumer knowledge, attitudes, and acceptance of these products, as measured by the level of understanding, assessment, and willingness to purchase and consume. The control variable is the type of tourist, namely domestic and international tourists, which is used to control for differences in respondent characteristics in the analysis.

Data Collection Methods

The data used in this study were obtained through a survey method with face-to-face interview techniques using structured questionnaires to respondents who had met the research criteria, namely domestic tourists and international tourists who were visiting coastal tourist areas in Bali.

Data Analysis

The data obtained from the questionnaire were first tabulated by grouping respondents' answers based on the variables of knowledge, attitude, and acceptance of animal welfare certified products, then each answer was given a score according to the provisions of the scale used, namely a Likert scale of 1–5, scores of 1 and 0 for yes/no answers, and scores of 2, 1, and 0 for the options yes, the same, and no.

The scores of each respondent were added up and the percentage was calculated using the index formula, namely $\text{Index (\%)} = (\text{total score obtained}/\text{maximum score}) \times 100\%$, then categorized into very good/very accepting (81–100%), good/accepting (61–80%), quite good/quite accepting (41–60%), less good/less accepting (21–40%), and not good/not accepting (0–20%).

Data analysis was conducted descriptively to describe the characteristics of respondents as well as their level of knowledge, attitude, and acceptance through frequency and percentage calculations, which were then presented in tabular form. Furthermore, a comparative analysis was conducted using the Mann-Whitney U test to determine whether there were significant differences between domestic and international tourists regarding the variables of knowledge, attitude, and acceptance. This test was used because it compared two independent sample groups with ordinal data. The test results are presented in a table containing the mean rank value, significance value, and test decision, where a significance value <0.01 indicates a very significant difference, while a significance value >0.05 indicates no significant difference between the two groups of respondents.

RESULTS AND DISCUSSION

Results

Respondent Characteristics

Based on the respondent characteristics in Table 1, it shows that both domestic and international tourists are predominantly female. In terms of age, domestic tourists are predominantly in the 26-35 age range, while international tourists are predominantly in the 46-55 age range. Based on education level, the majority of respondents have a bachelor's degree, especially among international tourists. However, the proportion of domestic tourists with a high school degree is slightly higher. In terms of occupation, the majority of respondents are employees.

Consumer Knowledge Level of Animal Welfare Certified Products

Based on Table 2, international tourists' knowledge levels are higher than domestic tourists'. Domestic tourists are more likely to be in the poor category, while international tourists are predominantly in the very good category. This indicates that international tourists have a better understanding of the concept of animal welfare, the benefits of certified products, and the importance of animal welfare than domestic tourists.

Consumer Attitudes and Acceptance of Animal Welfare Certified Products

Based on Table 2, regarding the attitude and acceptance variables, the majority of respondents from both groups were in the acceptance category toward animal welfare-certified products. Meanwhile, the category with the fewest respondents in both groups was very accepting,

although the number of international tourists in this category remained higher than domestic tourists. This indicates that international tourists have a stronger tendency to accept certified products than domestic tourists.

Respondents' Knowledge about Animal Welfare

Based on Table 4, the knowledge level results show that the majority of international tourists are more familiar with the concept of animal welfare than domestic tourists. The indicators most widely recognized by both groups are the guarantee of food and drink and safe and comfortable accommodation, while freedom of expression is the least known. Knowledge and familiarity with animal welfare certification are also higher among international tourists. Furthermore, the advantages of welfare products most widely recognized by both groups are that they are healthier, safer to consume, and of better quality.

Attitudes and Interest in Purchasing Certified Products

Based on Table 5, the majority of domestic and international respondents expressed positive attitudes toward animal welfare farming practices and considered humane treatment of animals important. The perception that animal welfare products are healthier and of higher quality also dominated both groups. International tourists showed a higher interest in purchasing, selecting, and paying more for animal welfare-certified products compared to domestic tourists. Quality was a key consideration in purchasing decisions, while limited access to products was a barrier for both groups. Furthermore, the majority of respondents considered information about animal welfare products to be limited, although most expressed interest in purchasing and recommending such products if their availability increased at competitive prices. Therefore, recommendations provided by both groups of respondents, as shown in Table 6, included increased public education, promotion through social and mass media, clear labeling on packaging, more affordable prices, and expanded product distribution in modern markets, restaurants, and hotels. This indicates that increased information and accessibility are important factors in increasing consumer acceptance of animal welfare-certified products.

Discussion

Based on Table 3, the results of the Mann-Whitney test show a highly significant difference in the level of knowledge between domestic and international tourists with a p-value of 0.000 (<0.01). The mean rank of international tourists is 134.87, higher than that of domestic tourists at 88.13. In the attitude and acceptance variables, there is also a highly significant difference with a p-value of 0.008 (<0.01). The mean rank of international tourists is 120.47, while that of domestic tourists is 102.53. These data indicate that international tourists have a higher level of acceptance of animal welfare-certified products.

Analysis of Tourist Knowledge of Animal Welfare and Certified Products

The study results show that international tourists have a higher level of knowledge regarding animal welfare concepts, Five Freedoms indicators, and familiarity with certification compared to domestic tourists. This gap reflects the important role that exposure to information and strengthening regulations in developed countries play in shaping consumer understanding (Clark *et al.*, 2017; Parlasca *et al.*, 2023). On the other hand, the limited knowledge of domestic tourists, which tends to be limited to the physical aspects of animal care, is in line with findings that in developing countries, education regarding animal welfare is not optimal and labeling systems are not standardized (Retnam *et al.*, 2017; Aprillian & Leucci, 2025). The low level of familiarity with animal welfare certification among domestic tourists is also related to the limited availability of certified products on the market, so consumers do not have direct experience or adequate exposure to information (Carnovale *et al.*, 2021; Parlasca *et al.*, 2023).

Nevertheless, both groups of tourists had relatively equal knowledge regarding the quality and food safety advantages of animal welfare products, which indicates that functional benefits are more easily understood than the ethical value of production (Alonso *et al.*, 2020; Liang *et al.*, 2022).

Analysis of Domestic and International Tourists' Attitudes and Acceptance of Animal Welfare-Certified Animal Products

In terms of attitudes and acceptance, the majority of domestic and international tourists expressed very positive attitudes toward animal husbandry practices that prioritize animal welfare and consider humane treatment important. This aligns with global findings that concern for farmed animals is growing, driven by moral values and ethical awareness (Alonso *et al.*, 2020; Perrone *et al.*, 2025). The perception that animal welfare products are healthier and of higher quality also applies to both groups, which is consistent with research by Liang *et al.* (2022) that consumers associate good production standards with superior quality. However, purchase intention, likelihood of choice, and the influence of certification labels on purchasing decisions are higher among international tourists. This difference is due to the greater level of familiarity and trust in labels among international consumers, possibly because they come from countries with established certification systems (Carnovale *et al.*, 2021; Schütz *et al.*, 2023). Meanwhile, domestic tourists still show a more neutral attitude, reflecting a lack of exposure to information and direct experience (Cornish *et al.*, 2016).

Willingness to pay (WTP) and factors influencing purchasing decisions also show a similar pattern. International tourists have a higher WTP, supported by higher levels of education and income (Clark *et al.*, 2017; Perrone *et al.*, 2025). Quality remains the primary factor for both groups, while price and certification are secondary considerations (Carnovale *et al.*, 2021; Liang *et al.*, 2022). Experiences in purchasing animal welfare products and market access appear to differ. The majority of domestic tourists have never purchased them and are unaware of where to obtain them, unlike international tourists who have been exposed to various distribution channels. This reflects the fact that in Indonesia, there are still few farms that implement animal welfare standards, likely due to high investment costs, the dominance of small-scale farms, and a lack of incentives and regulations to encourage animal welfare (Mayasari *et al.*, 2023; Parlasca *et al.*, 2023). However, purchasing intentions will increase if product availability increases and prices become more competitive, especially among domestic groups who are still hesitant (Cornish *et al.*, 2016; Gorton *et al.*, 2023).

Factors that can increase purchasing intention differ between the two groups. Domestic tourists are more motivated by health benefits (personal benefits), while international tourists are more motivated by ethical values, namely not torturing livestock. This difference is consistent with the finding that consumers in developing countries tend to prioritize functional attributes, while consumers in developed countries consider moral aspects more (Alonso *et al.*, 2020; Liang *et al.*, 2022). The sources of information accessed also differ, domestic tourists predominantly use social media, while international tourists access news and animal welfare foundations, which shows a diversity of information exposure (Cornish *et al.*, 2016). Both groups agreed that information about animal welfare products is still very limited, which is the root of the low knowledge and experience of domestic tourists and the dependence on knowledge from the country of origin for international tourists (Carnovale *et al.*, 2021). Respondents' recommendations for raising awareness focused on education, social media promotion, clear labeling, and increasing product availability at affordable prices. This aligns with literature that emphasizes the importance of outreach and transparency in building consumer trust (Cornish *et al.*, 2016; Schütz *et al.*, 2023). Overall, the differences in knowledge, attitudes, and acceptance between domestic and international tourists in this study are in line with the

framework that structural factors (regulation, availability, exposure to information) and individual factors (education, income, ethical values) together shape consumer behavior towards animal welfare-certified products (Clark *et al.*, 2017; Carnovale *et al.*, 2021; Gorton *et al.*, 2023).

CONCLUSIONS AND SUGGESTIONS

Conclusions

International tourists have higher knowledge, attitudes, and acceptance of animal welfare-certified products than domestic tourists. While both groups exhibit positive attitudes, international tourists have a better understanding of the concept and are more willing to purchase and pay more. This difference is significant and is influenced by access to information, experience, and product availability in their home country.

Suggestions

Increased outreach and education regarding animal welfare, particularly for domestic tourists, is needed, involving the government, certification bodies, academics, and tourism industry players. Furthermore, distribution of certified products needs to be expanded to make them more accessible in markets, restaurants, and hotels. Certification labels should also be made more informative and supported by promotions through social media to increase consumer trust. Further research is recommended to examine other factors such as culture, income, and consumer preferences to deepen market understanding.

ACKNOWLEDGEMENT

The author would like to thank all parties who have helped and provided support in completing this writing.

REFERENCES

- Alonso, M. E., González-Montaña, J. R., & Lomillos, J. M. (2020). Consumers' concerns and perceptions of farm animal welfare. *Animals*, *10*(3), 385. <https://doi.org/10.3390/ani10030385>
- Aprillian, R., & Leucci, F. (2025). Animal welfare claims in Indonesia: Comparative study of EU standards and proposed regulatory framework. *Tropical Animal Science Journal*, *48*(6), 564–571.
- Badan Pusat Statistik Provinsi Bali. (2025a). *Number of monthly domestic tourists to Bali, 2004–2024*. <https://bali.bps.go.id/id/statistics-table/1/MjkjMQ==/banyaknya-wisatawan-domestik-bulanan-ke-bali--2004-2024.html>
- Badan Pusat Statistik Provinsi Bali. (2025b). *Number of foreign tourists to Bali and Indonesia, 1969–2024*. <https://bali.bps.go.id/id/statistics-table/1/MjgiMQ==/banyaknya-wisatawan-mancanegara-ke-bali-dan-indonesia--1969-2024.html>
- Blokhuis, H. J., Keeling, L. J., Gavinelli, A., & Serratos, J. (2008). Animal welfare's impact on the food chain. *Trends in Food Science & Technology*, *19*(Suppl. 1), S79–S87. <https://doi.org/10.1016/j.tifs.2008.09.007>
- Carnovale, F., Jin, X., Arney, D., Descovich, K., Guo, W., Shi, B., & Phillips, C. J. C. (2021). Chinese public attitudes towards, and knowledge of, animal welfare. *Animals*, *11*(3), 855. <https://doi.org/10.3390/ani11030855>

- Clark, B., Stewart, G. B., Panzone, L. A., Kyriazakis, I., & Frewer, L. J. (2017). Citizens, consumers and farm animal welfare: A meta-analysis of willingness-to-pay studies. *Food Policy*, 68, 112–127. <https://doi.org/10.1016/j.foodpol.2017.01.006>
- Cornish, A., Raubenheimer, D., & McGreevy, P. (2016). What we know about the public's level of concern for farm animal welfare in food production in developed countries. *Animals*, 6(11), 74. <https://doi.org/10.3390/ani6110074>
- Gorton, M., Yeh, C. H., Chatzopoulou, E., White, J., Tocco, B., Hubbard, C., & Hallam, F. (2023). Consumers' willingness to pay for an animal welfare food label. *Ecological Economics*, 209, 107852. <https://doi.org/10.1016/j.ecolecon.2023.107852>
- Liang, Y., Hua, G., Cai, W., Li, G., Wang, H., & Li, H. (2022). Knowledge of animal welfare and consumers' behavioral intentions in China: A moderated mediation model of product cognition and empathy. *Animals*, 12(8), 1043. <https://doi.org/10.3390/ani12081043>
- Mayasari, N., Hiroyuki, A., Budinuryanto, D. C., Firmansyah, I., & Ismiraj, M. R. (2023). Application of animal welfare principles in livestock maintenance. *Dharmakarya*, 12(3), 360–366. <https://doi.org/10.24198/dharmakarya.v12i3.42686>
- Parlasca, M., Knöbelsdorfer, I., Alemayehu, G., & Doyle, R. (2023). How and why animal welfare concerns evolve in developing countries. *Animal Frontiers*, 13(1), 26–33.
- Perrone, M., Mazzocchi, C., Palladini, N., Bava, L., & Ruggeri, G. (2025). Farm animal welfare: Consumers' perception toward different breeds of animals in Italy. *Animals*, 15, 1–22.
- Retnam, L., Chatikavanij, P., Kunjara, P., Paramastri, Y. A., Goh, Y. M., Hussein, F. N., Mutalib, A. R., & Poosala, S. (2017). Laws, regulations, guidelines and standards for animal care and use for scientific purposes in the countries of Singapore, Thailand, Indonesia, Malaysia, and India. *ILAR Journal*, 57(3), 312–323. <https://doi.org/10.1093/ilar/ilw038>
- Sardar, M. A., Khan, M. I. A., Salman, M., & Ullah, I. (2023). Farm animal welfare as a key element of sustainable food production. *Letters in Animal Biology*, 3(2), 1–8.
- Schütz, A., Kühl, S., Busch, G., & Mehlhose, C. (2023). Making animal welfare labeling more transparent: The potential of different information types from simple text to highly immersive stable tours via VR glasses. *Journal of Agriculture and Food Research*, 14, 100712. <https://doi.org/10.1016/j.jafr.2023.100712>
- Spain, C. V., Freund, D., Mohan-Gibbons, H., Meadow, R. G., & Beacham, L. (2018). Are they buying it? United States consumers' changing attitudes toward more humanely raised meat, eggs, and dairy. *Animals*, 8(8), 128. <https://doi.org/10.3390/ani8080128>
- Teshome, Z., Abraham, M., & Teka, W. (2022). Review on food animals stress and food quality and safety risk. *Journal of Biology, Agriculture and Healthcare*, 12(1), 15–21. <https://doi.org/10.7176/JBAH/12-1-02>
- Widiarta, I. P. G. D., Putri, B. R. T., Qamara, C., Hellyward, J., & Wijakesuma, M. H. (2022). Willingness to pay for sustainably produced beef: A study on urban consumer preferences. *Buletin Peternakan*, 47, 220–230.

Tables

Table 1. Characteristics of Research Subjects

Characteristics	Category	Domestic	International
Gender	Man	49	48
	Woman	62	63
Age	18-25 Years	32	14
	26-35 Years	62	25
	36-45 Years	12	22
	46-55 Years	1	26
	>56 Years	4	24
Education	Elementary School	1	0
	Junior High School	1	1
	Senior High School	45	20
	Diploma	17	18
	Bachelor	42	54
	Postgraduate	5	18
Work	Housewife	10	9
	Students	23	8
	Self-employed	30	30
	Employee	41	56
	Government Employees/Police/Army	1	5
	Farmers/Livestockmen/Fishermen	6	3

Table 2. Distribution of Total Percentage of Consumer Knowledge, Attitude, and Acceptance Levels

Variables	Category	Score (%)	Domestic	International
Knowledge	Very good	81-100	5	32
	Good	61-80	17	28
	Pretty good	41-60	36	30
	Not so good	21-40	43	12
	Bad	0-20	10	9
Attitude and Acceptance	Very Accepting	81-100	1	12
	Accept	61-80	80	79
	Just Accept	41-60	30	20

Table 3. Results of the Mann Whitney test of differences in knowledge, attitudes and acceptance of domestic and international tourists.

Variables	Tourist Group	N	Mean Rank	U	Z	Sig.(p)
Consumer Knowledge Level	Domestic	111	88.13	3566,000	-5,578	0.000**
	International	111	134.87			
Consumer Attitudes and Acceptance	Domestic	111	102.53	5165,000	-2,640	0.008**
	International	111	120.47			

Table 4. Frequency Distribution of Consumer Knowledge of Domestic and International Tourists

Variables	Parameter	Domestic	International
Understanding the Concept of Animal Welfare	Yes	58	88
	No	53	23
Knowing Animal Welfare Indicators	Food and Drink Guaranteed	75	89
	A Safe and Comfortable Place to Live	74	87
	The Existence of Pain and Disease Management	47	77
	No Fear, Pressure, and Stress	25	61
	Freedom of Expression	15	39
	Don't know	3	5
Knowing Animal Welfare Certification	Know	56	77
Familiar with the term Animal welfare certification	No	55	34
	Yes	18	51
	Ever Heard a Glimpse of It	53	30
	Don't know	40	30
Knowing the Advantages of Welfare Products	Ensuring Better Quality	57	65
	Healthier and Safer to Consume	58	65
	More Responsible Farming	28	49

Table 5. Frequency Distribution of Consumer Attitudes and Acceptance of Domestic and International Tourists

Variables	Parameter	Domestic	International
Agree to animal husbandry practices that respect animal welfare	Strongly agree	73	62
	Agree	37	37
	Quite Agree	0	0
	Disagree Less	1	10
	Don't agree	0	2
It is important that animals are treated humanely before being processed.	Very important	68	65
	Important	32	35
	Quite Important	10	10
	Less Important	1	0
	Not important	0	1
The perception that welfare products are healthier/higher quality	Yes	99	87
	Just the same	12	23
	No/Worse	0	1
Interest in purchasing welfare products	Very interested	23	45
	Interested	37	47
	Quite Interested	42	16
	Less Interested	7	1
	Not interested	2	2
The tendency to choose certified products over regular products	Very Possible	35	57
	Possible	48	38
	Quite Possible	24	15
	Less Likely	4	0
	Impossible	0	1
The influence of certification labels on purchasing decisions	Yes	89	101
	No	22	10
Willingness to pay more for welfare-certified products	Yes	85	97
	No	26	14
Factors influencing animal product purchasing decisions	Price	11	17
	Quality	86	73
	Certification	11	15
	Other	3	6

Have you ever purchased a welfare certified product?	Once	16	79
	Not yet	95	32
Where to find or buy Welfare certified products	Traditional market	0	28
	Modern or Online Market	63	52
	Restaurants & Hotels	6	10
	Don't know	42	21
Intention to purchase animal welfare products if availability increases and prices are competitive	Yes, of course	73	91
	Just the same	33	19
	Won't	5	1
Reasons not to buy animal welfare certified products	High Price	41	37
	Hard to Get	62	70
	Don't Believe the Benefits	3	4
	Don't Care About Animal Welfare Issues	5	0
Factors that increase consumer interest in purchasing animal welfare products	Healthier Products	80	70
	No Animal Torture	37	77
	Price	15	25
	More Attractive Packaging	6	5
	There are testimonials from experts	37	17
Source of Information on the Availability of Animal Welfare Products	Social Media	84	49
	News	21	41
	Foundation	3	21
	Friends, Family	23	18
	Don't know	15	17
Perception of availability of information about animal welfare products	Not Available Yet/Limited	98	97
	It's enough	13	14

Likelihood of recommending Animal welfare products to others	Very Possible	30	50
	Possible	55	49
	Quite Possible	22	12
	Less Likely	3	0
	Impossible	1	0

Table 6. Distribution of Domestic and International Tourist Recommendations

Recommended Categories	Domestic Tourists	International Tourists
Education and Awareness about animal welfare and its products	<ul style="list-style-type: none"> - Socialization and education to the community - Holding a seminar 	<ul style="list-style-type: none"> - Education in schools and universities - Consumer awareness
Media and promotion	<ul style="list-style-type: none"> - Advertising on Instagram and TikTok - Promotion through influencers and celebrities - Product quality comparison content 	<ul style="list-style-type: none"> - Social Media Advertising - More advertising in supermarkets at point of purchase
Product Labels and Information	<ul style="list-style-type: none"> - Clear information on product packaging - Clearer labels - Product quality information 	<ul style="list-style-type: none"> - Packaging information - Good Labeling - Stamped on packaging - More details about differences
Product Price	<ul style="list-style-type: none"> - More affordable prices 	<ul style="list-style-type: none"> - Lower Cost/government subsidies - Price Consideration
Mass media	<ul style="list-style-type: none"> - Posters in supermarkets/markets - Advertisements on TV 	<ul style="list-style-type: none"> - Advertising on TV and news - Media advertising - Promoting in the news

Access & Availability	- Increase products in the market	- More widely known stores - Availability
Transparency & Ethics	- Shows how animals are treated - Explaining the impact of non-certified products	- Show how animals are kept - Pictures of living conditions on products - Awareness of consequences
