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## Tourism Operators on Trial: Pushing the Animal Justice Agenda Forward in Tourism in Spite of Theory

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**Abstract:** Although non-human animals (animals) have been used in tourism-related organizations and experiences for millennium, various forms of modern-day media have led to increasing awareness of the plight of captive and wild animals. Considering that the number of international tourism arrivals recently achieved 1.4 billion, it is unlikely that the number of animals utilized as entertainment for tourists will soon subside. This situation has important ethical considerations for humanity, generally, and the tourism industry, specifically. As such, animal advocacy and sanctuary organizations play an important role in creating awareness, influencing and encouraging better human behaviour, and encouraging and enabling justice for animals. Consequently, this research sought to understand how animal advocacy and sanctuary organizations define and apply the principles associated with justice, specifically as it relates to their care of and/or advocacy for animals, including those used in tourism-related ventures and experiences. Employing case study methods to achieve this objective, we surveyed three diverse organizations based in Canada, Crete, Greece, and Malawi, Africa. These organizations provide sanctuary and/or advocate for justice for animals, including those utilized in tourism. Understanding how animal-focused organizations define “justice” is an important starting point on the road to measuring the extent to which justice for animals, specifically those used in tourism, is a focus of and achievable objective in their work to improve the plight of animals.

**Key words:** justice; animal advocacy organizations; tourism