An Exploration into LGBT Motivations to Attend Pride Events in the UK.

Jack Davies

BA (Hons) Events Management

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Signed Statement

I declare that this Dissertation has not already been accepted in substance for any degree and is not concurrently submitted in candidature for any degree. It is the result of my own independent research except where otherwise stated.

Name.............................................................................................................

Student Number...........................................................................................

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Date...............................................................................................................
Abstract

This dissertation sets out to explore the motivations of the attendees of LGBT Pride events in the UK using a case study of Cardiff Pride as a basis for the research. The researcher decided to focus on the LGBT community for the research because of the personal interest and, due to the researcher identifying as part of the community.

The aim and objectives were met by firstly, beginning with a detailed literature review which critically reviewed existing literature surrounding the title. Areas addressed are; Pride events in the UK, Event Typologies, Motivation, Event Motivation and LGBT Travel Motives. Main theories surrounding motivation and event motivation were identified, covering two main theories, content and process, as well as goal setting. The main motives for people to attend events included motives such as relaxation, socialisation, family togetherness and escapism.

The results were based on nine semi-structured interviews conducted by the researcher to people who identify within the LGBT community. Throughout the interviews themes were identified amongst the respondents which supported the existing literature. With key findings identifying that the main motives amongst the participants related to family together, relaxation and socialisation. Money and making your family proud are two motives to how people are motivated and people are motivated by their job and by goal setting, as supported literature such as Locke. Not all LGBT people feel like they need to attend Pride events to feel accepted within the community. Most the participants interviewed agree with existing literature that suggest that destinations can be branded as gay destinations. LGBT people are not aware of the origins of Pride events, therefore supporting the Politics vs. Party debate where Pride has become too commercialised and is now a party instead of a stand for equal rights.

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Introduction
1.0. Setting the Scene:

To identify within the LGBT acronym as either Lesbian, Gay, Bisexual or Transgender within the UK has not always been something that has been easy, or even legal. To fully understand the journey that LGBT people have been on in the UK, the community needs to be understood and accepted as well as appreciating the history of the oppression this community has faced in the UK and around the world.

By recognising key milestones that the community have overcome is important and needs to be celebrated. However, there are still many LGBT people globally being oppressed in one way or another, for example, a report in 2017 stated that gay relationships are still criminalised in 72 countries (Duncan, 2017). Furthermore, eye opening statements showing an upward trend in LGBT hate crime in the UK were identified by the LGBT Hate Crime in Britain report by Stonewall, UK, (2017, online) in stating:

- *One in five LGBT people have experienced a hate crime or incident because of their sexual orientation and/or gender identity in the last 12 months*

- *Two in five trans people have experienced a hate crime or incident because of their gender identity in the last 12 months*

- *Four in five anti-LGBT hate crimes and incidents go unreported, with younger LGBT people particularly reluctant to go to the police*

- *One in six LGBT people (17 per cent) who visited a café, restaurant, bar or nightclub in the last 12 months have been discriminated against based on their sexual orientation and/or gender identity*

- *More than a third of LGBT people (36 per cent) say they don’t feel comfortable walking down the street while holding their partner’s hand. This increases to three in five gay men (58 per cent)*

These key findings of the report for the researcher are shocking and quickly became one of the major driving factors for wanting to pursue research surrounding the LGBT community. The personal aim of the researcher to show how the LGBT community do not differ from
people who do not identify as either LGBT, to drive for acceptance and understanding through using their research within the Tourism, Hospitality and Events industry.

Within over 100 Pride events in the UK, the event is truly spread across the nation and is a perfect opportunity to spread the message. So, therefore, with sound research and knowledge about the attendees of them, what motivates them to attend, why they attend and how the events can change and adjust to best appeal to its attendees and therefore carry the main mission of Pride which is to take a stance against discrimination and prejudice and promote acceptance and equality.

1.1. **Research Rationale:**

Event management as a topic is an interest of the researcher, particularly the motivations of attendees of events and being an openly gay man the researcher wanted to address a topic that is of true interest and one that they are part of. As a person who is part of the LGBT community the author has only recently became interested in Pride events, having only attended very few events. This has created another aspect of the research as it is a journey for the author to understand their community more as well as learning about the history of the LGBT community to become an active member within the community, an activist and supporter of LGBT rights.

1.2. **Identifying the Research:**

This research aims to explore the motivations of the attendees of LGBT Pride events in the UK, using Cardiff Pride as a research basis. The research will address topics such as LGBT history in the UK and Pride events in the UK, this will aid the understanding of the research. Motivational theory will also be addressed, establishing what motivates people to act in a particular way and why they attend events. The researcher will conduct primary research with LGBT people and identify who attends Pride events and why, determining motivations. This will then allow the researcher to provide conclusions and recommendations for future academic research and to managers of Pride events based on findings that will be compared to existing literature to build a strong understanding of why LGBT people attend events and whether it differs from
research surrounding heterosexual peoples motivations. The researcher intends to address the stereotypes that LGBT face for their motivations to attend events.

1.3. **Aims and Objectives:**

The aim of this research is to explore the motivations of the attendees of LGBT Pride events in the UK using Cardiff Pride as a research basis.

To achieve the aim, four objectives have been set out:

1. Critically review academic literature on Pride events and motivational theory, establishing what motivates people
2. To establish the extent of the size and scope of Pride events in the UK and the history of the LGBT community in the UK, discussing milestones reached.
3. Conduct primary research with LGBT people and identify motivations for attending events, particularly Pride events in the UK
4. Provide conclusions and recommendations for future academic research to managers of Pride events in the UK, based on findings.

1.4. **Outline of Chapters:**

- **Chapter 2: Literature Review**

This chapter addresses the literature that has been explored prior to the conducting primary research to compare results with existing literature to create conclusions and recommendations for event managers. The chapter starts by addressing Pride events in general, touching on the origins of Pride this is then supported by a timeline of LGBT History in the UK. Following this section, events in general will be discussed, addressing the typologies of events and where Pride events sit in defining events. Motivation as a topic will then be discussed, discussing motivation in general followed by event motivation and identifying the main motivators of event attendees. The final section will pull the motivations section and LGBT section together by discussing LGBT travel motives, particularly gay travel motives.
• Chapter 3: Methodology

This section provides the researcher with the basis to make the best decision to which research method is best suited for the project. This is done by addressing the different methods of research and sampling, discussing the key characteristics of each, including an analysis of the strengths and weaknesses of each proposed method. Following this ethics will be addressed, explaining the ethics process undertook for the completion of this project.

• Chapter 4: Results and Discussion

This chapter analyses and discusses the results of the semi structured interviews that were conducted by the researcher on nine participants who identify within the LGBT community. Themes are discussed and analysed within this section, which all together contribute to the recommendations made by the researcher for future research and for managers within the industry.

1.5. Summary:

This chapter has set the scene for the research, enabling the reader to have an understanding for the rationale behind the topic. The aim of the study have been effectively explored and with the objectives in place the aim can be successfully fulfilled. The researcher intends to educate both themselves and their readers by researching the topic of LGBT motivations to attend LGBT Pride events, this will not only benefit the researcher but also the readers of the project.
2

Literature Review
2.1. Introduction

To fully achieve the aim, firstly, the objectives need to be completed, starting with critically reviewing the literature surrounding the chosen title. The review will begin with discussing topics such as the history of the LGBT community, events, including the typologies of events, motivational theory, event attendee’s motivation and Pride events, discussing the history of Pride. The purpose of this literature review is to build a basis of knowledge of the aim, to support the primary research that has been conducted.

2.2. Pride events in the UK

The origins of Pride date back to June 1969 in the United States when the riots of the Stonewall Inn in Greenwich Village happened. The venue would be raided by police on a regular basis due to the laws against LGBT people and the events of 1969 are significant as it was the first time which saw LGBT fight back against the discrimination they experienced for years as at this time homosexuality was a crime. Following the events of Stonewall, a year later Gay Pride was created amongst gay communities to continue what the LGBT people started that day their fought back.

LGBT Pride events now happen in over 100 locations over the UK. Pride events exist to improve the visibility, acceptance and legal protections for LGBT people today. Pride began with a political basis fighting for the rights of LGBT people, having said this so much progression and acceptance has happened since the beginning of Pride. Pride is now taking form in a celebration event because of the wide acceptance and legal protections that are in place, particularly in the UK. Having said this and dependant on the location of where the Pride event is, the events can change in style and structure ranging from marches and parades campaigning for recognition and acceptance of a variety of LGBT issues such as same-sex marriage, legal protections for couples and families, anti-discrimination laws or trans rights. The events are a success within the UK but still face certain obstacles such as, achieving full acceptance and protections for the LGBT community.

The first Pride event in the UK was in 1972 and took place in London and it saw 2000 gay men and women march for their rights and there are now over 100 Pride events in the UK happening each year. Cardiff being one of these locations, Cardiff Pride, Pride Cymru or Mardi Gras first took place in 1999 in Bute Park attracting 5000 people. From the event a hate crime conference was held in Wales, this conference urged for people to report hate
crime to the police and since it has been one of the events main purposes. The event now attracts over 20,000 people and has gained support and recognition from surrounding communities, partners and attendees.

However, criticisms have been made of Pride events in general through the idea that Pride events have become too commercialised, which has created the Politics vs. Party debate. This debate is based upon the idea that Pride has lost its true meaning and where it began which as mentioned previously is through individuals in the LGBT taking a stance to change laws to support the LGBT community. The debate stresses that Pride has become a party in which the true values and meaning of Pride have been lost. This is supported by The Guardian, online (2017) who state that “Pride is at a crossroads” with individuals featured within the article stating that the event is regressing due to original aspect of Pride which was a march to fight oppression being lost and taken over by a parade that represents the wishes of the city authorities, through a rule bound and bureaucratic event not through the wishes of the LGBT community who began the event as a protest for gay rights.

However, prior to and since the Pride event in 1972 many milestones have been reached by the LGBT community, displayed in Table 1 as a timeline adapted from Stonewall (2018) Key Dates in LGBT History.

| 1969 | • The Stonewall Riots – triggering the LGBT liberation movement both in the US and the UK. |
| 1970's | • The London Gay Liberation Front (GLF) was established in the UK.  
• First Pride in UK held in London.  
• Gay News created, the first gay newspaper in Britain.  
• First gay and lesbian Trades Union Congress took place which discussed workplace rights. |
| 1980's | • Sex between two men over 21 decriminalised in Scotland.  
• Stonewall UK is formed in response to Section 28 – an act that banned the promotion of homosexuality in schools. |
| 1990's | • Lesbian and Gay Police Association is formed in the UK  
• First Pride in Manchester and Brighton.  
• Press For Change is formed – an organisation supporting trans people with legal issues.  
• The House of Commons reduces age of consent for same sex relationships between men to 16 in 1998– was fought to be reduced to 16 but was refused and set to 18 in 1994.  
• Queer Youth Alliance is formed – a non-profit organisation campaigning for visibility and equal rights while providing support and information for youth who are coming to terms with their sexuality. |
2.3. Typologies of Events:

An event is “an occurrence at a given place and time; a special set of circumstances; a noteworthy occurrence” (Getz, 2012, p. 37). Bowdin (2011), claimed that it is difficult to find one definition of an event as an event can be interpreted in many ways by different sources. Getz (2005), stating that events are temporary and events are unique consisting of a combination of management, a programme, a setting and people.

The types of events can be defined in a variety of ways by different authors and theorists such as; Getz (2012), Bowdin (2011), Janiskee (1996) and Muller (2015). Using the categorisation by Bowdin, 2011, events can be defined by size and scale and form and content. Categorising an event by its size and scales defines events as being either a local/community event, major events, mega-events and hallmark events (Bowdin, 2011).

2.3.1. Local Events:

Janiskee, 1996, stated that local/community events are directed at a local audience to be a fun and social occasion. These types of events are defined as local/community events by the ownership of the event being the local community as the event is hosted by the local
community and implemented through using local services such as volunteers in local venues such as public parks, streets and schools.

2.3.2. Major Event and Mega Events:
Major events are defined by their scale, the media attention and by the number of attendees at the event, such as a sporting event. Mega events are defined in a similar way, but mega events are of such a scale they affect a whole economy and recognised on a global scale such as the Olympic games and FIFA world cup (Bowdin, 2011). Getz, 2012, describes mega events as being the largest and most significant events, citing Marris, 1987, who stated that a mega event has a must-see nature and should have over one million attendees, attracting a worldwide audience (Vanhoffe and Witt, 1987 as cited in Getz, 2012). Getz, 2012, concludes that mega events need to include these aspects to be mega, but states that an event can be deemed as mega by the impacts that the event has; such as financial, media and publicity. Müller, 2015, reviewed existing definitions of mega events and developed it into his own definition, concluding that a mega event is broken down into four dimensions which include; visitor attractiveness, mediated reach, cost and urban transformation.

2.3.3. Hallmark events:
Hallmark events as described by Getz as cited in Bowdin, 2011, are events that hold a high significance and over time inextricably link the event and its location such as Mardi Gras and New Orleans. Richie, 1984, as cited in Hall, 1989, described a hallmark event in a similar way as a major one time or reoccurring event that has a significant impact, creating awareness and attention to a tourist destination.

2.3.4.- Form and Content:
There are six main ways an event can be categorised as described by Gets, 2012, these include;

1. Cultural celebrations – These include events such as parades, festivals, carnivals and religious rites.
2. Business and trade – This group would include events such as; Meetings, Incentives, Conventions, and Events (M.I.C.E), these are planned events that are implemented to fulfil a particular purpose.

3. Arts and entertainment - Concerts, art exhibitions and award ceremonies are events within this group.

4. Sport and recreation – this group includes events such as; sport tours, sport festivals, leagues and championships

5. Political and state – including events such as; royal spectacles, political congresses and summits

6. Private functions – This includes events such as weddings, parties and rites of passage.

Categorising Pride events using Getz, 2012, would mean that Pride events would be categorised within at least two sections. Both Cultural celebrations as mentioned earlier Pride can involve parades and within Political, particularly relating to the origins of Pride and how Pride started from a stance against the government and law to change legislation for LGBT people.

2.4. Motivation:

To begin discussing attendee motivation firstly motivation as a topic needs to be addressed, as well as what constitutes an attendee of an event. Defining motivation and motives is not a new subject and there are many definitions such as; Iso-Ahola (1980, as citied in Crompton and McKay, 1997) who defined a motive as an internal factor that arouses, directs, and integrates a person’s behaviour. Motivational theory is broken into two areas; content and process theories. Content theories relate to the internal factors of a person that directs/drives their behaviour, to satisfy a particular need, in simple what motivates people to act or behave in a particular way. Process theory then relates to how and motivation occurs, how behaviour is energised (Wagen and White, 2015).
Maslow (1943), created a theory called The Hierarchy of Needs (Figure 1), his theory surrounded the ideas that people are motivated to achieve certain needs. The pyramid is based upon five tiers, once the need is achieved a person is then able to progress onto the next tier of the pyramid until they reach ‘self-actualisation’ which represents self-fulfilment of needs, when all stages of the hierarchy have been accomplished.

Alderfer (1972), took Maslow’s (1943) five tier theory and condensed them into three categorised, creating the Existence, Relatedness and Growth needs (ERG) theory. Existence needs refers to the first two tiers of Maslow’s (1943) hierarchy referring to physiological and safety needs such as hunger, thirst and sex. Relatedness needs refers to the middle sections of the hierarchy where needs such as self-esteem are addressed. Finally, growth needs are the most significant as they relate to the top of the hierarchy where self-actualization is achieved.

Relating this theory to the aim of this piece. Getz (2007), stated that events are a need of people as events provide benefits such as, socialisation, relaxation and escapism. This area is discussed further in the next section (2.4.1). Getz (2007), also addressed the tourism industry relating to motivation citing Iso-Ahola’s (1980) push, pull and driving factors of travel motivation, this surround the different factors that motivate a person to visit a certain destination and this could be related to what factors motivates a person to attend an event.

Goal setting as motivation as identified by Locke and Latham (1990) who reinforced original theory surrounding goal setting and motivation by stating that goals need to be specific and that if an individual sets clear goals for themselves and receives appropriate feedback it will motivate them, emphasising the point that working towards a goal is a major source of motivation which in will then improve a person’s performance in the workplace. Locke and Latham (1990) stated that there are five principles to goal setting which are;

- Clarity; refers to a goal being clear and able to be measured by an individual, this ensures there’s no misunderstanding what is expected.
- Challenge; this section refers to the level of challenge of a goal and is based upon the ideas that people are motivated by achievement and the judgement made of the

![Figure 1: Maslow’s Hierarchy of Needs (Poston, 2009, p. 348).](image)
significance is based upon the accomplishment so the higher the difficulty of the challenge completed results in the higher sense of achievement.

- Commitment; this refers to the goal being understood fully, agreed upon and consistent.
- Feedback; a goal must include feedback as it provides opportunities for an individual to clarify expectation, to adjust difficulty and gain recognition.
- Task complexity; this refers to a task being best suited for completion as a task that is too difficult can become overwhelming which will hinder a person's progress.

2.5 – Event motivation:

The motives of attendees of events has been researched for many years and many theorists have attempted to define the motives surrounding why people attend events, it is a subject that is difficult to research due to the diverse nature of events today and the multiplicity of motives (Li and Petrick, 2006). Event attendance motivation is useful to for event managers to understand as it allows them to understand the attendee’s decision making process and to monitor attendee satisfaction. Understanding the motives of event goers or tourists is complex as it is unlikely for there to be one underlying motive, their motives are likely to be multiple (Crompton and McKay, 1997). Within their study surrounding festival attendance in 1997, Crompton and McKay, conclude that the main areas that represented attendee’s motivation are; cultural exploration, regression, group socialisation, rest or relaxation and family togetherness. This supported nine years later by Li and Petrick (2009) who identified patterns in their studies conducted which include, event attendees use events as an opportunity to escape from their normal daily routine, family togetherness, affiliation and socialisation (Li and Petrick, 2006).

By using Morgan’s (2008) study which was based on a festival and surrounding the topic of event experience, event attendee motives and be categorised into three sections: (1) the personal benefits of enjoyment, (2) social interaction with family and friends and (3) for personal self-identity and values. Morgan (2008) concluded from his research that the key to an event being successful is in creating a place where attendees can personal experience the event with social interactions.
From reviewing the literature surrounding the studies conducted concerning the event goer’s motives, it is evident that there are certain motives that are addressed in each study and these are adapted and progressed as time goes on, but there is still no universal set of motives of event goers.

2.6. LGBT travel motives:

Recognising the LGBT community as a market segment has been an ongoing debate throughout literature surrounding the topic such as Fugate, 1993 as Vorobjovas-Pinta and Hardy, 2015 who stated that a gay travel market cannot constitute as a market segment and therefore does not exist. As time, has progressed so has the literature surrounding this topic, with the existence of the LGBT community within the travel market being recognised due to the increased recognition of the relationship between market segments and social movement. The market is now recognised as a niche market and described in various literature as a fast growing, powerful, and profitable (Vorobjovas-Pinta and Hardy, 2015).

LGBT travel motives as a topic is one that has not had coverage, however gay tourist motivations have been addressed in a variety of literature, which will be addressed throughout this section. A survey conducted by Clift and Forrest (1999) identified sixteen main motivators of gay tourists in which men rated each aspect of holiday by its importance. Rest and comfort was at the top where the men surveyed said this aspect was the most important and nature and sports facilities was identified were the least important aspects on a holiday. From the research conducted it identified that like heterosexual tourist’s, gay men too place a high value on comfort, good food, relaxation, good weather and cultural exploration when planning a holiday. Cultural exploration was supported in recent years by Weeden et al (2016) who stated that gay men will travel to certain destinations to experience new places, their cultures and the landscapes the destination offers.

However, in literature, gay tourism and the motivations of gay tourist have been addressed and the main motivation of gay tourists relate to sex and how sex is one of the most influential factors for gay tourists when deciding which destination, they are wanting to travel to, as stated by Want (2002). Clift and Forest’s (1999) research identified similar aspects where they addressed the social dimensions of a holiday and they identified that the gay character of a holiday were of high importance to gay tourists and opportunities to have sex while on holiday was of high importance for 23.9% of the sample.
For the author this statement, is one that creates many questions as having explored motivation (Section 2.4 and 2.4.1) as topic it identified that people are motivated attend events for a sense of escapism, relaxation and socialisation and to escape daily routine so surely this is the same for gay tourist motivations, not only the motivator of sex. Further research identified research by Plog (2005) where gay travellers have been recognised as a market as cited in Theobald, 2005 who explored market segments within travel. Theobald (2005) also defined the gay traveller segment as a unique profile which shares common motivations for travel with other major segments such as family travellers and baby boomers. The most important motivation to travel being to get rid of stress followed by an interest in the world and the want to see new things. Spending time with friends has been identified as a one of the most important motives for gay travellers in comparison to other segments as well as seeking solitude, enjoying getting away from reality (Theobald, 2005).

Escapism and the need to get away is a motivation that has been identified throughout literature by Pritchard et al (2000) who explained that as well as escapism, safety and belonging are the main motivators for gay tourists as they want to be able to go away and be there true selves without being discriminated against or face prejudice so visiting a particular destination to seek social acceptance, safety and belonging are three main motivations that are identified throughout literature surrounding gay tourists. Pritchard et al (2000) went on to acknowledge that once these three motivations are achieved then relaxation can be achieved which was the most important aspect of a holiday in the research conducted by Clift and Forest (1999).

2.6.1. Gay destinations in travel:

Pritchard et al (2000) recognised certain destinations as being gay destinations when acknowledging that gay tourists want to visit destinations where they will be accepted, to escape a heterosexual world, also because of certain legislation in some destinations which means that a gay person cannot be their true self so therefore choices these gay destinations to feel safe and secure.

Many destinations market themselves as gay destination, within the UK; London, Manchester and Brighton to name just a few but it is of great difficult to define what a gay destination is, to attempt to define what a gay destination, branding needs to be taken in account to brand a destination as gay the destination needs to do a variety of aspects
according to Guaracino’s (2007) Gay and Lesbian Tourism: The Essential Guide to Marketing. These aspects were to have a creativity, with the correct message and image that reflects the community in order attract the community and their respect while staying true to the destination itself.

To promote the safe and security aspect of gay tourists there are now many organisation in place to help LGBT tourists in their search for holiday destinations. The International Gay & Lesbian Travel Association (IGLTA, founded in 1983 are one of many organisations that exist to aid LGBT people in successfully travelling. The IGLTA are a leading network for LGBT tourism businesses located in over 75 countries. The IGLTA provide free travel resources and information while working to promote equality and safety within LGBT tourism across the world. IGLTA’s provides members with LGBTQ-friendly accommodations, transport, destinations, service providers, travel agents, tour operators and events to ensure they are have the best experience when travelling.

The association have an area where LGBT people are able to plan their visit through their ‘Plan Your Trip’ section and this section identifies destinations worldwide that are deem gay destinations. Table 2 is a visual representation these gay destinations.
All these destinations are listed on their website through an interactive map that allows LGBT travellers to find destinations that are welcoming and have hotels, who are partners of IGLTA and can promise a safe and secure stay.

2.7. Summary:

This chapter reviews the literature surrounding LGBT Pride events in the UK by addressing six main headings. The history of Pride events in the UK were discussed first, identifying key milestones in LGBT history following by typologies of events to aid the researcher in categorising Pride events into a typology, it was clear from research that Pride events fitted into more than one category. Then, motivation as topic was discussed to understand motivation and motives in general, determining how people are motivation. The main motives being identified as fitting into either Content theory or Process theory followed by goal setting that acts as motivator, when considering the workplace. From this event motivation was discussed, addressing what motivates a people to attend events, whether it
is related to socialisation, relaxation, escapism or family togetherness. While researching motives, the researcher discovered that there is limited literature on LGBT people’s motives therefore decided to conducted research into LGBT travel motives which again raised the issue of limited findings so therefore the researcher combatted this by discussing gay travel motives to better understand the topic. This was then supported by determining whether a location can be branded as a gay destination and it was found that indeed destinations around the world can be deemed as gay destinations as supported by IGLTA.

This chapter will help achieve the aim and objectives set out by the researcher and aid in supporting the researcher in making recommendations for future research and managers who are involved with LGBT Pride events and how to implement adjustments to make the event stronger and more beneficial for its attendees.
3

Methodology
3.1. Introduction

This chapter will address and discuss the different research methods that are available to the researcher, by addressing the strengths and weaknesses of each method which will allow the researcher to make conclusions to justify the use of the methods chosen. Following this, the type of data collection will be addressed in a similar format, assisting the researcher in deciding on which is the best type of data collection for this research based on sound knowledge using literature surrounding research methods both in general and specific to Tourism, Hospitality and Events; addressing both purposive and snowball sampling. The final section before the chapter’s summary will be the ethics section which will address the ethics process and what needs to be considered.

3.2. Types of Research

For this project a variety of research methods were used to complete the research such as; secondary research and primary research. Secondary research relates to chapter 2, the literature review, where the researcher gathered secondary data to support the project by analysing literature that already exists to identify a gap in research. The types of secondary research as stated by Kumar (2014, p. 172) is defined as “second-hand data” and include; articles, journals, books. Primary research being broken down into two main sections qualitative and quantitative.

Primary research is the data collected by the researcher specifically for this project, to fulfil the aim and objectives. Primary research allows a researcher to delve into a topic of choice and interest to gather data that is directly linked to a topic, giving the topic accuracy and realistic views. When researching the method of data collection needs to be decided but also the how the data is collected, this can either be qualitative or quantititative which will be addressed in the following sections.

3.2.1 Qualitative Research

Qualitative research put simply is research that is conducted from not using statistical elements, conducted through in-depth research with participants through methods such as interviews, focus groups and observation Patton (2002). Strauss and Corbin (1990, p. 11),
provided a definition by stating “By the term ‘qualitative research’, we mean any type of research that produces findings not arrived at by statistical procedures or other means of quantification. It can refer to research about persons’ lives, lived experiences, behaviours, emotions, and feelings as well as about organisational functioning, social movements, cultural phenomena, and interactions between nations.” This method incorporates many aspects and is multi-method, consisting of multiple perspectives (Denzin and Lincoln, 1994) and this is supported by Van Maanen (1979) who defined qualitative research as an umbrella term in which a variety of aspects can be addressed and researched.

To understand this method of research further the researcher has produced the following table to display the strengths and weaknesses of qualitative research:

<table>
<thead>
<tr>
<th>Strengths of qualitative research</th>
<th>Weaknesses of qualitative research</th>
</tr>
</thead>
<tbody>
<tr>
<td>• It produces a detailed description of the participant’s feelings and opinions.</td>
<td>• The researcher needs to be experienced in interviewing to obtain rich data.</td>
</tr>
<tr>
<td>• It aids the researcher in understanding human experience.</td>
<td>• Time consuming</td>
</tr>
<tr>
<td>• Through the data collection of qualitative it means that behaviour and beliefs can be understood.</td>
<td>• The data relies heavily on the researcher’s interpretation.</td>
</tr>
<tr>
<td>• It raises more issues through the open-ended inquiry.</td>
<td>• Participants have more control over the data collected due to the open-ended style of data collection</td>
</tr>
</tbody>
</table>


3.2.2. Quantitative Research

Quantitative research is a research method that focuses on the measurement of statistical or numerical data collection, it is data collected through questionnaires, polls and surveys. The research question is clearly defined within this method to which the questions are focussed on to retrieve answers (Muijs, 2010). However, the data does not always have to be numerically focused it can involve words which will later be displayed in a numerical format. The data is collected through a controlled and systematic manner; this allows a researcher to collect a wide range of data from a large sample group of different people which creates a macro view. The data is collected can be presented in a variety of ways such as tables,
graphs charts and figures. This method allows a researcher to use large sample bases that can represent a wide range of people, for example population. The way in which quantitative research methods are conducted means that the research can be replicated again and again, which makes the research highly valid (O’Hara, 2011; Somekh and Lewin, 2012; Muijs, 2010).

There are both strengths and weaknesses of this method of research and the following table was created to present the strengths and weaknesses to help aid the choice of method by the researcher:

<table>
<thead>
<tr>
<th>Strengths of quantitative research</th>
<th>Weaknesses of qualitative research</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Large sample base within the research supports the generalisability of the conclusions.</td>
<td>• This method fails to differentiate people in its data; not being able to represent perceptions, such as motivation, attitudes and feelings.</td>
</tr>
<tr>
<td>• Reliability through the data being repeated or replicated.</td>
<td>• Data collection can be considered artificial.</td>
</tr>
<tr>
<td>• The method is time saving due to its satanically format.</td>
<td>• The results do not represent the participants point of view.</td>
</tr>
</tbody>
</table>

Table 4: Strengths and Weakness of quantitative data adapted from Bryman, 2016.
3.3. Comparison and Justification of Methods used

By defining and identifying the strengths and weaknesses of each research method the researcher could make comparisons which enabled them to make a thorough justification to which method is best suited. A detailed comparison of both methods to support method choice is displayed in table 5 by Yilmaz (2013, p. 314), this aided the researcher to make educated choices based on the literature by determining which method would benefit the research, creating higher quality results.

<table>
<thead>
<tr>
<th>Qualitative Mode</th>
<th>Quantitative Mode</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assumptions</td>
<td></td>
</tr>
<tr>
<td>- Reality is single, tangible, and fragmentable. Social facts have an objective content.</td>
<td>- Realities are multiple, constructed, and holistic. Reality is socially reproduced.</td>
</tr>
<tr>
<td>- Known and known are independent, a dualism.</td>
<td>- Known and known are interactive, inseparable.</td>
</tr>
<tr>
<td>Variables can be identified and relationships measured</td>
<td>Variables are complex, interwoven, and difficult to measure.</td>
</tr>
<tr>
<td>Inquiry is objective, value-free.</td>
<td>Inquiry is subjective, value-bound.</td>
</tr>
<tr>
<td>Purpose</td>
<td></td>
</tr>
<tr>
<td>- Generalizability (Time and context free generalisations through non-empirical or generalised statements)</td>
<td>- Contextualisation (Links time and context bound working hypotheses through ethnographic statements)</td>
</tr>
<tr>
<td>- Predictions</td>
<td>- Interpretation</td>
</tr>
<tr>
<td>- Causal explanations</td>
<td>- Understanding actors’ perspectives</td>
</tr>
<tr>
<td>Approach</td>
<td></td>
</tr>
<tr>
<td>- Begins with hypotheses and theories</td>
<td>- Ends with hypotheses or grounded theory</td>
</tr>
<tr>
<td>- Manipulation and control</td>
<td>- Emergence and portrayal</td>
</tr>
<tr>
<td>- Uses formal, structured instruments</td>
<td>- Researchers as the instrument</td>
</tr>
<tr>
<td>- Experimentation and intervention</td>
<td>- Naturalistic or non-intervention</td>
</tr>
<tr>
<td>- Inductive</td>
<td>- Inductive</td>
</tr>
<tr>
<td>- Component analysis</td>
<td>- Search for patterns</td>
</tr>
<tr>
<td>- Seeds converge, the norm</td>
<td>- Studies pluralism and complexity</td>
</tr>
<tr>
<td>- Reduces data to numerical indices</td>
<td>- Makes minor use of numerical indices</td>
</tr>
<tr>
<td>- Abstract language in write-up</td>
<td>- Descriptive write-up</td>
</tr>
<tr>
<td><strong>Researcher Role</strong></td>
<td><strong>Researcher Role</strong></td>
</tr>
<tr>
<td>- Detachment and impartiality</td>
<td>- Personal involvement and parity</td>
</tr>
<tr>
<td>- Objective portrayed</td>
<td>- Empathic understanding</td>
</tr>
<tr>
<td>- Ethic researcher’s point of view</td>
<td>- Ethic, (researcher’s point of view)</td>
</tr>
</tbody>
</table>

Table 5: Comparison of Qualitative and Quantitative Research (Yilmaz, 2013, p. 314).

So, therefore, the method chosen is qualitative research this is due to the topic of the research and the sensitivity of the questions asked in the interviews. This method best fits the researchers aim and objectives also as the motivations of the participants are key to this project and as stated by Strauss and Corbin (1990) qualitative focussing on participant’s perceptions, feelings and attitude and this fits perfectly with the objectives of the researcher. Also, the results of the research are ongoing within qualitative research which is useful for the researcher and the researcher did not have a large sample base, like is needed for successful quantitative so the small sample base fits with a qualitative style.

Furthermore, the researcher felt that interviews were best suited to for their research due to the factors mentioned previously as due to the nature of the research knowing feelings, opinions and particularly perceptions and motivations are crucial to the quality of data collected and context of the project and this is best done through the in-depth and personal conversations with participants which is significant in this project as the topics being
discussed are of a personal nature as they are discussing sexual orientation and personal motives.

3.4. Data Collection

Now that qualitative research is the method determine for this project, it will now be addressed further. There are many methods of qualitative research as mentioned earlier, for this project the three main methods considered by the researcher will be addressed; focus groups and interviews both structured and semi-structured. The following table further aids the researcher in the justification of method use by displaying the key characteristics of each method:

<table>
<thead>
<tr>
<th>Focus Groups</th>
<th>Structured Interviews</th>
<th>Semi-Structured Interviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>• A group interview, where the group all get asked the same questions at the same time.</td>
<td>• Of structured design to ask participants the same questions in same order.</td>
<td>• Allow interviewer to refer to a guide rather than set questions.</td>
</tr>
<tr>
<td>• Between 8-12 members of same demographic e.g. LGBT people between 18-25.</td>
<td>• Allow consistent comparative analysis.</td>
<td>• Allow interviewer to probe participants for further answers.</td>
</tr>
<tr>
<td>• Allow open ended conversation and discussion within a group setting.</td>
<td>• Ensures compatibility of data.</td>
<td>• Allow open ended conversation – which allows participants to give a variety of responses.</td>
</tr>
</tbody>
</table>

Table 6: Key Characteristics of Focus Groups, Structured Interviews and Semi-Structured Interviews. Made using Kumar, 2014; Robinson, 1999; Roulston, 2010.

From determining the key characteristics of the types of data collection the researcher is able to choose the best suited method for the project. The Method chosen and used throughout this project is semi-structured interviews. Semi-structured allowed the
researcher to be able to ask open ended questions to the participants as well as probing for further information once a question was answered. This was particularly useful for the project and completing the objectives as determining motives were a key aspect of the project and this can be done successfully by further probing the participants.

Following the choice of data collection, the type of sampling had to be determined, who is going to be interviewed and for this project these were purposive sampling and snowball sampling.

“Purposive sampling is virtually synonymous with qualitative research” (Palys, 2008, p.697). The key characteristics of this method of sampling are that the participants are chosen by the researcher because they part of a group of interest, are experienced and are knowledgeable about a subject (Cresswell and Plano Clark, 2011; Patton, 2002); in the case of this project each participant was chosen because they identify within the LGBT community. This type of sampling was useful for the researcher as the researcher knew individuals who identified within the LGBT community, but having said this, the researcher only knew individuals who identified as gay therefore needed to find other willing participants and this is where snowball sampling was used to build a larger sample base.

This method of sampling proved very useful to the researcher by increasing the sample base to a number where the researcher could collect a range of information due to the researcher being limited to only knowing individuals that identify as gay when individuals who identify as Lesbian, Bisexual and Trans were needed to make this a strong piece of work. Snowball sampling is when an existing participant recommends another person to become a participant, then they recommend someone and so on (Vogt, 1999). This method takes advantage of social networks and the power they possess to supply potential participants for a researcher and its basis is one where a bond exists within the original participant and other in the same target group, in the case of this project within the LGBT community (Berg, 1988; Thomson, 1997).

3.6. Ethics

For this project to adhere to research guidelines set out by Cardiff Metropolitan University, ethics had to be considered. This is for protection of the researcher and the participants being interviewed as part of the research. This was done through an ethics form, that can be seen in appendix 1 of this project, where the ethics number is displayed. The ethics form ensures that all questions being asked throughout the interviews adhere to guidelines and
protocols of the university. To ensure participants were aware and consented to the research, consent forms and participant information sheets were produced. The consent forms and participant information sheets (appendix 2) were sent to the participants prior to the interviews to gain their consent to be interviewed and for their interview to be recorded, at this point the participants were informed of the research that is being conducted and the researchers aim and objectives of the research. At this point the participants were informed that their identity would be anonymous and they had the right to withdraw at any point and once these were signed the research could begin.

*See Appendix 10 and 11 for approved ethics forms, consent forms and participation sheets.*

### 3.7. Summary

This chapter has addressed the research methods chosen for the research, through defining the methods and the logic behind the choice of each method that has been used. This was done by identifying the key characteristics of each method while addressing their advantages and disadvantages to make a sound decision to which would be the best suited method for the research. The research conducted was done through a qualitative nature of nine semi-structured interviews and by using purposive and snowballing sampling to build a strong sample base that represented that chosen sample group of the LGBT community.
4

Results and Discussion
4.1. Introduction:

This chapter will analyse and discuss the results of the semi structured interviews that were conducted by the researcher on nine participants who identify within the LGBT community. This is supported by the literature review (chapter 2) to create discussion by comparing the results to existing literature. Themes surrounding event motivation and travel motivation have been identified by the researcher while conducting an analysis, the results of the participants related to both their event and travel motivation are similar, including motives of; escapism, enjoyment, social interaction with friends and family and political and personal reasons. Table 7 is a visual representation to enable the reader to be able to build an understanding of each participant.
<table>
<thead>
<tr>
<th>Participant/Respondent</th>
<th>Age</th>
<th>Sexuality</th>
<th>Occupation</th>
<th>Hobbies</th>
<th>Been to Cardiff Pride?</th>
<th>Interview Transcription</th>
</tr>
</thead>
<tbody>
<tr>
<td>P1</td>
<td>22</td>
<td>Gay Man</td>
<td>Nurse</td>
<td>Socializing, going to the cinema.</td>
<td>Yes</td>
<td>Appendix 1</td>
</tr>
<tr>
<td>P2</td>
<td>25</td>
<td>Gay Woman</td>
<td>Further Education Lecturer</td>
<td>Going to the gym, socialising with friends and going to the cinema.</td>
<td>No</td>
<td>Appendix 2</td>
</tr>
<tr>
<td>P3</td>
<td>24</td>
<td>Gay Man</td>
<td>Waiter</td>
<td>Socialising, gym and going out.</td>
<td>Yes</td>
<td>Appendix 3</td>
</tr>
<tr>
<td>P4</td>
<td>27</td>
<td>Gay Man</td>
<td>Senior Case Worker For MP</td>
<td>Campaigning, going to the cinema and socialising with friends.</td>
<td>Yes</td>
<td>Appendix 4</td>
</tr>
<tr>
<td>P5</td>
<td>22</td>
<td>Gay Man</td>
<td>Make-up Artist</td>
<td>Make up artistry, reading, writing and blogging.</td>
<td>Yes</td>
<td>Appendix 5</td>
</tr>
<tr>
<td>P6</td>
<td>22</td>
<td>Gay Man</td>
<td>Support Worker</td>
<td>Socialising with friends, outdoor activities and listening to music.</td>
<td>Yes</td>
<td>Appendix 6</td>
</tr>
<tr>
<td>P7</td>
<td>21</td>
<td>Asexual Woman</td>
<td>Student</td>
<td>Music, playing instruments, cosplay and video making.</td>
<td>Yes</td>
<td>Appendix 7</td>
</tr>
<tr>
<td>P8</td>
<td>21</td>
<td>Bisexual Woman</td>
<td>Retail Manager</td>
<td>Singing, song writing, blogging and modelling</td>
<td>Yes</td>
<td>Appendix 8</td>
</tr>
<tr>
<td>P9</td>
<td>21</td>
<td>Gay Man</td>
<td>Student</td>
<td>Fitness; going to the gym and running and socialising with friends and family.</td>
<td>Yes</td>
<td>Appendix 9</td>
</tr>
</tbody>
</table>
4.2. Pride Events in the UK:

From the literature review in chapter 2 the origins of Pride events can be identified by Stonewall UK (2018) where the Stonewall Riots of June 1969 saw the first-time LGBT people fought back against the discrimination they were faced at that time, from this events such as marches started and from this the parades we know today. From the research conducted two participants had no knowledge and were not aware of the origins of Pride with participants stating “No I am not aware if I am honest” (P7) and “Um, to be honest I don’t know a lot of the history behind Pride...” (P8). This sparked concern and questioning for the researcher as assumptions were made that if you attend an event you would know the origins and mission of that event? A further two participants answered in a similar way, however they had a vague understanding of the origins of Pride stating that “it’s an event to celebrate homosexuality and the origins were to do with people being marginalised due to their sexuality...” (P2) and “Pride means being proud of being gay...” (P9). These responses give the researcher the understanding that Pride’s origins are recognised but not in detail, the participant recognise that the event is related to sexuality and celebration but there is no reference to the political basis that Pride started from and still has today.

From these results, the LGBT people interviewed on a whole were not aware of the origins of Pride, sparking thoughts in the researcher’s mind to whether this is an area in which Pride event managers need to address to adapt events to ensure the true meaning is represented. As the celebration is taking over the core origins and meaning of Pride supporting the criticism of Pride as stated by Guardian, online (2017) by for becoming too commercialised and the Party vs. Politics debate of the event losing its values and meaning and being replaced by a street party.

Furthermore, from results it was identified that Pride itself does not appeal to all within the LGBT community with two participants explained that they either do not like or feel they need to attend to accept their sexuality with reasoning’s such as “Personally, I don’t believe in Pride as when I attended there was no support or celebration of gay rights, it was a party full of topless men...” (P3) and “I don’t need to attend a Pride event to be fine and accept my sexuality...” (P2). This again supports the Party vs. Politics debate as mentioned in the previous paragraph, which is a concern of the researcher as they believe in Pride as an event and its stance for LGBT acceptance and the researcher has recognised this as an aspect to address in the recommendations section in Chapter 5.
Furthermore, from these statements throughout this section and the thoughts of the participants and how they support the critics of the event, the researcher recognised that this is a serious matter that needs to be equally recognised by event managers as they stated that they would even avoid going to the event all together, which is a serious factor when running an event as attendees are the most important aspect, an event needs attendees.

4.3. Motivation:

Motivation as a general topic was taken and implemented into the questions in the semi-structured interviews to identify what motivates people and how they are motivated. Themes were identified throughout the results of the semi-structured interviews, themes identified that the main motivators amongst the LGBT people interviews were money with P5 stating “I’m motivated by various things; money, family and friend and goals…” and P4 mentioning that alongside pushing themselves to do well, “money is another motivator…”.

Money as a motivator relates to process theory as this energises a person’s behaviour, working many hours knowing there will be a higher pay packet energises a person’s behaviour their motivating them to work more. This allows the researcher to make conclusions that in general people are motivated by achievement and reward, which matches existing theory meaning that it is the same for LGBT people, they are motivated in the same way.

Two respondents recognised success or a sense of achievement as another motive stating “working hard for something it will motivate me…” (P7) and “being successful and creating a name for myself” (P8). Recognition from friends and family was another motive identified throughout the responses with participants stating: “being someone my family can be proud of” (P8) and “by family and friends, wanting to sort of impress them” (P9).

These results relate to the literature reviewed in Chapter 2 surrounding the two areas of motivation discussed, content and process. Where the participants have stated that they are motivated by achievement and making their family and friends proud of them relates to content theory, as this surrounds the internal factors of an individual and how these factors direct and drive their behaviour, meaning these participants are driven by these results.

Additionally, Job roles, the responsibilities that come with their job roles represented as a motive in their lives with a participant stating that “I am motivated through my work by inspiring learners… motivated by people around me such as colleagues”. This gives sparks
thought in the researcher developing questions surrounding employment and whether being employed can act as a motivator for people, could this be incorporated into Maslow’s hierarchy of needs as a need of people to reach self-actualisation? And where would unemployed people sit within this. Another participant, P4 who works as a case worker for a MP responded with their job being a motive stating “Here I go again saying my job again...”, their job playing a big role within their life, as a hobby and how they socialise. Showing that a person’s job can influence their free time as well as their hobby choice. This is supported by another respondent who is a recently graduate Nurse stating “my job motivates me as I am newly graduated in my role so I am motivated by doing well and succeeding in my field and I find by goal setting so I know when I have achieved something...” (P1).

Goal setting and reward were another two themes amongst the motives for the respondents, money, mentioned previously relates to reward however as stated by P6 “I am motivated by reward... positive things coming from something...” meaning that they recognise reward being more than just the value of money. This was of interest to the researcher as the topic of goal setting and reward are of interest to the researcher and an area they would like to research further in the future. Whereas P5 stated that “I’m mainly motivated by my own targets and goals...” These statements agree with the work of Locke and Vroom, as addressed in Chapter 2 where their work was addressed. However, the goal setting mentioned by the respondents related to personal goals, they did not mention goals within work, leaving the researcher questioning whether work or personal goal setting is more important to individuals.

The importance of goal setting and having SMART targets were of great importance to Locke as he stated that people in the workplace were motivated by clear goals and feedback. Locke emphasised the importance of working toward a goal provided a major source of motivation. This is clear to see through the results and which means that the researcher is able to conclude that LGBT people are motivated in the same way, through the research conducted providing managers of today the information that when motivating a LGBT people that they are able to follow the literature provided by Locke and Vroom, relating to the process theory of motivation, which is concerned with how motivation occurs in people.
4.4. Event Motivation:

According to literature discussed in Chapter 2 surrounding a person’s motivations to attend events it was identified that multiple motives exist for people with the main motives as stated by Crompton and McKay (1997) and Li Petrick (2006) are for cultural exploration, group socialisation, family togetherness, escapism and to relaxation. The participants of the semi-structured interviews of this project were asked to what extent they believe this is true, with five participants agreeing with the literature responding in slightly different ways such as agreeing with the socialisation concept stating; “I do like going to events for the social side of things... it’s a chance to get away from day to day life...” (P4) and “I definitely would agree with this... In a group, we are all looking out for each other, like family and it allows us to escape our work life realities.” (P5). Others agreed with the relaxation concept as address by literature mentioned earlier stating; “I have been able to get away for that short amount of time...” (P7) and “I agree very much with that statement and it very much sums up my feeling towards any event I attend...” (P6)

These statements agree with the results of literature produced in 1997 and 2009 where results were produced from festival goers, the results can be compared to the researcher’s sample based on LGBT people going to Pride events and conclusions can be made that the motives remain the same as those for festivals therefore event managers of Pride events need to follow the same theory as those for festivals based in 2009. P5 showing the deepest feelings for this topic, relating their experiences of group socialization at events to family. However, when addressing LGBT motives, more focus needs to put onto the safety and security of the event due to prejudice that still exists today, this will be addressed in section 4.5 where LGBT motives for travel will be discussed.

4.5. LGBT Travel Motives:

The researcher asked the participants for their motives to travel, what would entice them to return to a destination and whether they recognise any destinations as being a gay destination. Theory such as Clift and Forrest (1999) addressed this topic by stating that there are sixteen main motivators of gay tourists were rest and comfort came out as the top motivator. This is supported in the researchers results where the motive of relaxation and
escapism as a travel motives were identified by participants stating they would visit certain destinations if they felt relaxed while there and they go away to have a break or feel a sense of getting away with participants stating they would revisit for “a positive vibe and relaxed atmosphere” (P6) and “Wanting to get away from this country and get the sun...” (P8). Where P1 stated said getting away from work and routine acting as a motive stating, “I go away to get away from work and routine, to let my hair down and regarding revisiting a destination if I felt comfortable there, could be myself and I would go back...”

Safety and security as a motive was identified as a theme amongst the response in the interviews with P4, the participant interested in politics stating that “Yes, most definitely safe and also feel from prejudice and discrimination”. This relates to Pritchard et al (2000) who identified safety as a main motivator of gay travellers, meaning that destinations who are marketing to gay travellers need to ensure creating a safe place is a priority when designing travel packages. Also, this information can be useful when considering Pride events as creating a safe place for LGBT people should be a priority due to the results produced through this research. Safety as a motivator is also supported by Maslow’s hierarchy of needs (Chapter 2, Table 1) which explains the tiers of need a person has and through this model it is understood that until a person feels safe and secure they are unable to reach self-actualisation by feeling motivated to achieve the next motivator, which when related to Maslow’s model is belongingness. Therefore, meaning that a person would be unable to feel a sense of belonging when travelling or at an event if they did not feel safe.

Throughout gay travelling literature the motivator of sex was a common theme through research conducted, with 23.9% of a sample as stated by Clift and Forest (1999) saying they would visit a destination for the opportunities of sex. This was then supported in a year later in literature by Want (2000) who stated that sex is one of the most influential factors of gay tourists. From the research conducted within this project the results no not agree with both Clift and Forest (1999) and Want (2000) as when asked none of the participants said that opportunities for sex was a motivator, the reasons for this is unknown but creates thoughts for the researcher coming to conclusions based on the date of the literature and participant of the reason then and now. There has been significant social movement since 1999 in the UK, which means acceptance has improved for the LGBT community so this could be explain the motivator of sex as in 1999 gay men might have had to travel for opportunities of sex as they would be a safe place to do so, whereas today the UK is a safe place for LGBT people.
The other motivations identified represent a theme with LGBT people and travelling that is to have new experiences in a new place, so that they can experience new cultures and meet new people. With participants mentioning their desire to explore for example when P5 stated “to explore the world, educate myself on different cultures and make memories” and P8 who stated they travel “To go to new places, to have new experiences and to meet new people... good experiences”. P2 also summarised both points by responding they travel and would revisit to, “experience new culture and I’d revisit a destination if it had a friendly atmosphere...”.

To put this theme into context, the researcher has concluded that LGBT people want to enhance themselves as a person broadening their life experience. This can also be a person travelling to for own need and want, for their own intangible experience. This is supported by literature mentioned in Chapter 2 such as Maslow (1943) and Alderfer (1972) who put emphasis on needs and wants of a person and how they will feel a sense of self-actualisation if achieved. As well Getz (2008) who discussed the push and pull factors of a travel and the driving factors that motivate a person to travel.

4.6. Summary

This chapter has identified and analysed the results through a discussion of the data gathered in the semi-structured interviews with LGBT people. The data provides the researcher with information in which helps meet the aims and objectives of the project, put simply, to identify the motivations of LGBT people when attending Pride events. How the aims and objective were met will be addressed in the next section (chapter 5), however, this chapter has allowed the researcher to be able to analyse the motivations of event goers from literature studied and compare them to the results produced to create recommendations regarding LGBT people’s motivations. It is clear to see from this chapter that LGBT people’s motivations do not differ from those sampled in past research but safety and security come out as a highlighted factor that needs to be considered while planning events.
5

Conclusions and Recommendations
5.1. Introduction

This chapter is an opportunity for the researcher to address the findings and bring conclusions together to how the research assisted in meeting the aims and objectives of the project. This will be done by; revisiting the aims and objectives, to discover how well these were met; discuss the limitations of the research; summarising the key findings of the research and which will then lead onto concluding the chapter by addressing the recommendations for future research and managers concerned with LGBT Pride Events in the UK.

5.2. Revisiting the Aim and Objectives

The overall aim of the project was to explore the motivations of the attendees of LGBT Pride events in the UK using Pride Cymru as a case study. To achieve the aim, four objectives were created and fulfilled throughout the project.

1. Critically review academic literature on Pride events, motivational theory and LGBT travel motives, establishing what motivates people.

This objective was fulfilled in chapter two of the project where literature surrounding the topic of the project were discussed and analysed, with sub topics of Pride events in the UK, motivations, event motivation, event typologies and LGBT travel motives. The researcher was able to find literature surrounding event motivation in general but when attempting to find literature on LGBT or gay motivations, it proved difficult. Therefore, much of the literature discussed is from online sources and journals, which was useful for the project. Having said this the literature found was primarily based on gay men, only one section of the LGBT acronym so therefore much of the literature in chapter two is based on gay men and not LGBT people.

2. To establish the extent of the size and scope of Pride events in the UK and the history of the LGBT community in the UK, discussing milestones reached.

This objective was also fulfilled in chapter two where Pride events were discussed, stating there are now Pride events in over 100 locations in the UK, discussing what represents Pride and where Pride has come from. This is supported by work done by Stonewall UK, as a charity they proved a huge help for the researcher, as much was learnt from Stonewall
which in turn assisted the research as the researcher was able to approach the research with knowledge and confidence in the topic. Considering the history in the UK, this proved difficult for the researcher to find as lots of literature contradicted each other, therefore the researcher used Stonewall, UK as a basis and created a timeline that addressed the milestones that the LGBT community have overcome since the Stonewall Riots of 1969 and the first Pride in the UK in 1972. The timeline proved to be useful when putting the history into context to be understood in a structure.

3. **Conduct primary research with LGBT people and identify motivations for attending events, particularly Pride events in the UK.**

This objective was achieved by the researcher conducting nine semi-structured interviews with nine separate individuals that identify as either Lesbian, Bisexual, Gay or Transgender, the participants were asked a series of questions surrounding events and their motivations, then surrounding the concept of what entices them to want to return to an event followed by their motives to travel, identifying travel motives and how these can be related to event motivated. The results of these interviews were addressed in chapter four where the researcher broke the chapter down by question to identify finding, by comparing results found to literature researched. This enabled the researcher to discover similarities but also differences found, which has enabled the researcher to make recommendations.

4. **Provide conclusions and recommendation for future academic research and managers of Pride events in the UK, based on findings.**

This objective has been achieved by the researcher conducting the research with LGBT people to determine their motivations, which has provided results that recommendations can be made from. The summary of key findings and recommendations can be found within this chapter in section 5.4 and 5.5.

### 5.3. Limitations of the Research

The limitations of research are important for the researcher to understand as it allows the researcher to put the results and findings into context, enabling the researcher to understand the validity of the results which contributes to the credibility of the research that has been conducted. The following points address the limitations of the research conducted:
• The literature was a limitation to the research, as discussed in the previous section. The lack of reliable literature surrounding LGBT motivations within events made it difficult for the researcher, putting time restraints on other sections such as conducting the research. However, the researcher did combat this by looking at online sources such as Stonewall, UK and extending research into travel motives as well as events to give the research some context this was beneficial but still proved difficulty to find literature focusing on the LGBT community, instead gay men motives were discussed by existing literature therefore meaning this is what the researcher had to use.

• The interviews were conducted had difficulties and limitations as to meet with the ethics of research conducted the interviews were conducted on University premises meaning that this caused time restrictions and travel difficulties due to participants and researcher time clashes, which put time restraints on the project as this aspect of the research was overseen by the researcher.

• The researcher had a lack of knowing people with the LGBT community so therefore had to rely on snowball sampling as discussed in chapter two. This proved difficult as time progressed and the final interview number end in nine interviews. Furthermore, on the topic of participants; because the researcher did not personally know seven of the participants, the confidence and openness of the participants became an issue. The interview was the first time meeting the participants so therefore, nerves and apprehension played a significant role in the results.

• The participants who were approached to participant in the research and their non-response, became an issue within the research as this brought the number down from 15 participants to 9. The reasoning being commitments which meant them not being able to meet with the researcher. Having said this the researcher believes that the results gained from the nine participants were of great use as they provided information that support he research question, aim and the objectives.

• Another limitation would be the equal representation of the LGBT community in the results. The researcher intended to interview on average 3 individuals who identified within each section of LGBT. However due to the lack of knowing individuals and the snowballing only finding gay man and women, no trans people were interviewed, which of much regret of the researcher. Also, the age of the participants is a limitation as all the participants were under 30 so therefore restricted a wide range of answers from different perspectives.
• The experience of the researcher in interviewing, both planning and conducting proved to be an issue within this project. The researcher has had limited experience in interviewing, knowing how to probe for responses was an issue as some of the interviews lack context. However, the researcher did use a script for the first section of the interview when describing the project topic to introduce the project effectiveness so that the participant felt at ease.

5.4. Summary of Key Findings in Research

From the data collected, the researcher identified key findings from the results produced by the nine participants. Key findings included:

• Hobbies of the participants all related to activities that are known to happen at events such as socialising, being active and music.
• Sex was not a main motive for LGBT people, or even the gay men interviewed as stated in literature in chapter 2. The motive of safety and cultural exploration were motives that were identified.
• The main motives amongst the participants relate to family together, relaxation and socialisation as stated by relevant literature addressed in chapter 2.
• Money and making your family proud are two motives to how people are motivated and people are also motivated by their job and by goal setting, as supported literature such as Locke.
• Not all LGBT people feel like they need to attend Pride events to feel accepted within the community.
• Most the participants interviewed agree with existing literature that suggest that destinations can be branded as gay destinations.
• LGBT people are not aware of the origins of Pride events, therefore supporting the Politics vs. Party debate where Pride has become too commercialised and is now a party instead of a stand for equal rights.

5.5. Recommendations

From research conducted and identifying key findings from the results the researcher can now make the following recommendations for future research and to managers of Pride Events in the UK:
• Including the perspective of more individuals that identify as Lesbian, Gay, Bisexual or Transgender would produce richer results, which would be beneficial in making recommendations as there would be more context to the research, making it more valid. Also by having a sample base of a wider range of ages would have been useful in finding out the views of older individuals within the LGBT community as they would have experienced more.

• Improving upon the use of a study would be beneficial in future research as it would add context to the research and helps the participants relate to one event.

• Recommendations for managers of Pride events, particularly Cardiff Pride would be to reevaluate the values and mission of the event. This would ensure the education of young LGBT individuals who are attending the events to the origins of Pride and the true meaning of the event and the struggle that past attendees have faced due to attending.

• Furthermore, concerning managers would be to ensure that one of the priorities is to remain a safe and secure place for LGBT people to be in and enjoy.

• The method of gathering the data could be reassessed, as from this project the researcher has found that focus groups could have been useful, a place where opinions and thoughts would have been probed by each other and the participants might feel more at ease in a group rather than 1-1. Furthermore, having a mixture of qualitative and quantitative data would be an aspect to consider as some questions would be displayed better in a table format, and other more personal questions are suited to interview.

5.6. Summary

Throughout this project the researcher feels that on reflection the aim and objectives have been met, this has been done through research conducted through both primary and secondary data surrounding the topics of Pride events in the UK, motivation, event motivation and LGBT travel motives. The results from the research is interesting and important for future research and has enticed the researcher to continue an interest in this subject and wants this subject to be taken further by future researchers to dig deeper into the topic. Finally, by appreciating the fact that improvements can be made to make this project more effective are crucial at this point and for reflection.
As an openly, proud gay man, the researcher feels that this topic needs further research to delve deeper into the subject and address issues that are facing the LGBT community. To address these issues through sound academic research is the way to combat discrimination and prejudice the community faces today both in the UK and Globally as the stories and research the researcher has come across since committing their studies to LGBT issues has been eye opening and has changed the way the researcher thinks and feels about the community. This mainly by respecting the individuals who stood up for their rights in 1969, many becoming injured, imprisoned and discriminated against for people to live in a country that they feel safe and accepted in.
Appendices
Appendix 1 – P1 Transcription

*Audio Starts*

Jack: Firstly, thank you so much for agreeing to take part in an interview for my dissertation. You have read the participant information sheet and signed the consent [P1: Oh, yes!] so you know the basis of the research I am conducting but I will explain it a little more for you now, so you have a better understanding of what I am trying to achieve. It comes from a personal place, as I identify as a gay man who is passionate about equality, a wannabe activist if you like [P1: Okay laughs] and I am an Events Management so with my passion and degree I am studying towards I decided to base my dissertation about LGBT Pride events, using Cardiff as a case study to focus the research on a relatable event for the participants. The interview is formed of five sections, starting with an introductory section, followed by sections covering what motivates you as person, why you attend certain events, what you consider to be gay tourism then going into detail about your Pride experiences. So, to begin I am going to ask you some general questions about yourself; so, can I ask your age and occupation?

P1: Of course, I am 22 years old and I am student nurse, well, no I’m not I am a nurse. I completed my degree last month so yeah call me a nurse.

Jack: Okay and can I ask what you identify your gender and sexuality as?

P1: I identify as male and I am gay, or homosexual, however you want to put it.

Jack: Okay, great. So, what would you say your hobbies are?

P1: Um, socialising with friends, going to the cinema are my main hobbies but also my career as it’s a huge part of my life, taking up a lot of time.

Jack: So, moving on, discussing events in general now, how many events do you attend? And what events have you attended?

P1: Um, music events and social events for my university course as a nurse, I went to Cardiff pride last year also, festivals as well.

Jack: Wonderful, okay. So what would you say are your favourite types of events? As in local or larger scale?
Um, I’d say bigger events as there are more people there, more to do and experience and therefore more entertaining I suppose.

Okay, so what would make you want to revisit a particular event?

Depends, who I go with really, and what happens at the event and what the event is I suppose, if it is a fundraiser for a cause I believed in I would go again if it raised lots of money. If it was a music event, I would go again if I enjoyed the act was good.

Okay, surrounding motivation, what motivates you as a person?

My career drive is my main motivator I’d say, my want to excel as person and in my career and to help people with the skills I possess.

Okay, so how do those aspects motivate you?

They make me want to be a better person, I suppose, be more than the ordinary person walking down the street.

Aw, great that’s cool. So, talking about the theory surrounding motivation and event motivation theory it suggests that people attend events for group socialization, to escape daily routine and family togetherness, do you agree with this? And to what extent?

I totally agree with where you just said escape as for me I would attend to escape working life to get a break from the busy work that I do. To be able to relief and distress with friend and family.

Okay lovely, so talking about Pride events now. What does Pride mean to you as a gay man?

Um, it means being proud of who I am, same as everybody else, all equal, as we are all human. Some might be bi, gay or trans but we are all human at the end of the day.

Aw lovely, so nicely put. So, what were your expectations before attending Pride?

Uh, very colourful, very floral, out there and proud I suppose. And lots skin on show (Laughs).

So, those were your expectations. Are you aware of the origins of Pride?

To a certain extent yes, but not the exact reason to why there’s a pride in each particular place they are now in. I suppose to acknowledge those of minority groups who haven’t always got the recognition they deserve.

Okay, cool. So, talking about the pride you have attended, you said earlier you have attended Cardiff Pride. why did you choose Cardiff?

To meet the local community as it the one closest to home, to meet friends who live by and also to meet the people who are just like you and local to you that all can relate and share stories etc. Due to the difference acceptance level in different areas, I know what is it like in Wales and so do the other attendees so we can all relate to that.
Jack: Okay great, so moving onto LGBT travel motives now. What are you motives to travel?

P1: To see how different people, live and to see how lucky we are over here I suppose. To see different cultures from a LGBT perspective to learn about how people like us live in different areas and understand the struggles they face I suppose.

Jack: Okay so talking about a particular destination what would entice you to visit as certain destination over another?

P1: Um, a good night life, friendly place, safe and comfortable and at risk of discrimination etc.

Jack: Okay great so within theory I have been researching I have come across that there is a debate to whether certain destination can be branded as gay destination. Do you agree with a destination being able to be branded as gay?

P1: Yes, to a certain extent. I would say San Francisco and places like that where they have a high acceptance level for LGBT people so it a place where LGBT people can be themselves and live being visible.

Jack: Okay, great. Well that is all my questions, thank you so much for answering my questions.

P1: No problem, good luck with your project.

*Audio Finishes*
Appendix 2 – P2 Transcription:

*Audio Starts*

Jack: Well, thank you so much for agreeing to take part in an interview for my dissertation. You have read the participant information sheet and signed the consent [P2: Yes, I have] so you know the basis of the research I am conducting but I will explain it a little more for you now, so you have a better understanding of what I am trying to achieve. It comes from a personal place, as I identify as a gay man who is passionate about equality and I am an Events Management so with my passion and degree I am studying towards I decided to base my dissertation about LGBT Pride events, using Cardiff as a case study to really focus the research on a relatable event for the participants. The interview is formed of five sections, starting with an introductory section, followed by sections covering what motivates you as person, why you attend certain events, what you consider to be gay tourism then going into detail about your Pride experiences. So, to begin I am going to ask you some general questions about yourself; so, can I ask your age and occupation and what do you identify your sexuality as?

P2: Yeah sure, I am 25 and I am a homosexual woman and I am a further education lecturer in Health and Social Care.

Jack: Okay, nice and what are your hobbies?

P2: Yeah I love football, both playing and watching. I enjoy going to the gym and socialising with friends and family, mostly going to the cinema.

Jack: Okay lovely. So, talking about events in general to start. How many events do you attend each year? And what type of events are they?

P2: I attend approximately eight a year I would say from running events, football matches, Christmas markets and food festivals.

Jack: Okay and what would your favourite type of event is and would you revisit a certain event if so why?

P2: I prefer local events like the football event and I would revisit those types of events to support my local team and id revisit if it has a great atmosphere and everyone is very friendly.

Jack: Okay that’s cool. So, what motivates you as a person? And how are you motivated?

P2: I am motivated through my work by inspiring my learners and also by developing my strengths motivates me. I would say I am motivated by others around me such as colleagues and setting goals.

Jack: Great, so according to theory it suggests that people attend events for group socialization, to escape daily routine and family togetherness, do you agree with this?
P2: I believe that I would attend an event to have family togetherness, I see events as a family experience. Football matches also like a family atmosphere as everyone on your side or supports the same team communicates with you.

Jack: So, moving onto Pride events. So what does Pride mean to you? And are you aware of the origins of Pride?

P2: I think it’s an event to celebrate homosexuality and the origins were to do with people being marginalised due to their sexuality so Pride started as a march to show support for one another.

Jack: Yeah, cool. And have you ever attended a Pride event?

P2: No I haven’t actually.

Jack: Can I ask why that is?

P2: Yeah of course, I just don’t think I need to attend a pride event to be fine and accept my sexuality. I support and promote the community through my work and my job. I don’t feel like I need to go to an event I do it every day.

Jack: Okay, fair enough. So, talking about gay travel motives now. What are your motives to travel? And what would entice you to revisit a destination?

P2: I’d say to see a new place and experience new culture and Id revisit a destination if it was a friendly atmosphere and had good food and drink.

Jack: Okay cool. Well that is all my questions. Thank you so much for answering my questions today.

*Audio Finishes*
Appendix 3 – P3 Transcription:

*Audio Starts*

Jack: Thank you so much for agreeing to take part in an interview for my dissertation. You have read the participant information sheet and signed the consent [P3: Yes] so you know the basis of the research I am conducting but I will explain it a little more for you now, so you have a better understanding of what I am trying to achieve. It comes from a personal place, as I identify as a gay man who is passionate about equality and I am an Events Management so with my passion and degree I am studying towards I decided to base my dissertation about LGBT Pride events, using Cardiff as a case study to really focus the research on a relatable event for the participants. The interview is formed of five sections, starting with an introductory section, followed by sections covering what motivates you as person, why you attend certain events, what you consider to be gay tourism then going into detail about your Pride experiences. So, to begin I am going to ask you some general questions about yourself; so, can I ask your age and occupation and what do you identify your sexuality as?

P3: Yeah I am 25, I am a waiter at a country club and I identify as gay.

Jack: Okay, so can you tell me some of your hobbies, things you enjoy doing in your free time?

P3: I spend my spare time driving, or listening to music mostly.

Jack: Okay, cool. So discussing events in general. How many events do you attend each year? And what kind of events do you attend?

P3: I attend around 4 I’d say. Mostly music concerts of artists I love like Demi Lovato, Taylor Swift and Britney Spears just to name a few.

Jack: Okay, nice! So what types of events would you say are you favourite type and why?

P3: Definitely music concerts as I always enjoy seeing artists that I love to listen to live as the live experience is so much better.

Jack: Okay so why do you attend those types of events?

P3: Um, for the feel-good atmosphere, to be with friends and experience live music as there’s nothing better in my opinion

Jack: Okay great so what would entice you to revisit an event?
I’d say the atmosphere and experience. If I enjoyed I would go back. I tend to attend intimate gigs more than big concerts as you get a better experience due to the smaller crowd you get a better experience.

Okay lovely. So, talking about motivation now. What motivates you as a person?

Money and the ambition to do well, progress and achieve something I guess.

Okay, cool. So, theory suggests that people attend events for group socialization, to escape daily routine and family togetherness, do you agree with this and to what extent?

Yes, I agree I believe personally from my experience with many gigs its gives a person a sense of belonging and completion in a way that many don’t get in everyday life and I believe people get a sense of acceptance and belonging from this.

Okay great. Moving onto my pride questions. What does pride mean to you?

Personally, I don’t believe in Pride and it means nothing to me as when I attended there was no support or celebration of gay rights, it was a party full of topless men, and I felt judge by the people who were apparently in my community. I believe it should be rebranded as the current pride for me doesn’t support acceptance and gay rights its more focussed on alcohol, sex and drugs.

Okay, thanks for that. So what were your expectations before attending?

I expected an event full of acceptance and non judgment to be who you are but I was very disappointed as this is not what it was for me, I really did not enjoy.

Okay that’s a shame, as you should be able to feel free from judgement. Okay so you mentioned the acceptance and gay rights previously. Are you are aware of the origins of Pride?

Um, yes and no as I know it’s about gay rights but I don’t know much more except the rainbow flag but I don’t see what that has to do with me.

Okay, cool. Well thank you for your honesty and that brings my questions to an end. So thank you so much for answering my questions today.

*Audio Finishes*
**Appendix 4 – P4 Transcription:**

*Audio starts*

**Jack:** Okay, so, thank you so much for agreeing to take part in an interview for my dissertation. You have read the participant information sheet and signed the consent [P1: Yes, I have] so you know the basis of the research I am conducting but I will explain it a little more for you now, so you have a better understanding of what I am trying to achieve. It comes from a personal place, as I identify as a gay man who is passionate about equality and I am an Events Management so with my passion and degree I am studying towards I decided to base my dissertation about LGBT Pride events, using Cardiff as a case study to really focus the research on a relatable event for the participants. The interview is formed of five sections, starting with an introductory section, followed by sections covering what motivates you as person, why you attend certain events, what you consider to be gay tourism then going into detail about your Pride experiences. So, to begin I am going to ask you some general questions about yourself; so, can I ask your age and occupation?

**P4:** Of course, I am 27 years’ old and I work for the local Welsh Government as a Senior Caseworker for an MP here in Cardiff.

**Jack:** Okay, lovely. And can I please ask what you identify your sexuality as?

**P4:** Yes, I am an openly gay man

**Jack:** Wonderful, thanks. And to conclude the first section of the interview can I ask what your hobbies are?

**P4:** My job reflects a lot of my hobbies as I am very much into politics so therefore I’d say politics is a and the campaigning that comes with it is my main hobby as well as socialising with friends and going to the cinema.

**Jack:** And would you say the majority of your friends identify as LGBT?

**P4:** Um, yes the majority as that is who I feel most comfortable with but I have lots of straight friends I just feel most comfortable around my gay, well LGBT friends.

**Jack:** Right, okay, I can relate to that so I know what you mean. So moving onto to my second section, where I am going to discuss events in general, is that okay?

**P4:** Yeah sure, go for it
Jack: Okay, so how many events would you say you attended each year, if so what events are they?

P4: Again with work I attend lots of things related to my job, like the various labour party conferences which are both Welsh and national conferences.

Jack: Okay cool, any events not work related?

P4: Oh, yes I attend obviously pride events and last year I attended various Lager and Cider Festivals across the UK.

Jack: Okay, nice. So from that what would you say is your favourite type of event and what are your reasons for reattending events?

P4: Well, definitely political as it is a personal interest of mine and I would always reattend political events and have done for years as it’s something I am passionate about and dedicate my life to.

Jack: Aw nice. Okay, so moving onto motivation and event motivation. This is something I have a real interest in, what motivates people to do certain things and go to certain places. So content theory, a theory that have been recently researching is related to what motivates people so what would you say motivates you as a person?

P4: Here I go again saying my job, but if I am interested in a particular event relates to my interest like politics and social justice I am motivated to attend. Motivation in general I am motivated by myself, friends and family I suppose, to do well and make my parents proud by making someone of myself.

Jack: And how are you motivated?

P4: I suppose by myself pushing myself to do well, money is another motivator I understand what I have to do to better myself and progress which means more money for a secure life and future so yeah, money also.

Jack: So, more theory now [Laughs] from my research theory suggests that people attend events for group socialization, to escape daily routine and family togetherness, do you agree with this and to what extent?

P4: I must say I do like going to events for the social side of things, being a member of the Labour Party it has opened up my social circle to a large extent. I am also interested and like being around people with similar interests. It is a chance to get away from day to day life and enjoy being my true self around those who share the same views and lifestyles.

Jack: Okay cool, so moving onto Pride events now. What does Pride mean to you personally?

P4: Um, I love the fact that the rights that LGBT People have campaigned for many years ago are now in legislation and it is a way of reminding everyone from all backgrounds what being LGBT is like. I feel it is a good way of celebrating this event.

Jack: Great, okay so, are you aware of the origins of pride and what were your expectations before attending the Pride event?

P4: My first Pride was London but that was mainly a social thing so I was excited to go and be around people just like myself and have a good time as I had never experienced anything like it I kept an open mind and I know various parts of pride and I am aware of the worldwide celebration of
both LGBTQ individuals and the history of the LGBTQ movement. Things like Stonewall Riots, Orlando. I have also watched the Pride Film and attended various LGBT Meetings and events within the Labour Party so I understand that aspect of Pride and what it means from a political perspective.

Jack: Okay, that’s pretty cool. Many people don’t understand the political aspects from what I have experienced so it is nice to hear that. Okay, so moving on. What prides have you attended? And is there any particular reason why you chose those events? And have you reattended them?

P4: I have been to Cardiff, Manchester, Blackpool and London Pride because they seem to be the popular ones so I tend to go for that and when I have time to go. I have attended Cardiff many of times to join the LGBT Group at Welsh Labour and join them in the March and then I enjoy the social side of it later on and it’s my nearest one.

Jack: Okay great, so do you go alone or with friends?

P4: I used to go alone when I first started to go to pride but now my social circle has extended I go with friends and work colleagues to experience it with them.

Jack: Okay cool, so moving onto my last section. I am just going to touch on travel motives now this is understand gay and LGBT travel motivations today. What motivates you to travel?

P4: I love traveling to various Gay Scenes because I find the gay scene more welcoming and a friendly atmosphere. I sometimes feel in other establishments they are intimidating and more like fights break out in them particularly the night life scene.

Jack: So feeling safe and secure while being on holiday?

P4: Yes, most definitely and also feel from prejudice and discrimination.

Jack: So what would entice you to revisit?

P4: Well those same reasons really, to be in a safe place but also because of the great gay scene [laughs]

Jack: So, last question now really, you say the gay scene in these destinations so do you recognise certain destinations as being gay destinations?

P4: I think Brighton is identified as being a big Gay Destination, but when I went there for Labour Conference it didn’t seem to be but I must say I didn’t fully explore it but I will probably visit again soon to fully explore the scene. I would like to go to Sitges, Gran Canaria and the old town of Benidorm at some point because of the gay scene.

Jack: Okay, wonderful thank you! Thank you so so much for answering my questions today.

P4: No worries at all mate
Appendix 5 – P5 Transcription:

*Audio Starts*

Jack: Okay, so, thank you so much for agreeing to take part in an interview for my dissertation. You have read the participant information sheet and signed the consent [P5: Yes, I have] so you know the basis of the research I am conducting but I will explain it a little more for you now, so you have a better understanding of what I am trying to achieve. It comes from a personal place, as I identify as a gay man who is passionate about equality and I am an Events Management so with my passion and degree I am studying towards I decided to base my dissertation about LGBT Pride events, using Cardiff as a case study to really focus the research on a relatable event for the participants. The interview is formed of five sections, starting with an introductory section, followed by sections covering what motivates you as person, why you attend certain events, what you consider to be gay tourism then going into detail about your Pride experiences. So, to begin I am going to ask you some general questions about yourself; so, can I ask your age and occupation and what do you identify your sexuality as?

P5: Yeah sure, I am 22 years old and I am a make-up artist here in Cardiff and I am gay.

Jack: Aw lovely, you enjoy your job?

P5: Oh, yes! It really is my passion!

Jack: Okay cool, so what are your hobbies?

P5: Obviously make up artistry, as it is my passion. I love reading and writing and especially blogging, I have my own blog online related to my job also.

Jack: Oh, lovely. So, I am going to ask you now about events in general. How many events do you attend each year and what events?

P5: I attend between 10 -15 events per year that are not Pride related. I try and attend a few events each year where my favourite Queen from RuPaul Drag Race performs, last year I attended 6 events with Meet and Greets. I also attend a bunch of Choir events due to being in a work choir and even performed in Amsterdam.

Jack: Aw lush! And what would be your favourite type of event?

P5: I really love Local events, not because they’re easy to get to but because they’re more personal. You tend to know a few people who attend the events but also get to build new bridges in friendship which is really nice. But while I do love local sometimes I need out of Cardiff and will look to London for some of their events.

Jack: Okay cool, so what are you reasons for attending events?

P5: The events I attend are because I enjoy having memories with friends and new people alike. Life is short so I spend it enjoying myself as much as I can. Being part
of a gay community can also cut you off sometimes so these events are great ways to meet new people and I enjoy building friendships. I find putting myself into these events also help me with my anxiety.

Jack: Aw that’s lovely! So would you revisit a particular event?

P5: I definitely would if the event was a good experience. I sometimes find that with events they can be poorly run if they’re bigger than expected and that can lead to having a bad time, despite making memories with friends.

Jack: Yeah I understand that; management is key well at least I think so! Okay so moving on, what motivates you as a person?

P5: I’m motivated by various things: Money, family and friends, goals. I’m a person that loves hitting their targeted goals because it makes me feel good and having the support along the way builds confidence up.

Jack: And from that how are you motivated?

P5: I’m mainly motivated by my own targets and goals. On the way, I sometimes tend to lose focus but I know with my friends and family that they’re there for me to lean on in times of support.

Jack: That’s a lovely thing to have, actually quite a lucky thing to have. Okay so I have been researching lots of theory for this dissertation and Theory suggests that people attend events for group socialization, to escape daily routine and family togetherness, do you agree with this and to what extent?

P5: I definitely agree with this. When you work 9-5, 5 days a week it becomes a boring routine so we all need something to help escape from this. Some people read, some people go out clubbing and some people turn to events. I like the feeling when going to events. In a group we are all looking out for each other, like family and it allows us to escape our work live realities.

Jack: Aw lovely, I really like how you put that. So, moving onto Pride events now. What does pride as an event mean to you?

P5: Pride can have various meanings to different people. Some people may have pride in them and for what they’ve achieved but Pride for me means celebrating who I am as a person and how far we as LGBT people have come. Same sex marriage laws passed. The fact LGBT couples can adopt and how in the last 2-3 years more and more people are becoming accepting of diversity. Pride is that one place where we can be ourselves, loudly without bigoted comments affecting us because we are all big one family there supporting each other.

Jack: That’s fair enough, cool. So, Are you aware of the origins of Pride?

P5: I’m definitely aware of the origins of Pride now. When I was younger I was uneducated as most teenagers are but as soon as I hit 16 I made sure to educate myself on the history of LGBT people. It’s important because people like Marsha P Johnson paved the way for people like us to live openly and to be unafraid.

Jack: Yeah I was the same before I began to show an interest. So which Pride events have you attended, more than one maybe? And why would you chose a particular one?
P5: I’ve attended Cardiff Pride, Birmingham Pride, Brighton Pride and also Pride in Gran Canaria. One of my biggest factors for choosing these places were because I knew I had made friendships with people from those areas, aside from Gran Canaria. I chose that because I wanted time away from the UK to have fun and be wild but also celebrating Pride. I’ve attended Birmingham Pride for 3 years in a row. It’s not necessarily for the event itself but more so for the Gay scene. Everyone is so friendly and welcoming. I really appreciate that.

Jack: Yeah I totally agree with that actually. So moving onto travel motives now. What would you say your motivations to travel are?

P5: My motives to travel are more in regards to travelling long term. I don’t particularly travel for motives of a gay holiday for fun. I want to explore the world, educate myself on different cultures and make memories.

Jack: Aw lovely, so what would entice you to revisit a destination?

P5: I’d say its History. I love places that have a lot of History. I’ve been to Italy on plenty occasions because I love how rich it is. It’s a beautiful place.

Jack: And okay, so lastly do you recognise any destinations as being gay destination?

P5: Gran Canaria and Mykonos. They’re mostly known as the Gay Islands. I’ve known that from previous visits and the main fact that TV shows like ‘My First Gay Summer’ were filmed there.

Jack: Okay, thank you for that. And that is all my questions. Thank you so much for doing this for me and I wish you all the best in your career and life.

*Audio Finishes*
Appendix 6 – P6 Transcription:

*Audio Starts*

Jack: Okay, so, thank you so much for agreeing to take part in an interview for my dissertation. You have read the participant information sheet and signed the consent [P6: Yes, I have] so you know the basis of the research I am conducting but I will explain it a little more for you now, so you have a better understanding of what I am trying to achieve. It comes from a personal place, as I identify as a gay man who is passionate about equality and I am an Events Management so with my passion and degree I am studying towards I decided to base my dissertation about LGBT Pride events, using Cardiff as a case study to really focus the research on a relatable event for the participants. The interview is formed of five sections, starting with an introductory section, followed by sections covering what motivates you as person, why you attend certain events, what you consider to be gay tourism then going into detail about your Pride experiences. So, to begin I am going to ask you some general questions about yourself; so, can I ask your age and occupation and what do you identify your sexuality as?

P6: Yeah, I am 22 years old and I am student here in Cardiff and I am a support worker, working with vulnerable adults. I identify as gay.

Jack: Okay, lovely. So I know myself that job and being a student takes up a lot of time [laughs] so do you have any time for hobbies? If so what hobbies do you have?

P6: Oh totally, but yeah I spend my free time with socialising with friends, outdoorsy stuff and I love listening to music.

Jack: Okay cool, so I’m going to ask you some questions about events in general now. [P6: Okay] How many events do you event each year, doesn’t have to be pride related.

P6: Well, I only really attend Pride events I attend two, Cardiff Pride and Student Pride in London and hopefully Brighton Pride this year for the first time. Other than that, I rarely attend events.

Jack: That’s fine okay so what are your reasons for attending events and why would you revisit a particular event?

P6: Um, if it is good fun, and promote, support equal, LGBT rights and issues. I particularly enjoy live music so that is always a motivating factor. I reattend Cardiff Pride, because it is local, and somewhat feels based on our local community and it is closer to home and heart if you know what I mean.

Jack: Yeah, totally. So you mentioned motivating factors just then. What would you say motivates you as a person? And How are you motivated?

P6: A good atmosphere, liberation and freedom of expression. I enjoy seeing others having a good time, and feeling a sense of ‘breakthrough’, or achievement of something. I am motivated by reward. I want to do something because I know there will be positive things coming from something.
Jack: Okay awesome so next questions relates to theory and it suggests that people attend events for group socialization, to escape daily routine and family togetherness, do you agree with this and to what extent?

P6: I agree very much with that statement, and it very much sums up my feeling toward any event I attend. I generally feel some sort of connection to the event I attend.

Jack: Aw lovely, so moving onto my pride questions now. What does Pride mean to you and are you aware of the origins of Pride?

P6: Its all about celebrating diversity and working to challenge heteronormative views. And I’d like to say the first one was in London, around the time of the miner’s strike as I have seen the film Pride [laughs]

Jack: Okay, cool, yeah I learnt lots from that film too! So what were your expectations before attending Pride? And Which Pride events have your attended?

P6: Um, that there would be lots of colour, music, a diverse range of costumes and I have attended Bristol, Cardiff (a few times), London, Student Pride and a Pride in Spain.

Jack: Okay, so you’ve been to those Pride events, why would you say you reattended Cardiff Pride?

P6: I go to Cardiff because it is local and easy to find friends to come together and have a fantastic day.

Jack: Okay great, so now discussing travel motives. What are your motives to travel and what would entice you to revisit a destination?

P6: I love the excitement of experiencing new cultures, scenery, and food and I’d revisit if I experienced a positive vibe, relaxed atmosphere and friendly happy people the first time.

Jack: And lastly do you recognise any destinations as being gay destinations?

P6: No I don’t.

Jack: Okay, that’s fair enough. Well thank you so much for answering my questions today it’s been a real help!

*Audio Finishes*
Appendix 7 – P7 Transcription

*Audio Starts*

Jack: Okay, so, thank you so much for agreeing to take part in an interview for my dissertation. You have read the participant information sheet and signed the consent [P7: Yeah I have] so you know the basis of the research I am conducting but I will explain it a little more for you now, so you have a better understanding of what I am trying to achieve. It comes from a personal place, as I identify as a gay man who is passionate about equality and I am an Events Management so with my passion and degree I am studying towards I decided to base my dissertation about LGBT Pride events, using Cardiff as a case study to really focus the research on a relatable event for the participants. The interview is formed of five sections, starting with an introductory section, followed by sections covering what motivates you as person, why you attend certain events, what you consider to be gay tourism then going into detail about your Pride experiences. So, to begin I am going to ask you some general questions about yourself; so, can I ask your age and occupation?

P7: Yeah I am 21 years old and I am currently a student here in Cardiff, in my last year now.

Jack: Oh, coming towards the end like me then, scary stuff, eh?! So, can I now ask you your sexuality?

P7: Of course, yeah, I identify as Asexual or Aromantic.

Jack: Oh, right, can you explain that a little for me just so I understand fully.

P7: Yeah, a person who identifies as Asexual or Aromantic is a person who does not experiences romantic attraction to another person as well as having no sexual desire for another person.

Jack: Okay, thank you for that. So can I ask you what your hobbies are? What do you enjoy doing?

P7: I love music, I play clarinet, ukulele, and piano, cosplay, I play both male and female characters and love video making/editing.

Jack: Aw fun!

P7: I also love watching movies and binging Netflix, reading, listening to musicals, some art as in drawing and knitting and photography.

Jack: Ah, lovely so moving onto the next section now. I’m going to discuss event in general. So how many events do you attend each year?

P7: I will always go to comic con in Cardiff twice a year, I may attend some of the other smaller conventions in the year as well. I go to events that are specific to my career, like study days, a few times in the year, I also go to some midnight showings of movies I’m really excited about and my parents will get me a ticket to see a musical live for Christmas every year, not sure if those count.

Jack: Of course, they count all useful information. What are you favourite type of event then?

P7: Local events have a greater draw for me because they are easier to get to, but I have a car now so I will go to ones further away if they look really good. For things like conventions, I enjoy smaller conventions because you get to know more people, but it doesn’t put me off going to larger ones too.

Jack: Okay lovely. So what are you reasons for attending these particular events?
P7: Um, to hang out with friends mostly and further my education and build networks within the industry and because I enjoy it going it makes me happy.

Jack: Ah cool, so is there any reasons why you would revisit a particular event?

P7: Yeah to see friends that I have made at the events as I don’t get to see them very much in between.

Jack: Ah okay cool so now talking about motivation and event motivation. What would you say motivates you as a person?

P7: I’d have to say excitement as if I get excited for something, or I’ve worked really hard towards something it will motivate me and it’s the same for events if I have worked hard for it then it will motivate me to attend events.

Jack: Okay, and how are you motivated?

P7: Apart from myself or by doing well in uni or work etc. My friends motivate me as well, if we’re all working on something together or they’re encouraging me, I’m far more likely to complete something or attend events.

Jack: Okay, nice! So theory I have been researching states that people attend events for group socialization, to escape daily routine and family togetherness, do you agree with this?

P7: I do agree, some of the events I attend haven’t been that great, but if I’ve found a place to sit down, spend time and chat with my friends, then I come away from the event feeling amazing because I have been able to get away for that short space of time. If you know what I mean?

Jack: Oh, yeah, totally understand. So, talking about Pride Events now. What does Pride mean to you?

P7: The opportunity to raise awareness for different sexualities, genders and orientations, and to make it normal to see and talk about them.

Jack: Okay and what were your expectations before attending a Pride event?

P7: To be honest I didn’t know what to expect apart from it being a lot of fun, a lot of very different people coming together, and a lot of glitter [laughs].

Jack: Okay [laughs]. So are you aware of the origins of pride?

P7: No I am not that aware if I am honest but I have learnt quite a lot in the last few years during LGBT history month, but I’m sure there is a lot of stories I haven’t heard yet and I look forward to looking into them more. Maybe you could help me?

Jack: Oh yeah for sure I am so happy to help you with your research further to help you understand more. So what pride have you attended about why? And have your reattended?

P7: Cardiff pride parade and an independent pride event to raise awareness and money for an LGBT+ charity and no I have only attended once as it my first year becoming confident with who I am.

Jack: Okay thank you! So that is all my questions. Thank you so so much for agreeing to take part in my interview and I will send you some useful links about Pride later today to help you with your research.

P7: No problem, I have enjoyed and thank you Id love that.

*Audio Finishes*
Appendix 8 – P8 Transcription

*Audio Starts*

Jack: Okay, so, thank you so much for agreeing to take part in an interview for my dissertation. You have read the participant information sheet and signed the consent [P8: Yes sure] so you know the basis of the research I am conducting but I will explain it a little more for you now, so you have a better understanding of what I am trying to achieve. It comes from a personal place, as I identify as a gay man who is passionate about equality and I am an Events Management so with my passion and degree I am studying towards I decided to base my dissertation about LGBT Pride events, using Cardiff as a case study to really focus the research on a relatable event for the participants. The interview is formed of five sections, starting with an introductory section, followed by sections covering what motivates you as person, why you attend certain events, what you consider to be gay tourism then going into detail about your Pride experiences. So, to begin I am going to ask you some general questions about yourself; so, can I ask your age and occupation and what do you identify your sexuality as?

P8: Yes, I am 21 years old and I am a retail manager from Cornwall and I identify as bisexual.

Jack: Okay, wonderful. So, do you have any hobbies?

P8: Yes, I Love to sing and song write, I have a blog where I post myself songs and I also love photography and modelling.

Jack: Oh nice! So I’m going to ask you a few questions about events in general now. How many events do you attend each year? If so what are they?

P8: In this past year I’ve attended many events! Including a Tegan and Sara concert, making an appearance at a local fundraiser, making an appearance at Plymouth fashion week, Lucy Spraggon concert, Trans pride in Brighton, Cardiff, Cornwall pride and Plymouth pride. to name but a few.

Jack: Oh lovely, so what is your favourite type of event? And why would you revisit a particular?

P8: I like local events, it gives a sense of feeling at home and I’d revisit any kind of fashion show event, since a young age I’ve followed and had an interest in fashion. It then led to me creating a fashion blog, it’s what I love, it’s what I know. I’d also revisit any pride event! Being apart of the LGBTQ+ community, it’s so important to not only recognise pride but to celebrate it.

Jack: Okay cool, so can I ask what motivates you as a person? And how you are motivated?

P8: What motivates me personally, is being successful and creating a name for myself and someone that I and my family can be proud of. I get
motivated by doing what I love and all of the exciting things that come along with that!

<table>
<thead>
<tr>
<th>Jack:</th>
<th>Okay, so theory suggests that people attend events for group socialization, to escape daily routine and family togetherness, do you agree with this and to what extent?</th>
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<tbody>
<tr>
<td>P8:</td>
<td>I agree that in most cases people attend events for socialization but, I wouldn’t say necessarily it’s an escape to daily routine, because in some cases for social influencers/bloggers/youtubers it’s their life.</td>
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<thead>
<tr>
<th>Jack:</th>
<th>Okay that’s fair enough. So moving onto my pride questions. What does pride mean to you? And what were your expectations before attending?</th>
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<tbody>
<tr>
<td>P8:</td>
<td>Pride to me means a group of people coming together and expressing and celebrating what makes them unique. Before my first ever pride event, I was so scared that people would call me out or label me because, back then I was still figuring out who I was. It was such an incredible experience though, I felt like it was a safe space for me to just be who I wanted to be, even though labels were still a little bit overwhelming at that time.</td>
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<tr>
<th>Jack:</th>
<th>Okay, cool. I can relate to being scared at my first pride too! So are you aware of the origins of Pride?</th>
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<tbody>
<tr>
<td>P8:</td>
<td>Um, to be honest I don’t know a lot of the history behind pride, sorry, but, I’m surrounded by a lot of good people in the community who continue to educate and inspire me about pride every day.</td>
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<tr>
<th>Jack:</th>
<th>Oh no, no need to be sorry! I totally understand and this is one of the reasons I’m passionate about this as I am passionate about educating people about the origins. So what Pride events have you attended and why did you chose those particular pride events?</th>
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<tr>
<td>P8:</td>
<td>I have been to Trans Pride in Brighton, Cardiff, Plymouth Pride and Cornwall Pride. And I attended Trans Pride because, the guy I was dating at the time was Trans and I went to just get more awareness of that side of the LGBT community, to meet new people and hear their incredible stories. I attended Plymouth Pride with an organisation called YAY. Which is a youth group of young people who are figuring out their gender/sexuality. I attended Cornwall Pride because Cornwall is my home and I feel like out of all of the Pride events in the whole of the UK, this one is the most important! Everywhere I go outside of Cornwall is so much more understanding and accepting of LGBT people but, in my opinion Cornwall is still very backwards in their thinking which is why it’s super important to celebrate it here.</td>
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<tr>
<th>Jack:</th>
<th>Okay cool, so moving onto gat travel motives as a topic what are your motive to travel and what would entice you revisit a destination?</th>
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<tr>
<td>P8:</td>
<td>To go to new places, to have new experiences and to meet new people. And Having good experiences in that destination would definitely excite me to go back there.</td>
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<tr>
<th>Jack:</th>
<th>Nice. And finally, do you recognise any destinations are being gay destinations?</th>
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</table>
P8: Brighton! Purely because they have a whole strip of gay bars next to each other, you could literally do the best pub crawl along that strip. It also comes with a sea view so what more could you ask for?

Jack: Okay, well great, thank you so much for answering so honestly!

*Audio Finishes*
*Audio Starts*

**Jack:** Okay, so, thank you so much for agreeing to take part in an interview for my dissertation. You have read the participant information sheet and signed the consent [P9: Yeah] so you know the basis of the research I am conducting but I will explain it a little more for you now, so you have a better understanding of what I am trying to achieve. It comes from a personal place, as I identify as a gay man who is passionate about equality and I am an Events Management so with my passion and degree I am studying towards I decided to base my dissertation about LGBT Pride events, using Cardiff as a case study to really focus the research on a relatable event for the participants. The interview is formed of five sections, starting with an introductory section, followed by sections covering what motivates you as person, why you attend certain events, what you consider to be gay tourism then going into detail about your Pride experiences. So, to begin I am going to ask you some general questions about yourself; so, can I ask your age and occupation and what do you identify your sexuality as?

**P9:** Yes, I am 21 years old, I am full time student and I am a gay man.

**Jack:** Okay lovely, so do you have any hobbies?

**P6:** Yeah, I go to the gym a fair bit, I enjoy running and socialising with friends and family.

**Jack:** Aw cool, so talking about events now. How many events would you say you go to each year?

**P9:** Um, probably about five events, usually local drum and bass events.

**Jack:** Okay, that answered my next questions of what events you do to [Laughs] so why do you attend these events and would you revisit a particular event?

**P6:** Well an awesome night out and yeah I reattend club events like Wednesday nights in WOW bar in Cardiff.

**Jack:** Okay nice so you prefer the club scene to day events?

**P9:** Oh yeah, most definitely.

**Jack:** Okay, right so moving on I’m going to ask you about motivation now. What would you say motivates you as a person and how are you motivated?

**P9:** Um, probably by friends and family, wanting to sort of impress them and make them proud I suppose and I am motivated by being true to myself and not caring about what people think.

**Jack:** Okay cool, so by just focussing on yourself?

**P9:** Well, yeah basically.
Jack: Okay so theory surrounding motivation suggests that people attend events for group socialization, to escape daily routine and family togetherness, do you agree with this and to what extent?

P9: Yeah, I agree with it and to just have fun. Having a blow out at the end of a long week

Jack: Okay lovely. Um right, moving onto the Pride questions. What does mean to you and are you aware of the origins of Pride itself?

P9: Pride means not just being proud of being gay but also understanding the struggles people did go through to get where we are today in terms of gay legislation. And Was it something to do with the Stonewall Riots, right?

Jack: Yeah, stonewall riots of 1969 was the first time LGBT people fought back against discriminations, it was actually to the police who raided the Stonewall Inn. [P9: Oh, cool] So anyway moving on. Which pride events have you attended and would you reattend?

P9: I have been to Cardiff pride once, last year actually and I would most definitely reattend as it was a great event, great atmosphere, not what I expected actually, I didn’t think it would be as good as it was.

Jack: Aw lovely, always a good moment when an event surprises you. Okay so talking about gay travel motives now What are your motives to travel and reasons for wanting to return to a particular destination?

P9: Wanting to get away from this country and get in the sun and If there were a lot of gay bars there. Love a good gay bar [laughs].

Jack: Aw cool and finally do you recognise any destinations as being gay destination?

P9: Yes, Gran Canaria was quite gay central when I went. As well as places in the UK like Brighton.

Jack: Yeah cool, so that’s it. Thank you so much for answering my questions today!

*Audio Finishes*
Appendix 10 – Consent and Participant Form

Cardiff Metropolitan University Ethics Reference Number:

Participant name or Study ID Number:

Title of Project: LGBT Pride events in the UK

Name of Researcher: Jack Davies

Participant to complete this section: Please initial each box.

1. I confirm that I have read and understand the information sheet for the above study. I have had the opportunity to consider the information, ask questions and have had these answered satisfactorily. [    ]

2. I understand that my participation is voluntary and that I am free to withdraw at any time, without giving any reason. [    ]

3. I agree to take part in the above study. [    ]

4. I agree to the interview / focus group / consultation being recorded [    ]
   Yes    No

5. I agree to the use of anonymised quotes in publications [    ] [    ]

6. I would like my organisations' name to be anonymised in all publications [    ] [    ]

Signature of Participant

__________________________________________________________________________

Date

__________________________________________________________________________

Name of person taking consent

__________________________________________________________________________

Date

__________________________________________________________________________

Signature of person taking consent:

__________________________________________________________________________
PARTICIPANT INFORMATION SHEET

Motivations to attend LGBT+ Pride events in the UK

Project summary
The purpose of this research project is to explore the motivations to attend LGBT+ Pride events in the UK to establish the size and scope of LGBT+ Pride events and to determine the motivations of LGBT+ people who attend events. Aiming to provide conclusions and make recommendations for future academic research and LGBT+ Pride event managers in order to improve the event experience for the attendees. Your participation will enable the collection of data which will form part of a study being undertaken at Cardiff Metropolitan University.

Why have you been asked to participate?
You have been asked to participate because you fit the profile of the population being studied; that is you identify within the LGBT+ community and have attended a LGBT+ Pride event.

Project risks
The research involves the completion of a 1-1 recorded interview and which will be recorded for later analysis. The study is concerned with collecting data surrounding your motives to attend events, in particular LGBT+ Pride events. We do not think that there are any significant risks associated with this study. However, if you do feel that any of the questions are inappropriate then you can stop at any time. Furthermore, you can change your mind and withdraw from the study at any time – we will completely respect your decision.

How we protect your privacy
All the information you provide will be held in confidence. We have taken careful steps to make sure that you cannot be directly identified from the information given by you. Your personal details (e.g. signature on the consent form) will be kept in a secure location by the research team. When we have finished the study and analysed all the information, the documentation used to gather the raw data will be destroyed except your signed consent form which will be held securely for 5 years. The recordings of the focus groups/ interview will also be held in a secure and confidential environment during the study and destroyed after 5 years.

YOU WILL BE OFFERED A COPY OF THIS INFORMATION SHEET TO KEEP

If you require any further information about this project then please contact:

Jack Davies, Cardiff Metropolitan University
Cardiff Metropolitan University email: st20092931@outlook.cardiff.ac.uk
Appendix 11 – Ethics Form

CARDIFF METROPOLITAN UNIVERSITY
APPLICATION FOR ETHICS APPROVAL

DEVOLVED ETHICS APPROVAL APPLICATION SUMMARY

Student Name: Jack Davies
Student Number: g20092933

Module Name: Dissertation
Module Number: HT6009

Programme Name: BA Events Management
Supervisor Name: Deryl Gibbs

To be completed by student and supervisor before submission to Ethics Approval Panel

<table>
<thead>
<tr>
<th>Document</th>
<th>Student Signature</th>
<th>Supervisor Signature</th>
</tr>
</thead>
<tbody>
<tr>
<td>Application for ethics approval</td>
<td>[X] Yes</td>
<td>[X] Yes</td>
</tr>
<tr>
<td>Participant information sheet</td>
<td>[X] Yes</td>
<td>[X] Yes</td>
</tr>
<tr>
<td>Participant consent form</td>
<td>[X] Yes</td>
<td>[X] Yes</td>
</tr>
<tr>
<td>Film interview(s)</td>
<td>[X] Yes</td>
<td>[X] Yes</td>
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<tr>
<td>Film questionnaire(s)</td>
<td>[X] Yes</td>
<td>[X] Yes</td>
</tr>
<tr>
<td>Confirmation of non-invasive participation</td>
<td>[X] Yes</td>
<td>[X] Yes</td>
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</tbody>
</table>

First Submission: [ ]
Resubmission: [ ]

Date: [ ]

For use by the devolved ethics approval panel:

Panel Members

<table>
<thead>
<tr>
<th>Name</th>
<th>Signature</th>
</tr>
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</table>

Module leader, Chair:

Supervisor:

Application for ethics approval at October 2017.
CARDIFF METROPOLITAN UNIVERSITY
APPLICATION FOR ETHICS APPROVAL

CSM Ethics Committee Representative: 

Date: 

Date of Reassessment: 

Outcome:

Project Approved: [] Reference number issued: 2016053868

Chair’s Action: []

Application not Approved: []

Comments for projects not fully approved:

The original is to be retained by the sponsor and a copy given to the student and/ or the supervisor.

In the case of a modification being required, the original form should be submitted with the modification and a new, signed, etc.

Application for ethics approval 05 October 2017
PLEASE NOTE:
Participant recruitment or data collection MUST NOT commence until ethics approval has been obtained.

PART ONE

<table>
<thead>
<tr>
<th>Name of applicant:</th>
<th>Jack Davies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supervisor (if student project):</td>
<td>Darryl Gibbs</td>
</tr>
<tr>
<td>School / Unit:</td>
<td>Cardiff Metropolitan University</td>
</tr>
<tr>
<td>Student number (if applicable):</td>
<td>St20092931</td>
</tr>
<tr>
<td>Programme enrolled on (if applicable):</td>
<td>BA Events Management</td>
</tr>
<tr>
<td>Project Title:</td>
<td>Motivations of the attendees of LGBT Pride events in the UK</td>
</tr>
<tr>
<td>Expected start date of data collection:</td>
<td>01/12/2016</td>
</tr>
<tr>
<td>Approximate duration of data collection:</td>
<td>6 months</td>
</tr>
<tr>
<td>Funding Body (if applicable):</td>
<td>N/A</td>
</tr>
<tr>
<td>Other researcher(s) working on the project:</td>
<td>N/A</td>
</tr>
<tr>
<td>Will the study involve NHS patients or staff?</td>
<td>No</td>
</tr>
<tr>
<td>Will the study involve human samples and/or human cell lines?</td>
<td>No</td>
</tr>
</tbody>
</table>

| Does your project fall entirely within one of the following categories: |
|---------------------------|------------------|
| Paper based, involving only documents in the public domain | No |
| Laboratory based, not involving human participants or human samples | No |
| Practice based not involving human participants (eg curatorial, practice audit) | No |
| Compulsory projects in professional practice (eg Initial Teacher Education) | No |
| A project for which external approval has been obtained (e.g., NHS) | No |

If you have answered YES to any of these questions, expand on your answer in the non-technical summary. No further information regarding your project is required. If you have answered NO to all of these questions, you must complete Part 2 of this form.

**In no more than 150 words, give a non-technical summary of the project**

This project's aim is to explore the motivations of the attendees of LGBT Pride events in the UK, using a comparative case study of Cardiff and Manchester Pride. The project will address topics such as the history of the LGBT community and Pride events in the UK, to establish the extent of the size and scope of Pride events in the UK. Motivational theory will also be addressed, establishing what motivates people to act in a particular way and why they attend events. During this project, the researcher intends to conduct primary research with LGBT people and identify who attends Pride events and why, determining motivations. This will then allow the researcher to provide conclusions and recommendations for future academic research to managers of Pride events based on findings.

**DECLARATION:**

I confirm that this project conforms with the Cardiff Met Research Governance Framework

I confirm that I will abide by the Cardiff Met requirements regarding confidentiality and anonymity when conducting this project.

**STUDENTS:** I confirm that I will not disclose any information about this project without the prior approval of my supervisor.

| Signature of the applicant: | Date: |

**FOR STUDENT PROJECTS ONLY**

| Name of supervisor: | Date: |

| Signature of supervisor: |  

80
Research Ethics Committee use only

Decision reached:
- Project approved
- Project approved in principle
- Decision deferred
- Project not approved
- Project rejected

Project reference number: Click here to enter text.

Name: Click here to enter text. Date: Click here to enter a date.

Signature:

Details of any conditions upon which approval is dependant:
Click here to enter text.

PART TWO

A RESEARCH DESIGN

A1 Will you be using an approved protocol in your project? No

A2 If yes, please state the name and code of the approved protocol to be used
N/A

A3 Describe the research design to be used in your project

Overview of research:
- The researcher intends to between 10-15 semi-structured interviews to conduct their research by using open ended questions to collect a qualitative form of information of a sensitive and personal nature. This will allow for freedom of response so the participant can answer in an open and honest way, allowing the researcher to gain opinions and thoughts of the participant.
- The participants will identify within the LGBT community and will have either attended Pride Events or have no attended Pride Events.
- The interview will be recorded on a recording device and will last 20-30 minutes in duration.
- The interviews will be conducted through a 1-1 basis and will be at Cardiff Metropolitan University on the Llandaff campus in the school of management.
- The researcher will be using a thematic analysis method to the research in order to examine and record patterns found in the research.

1 An Approved Protocol is one which has been approved by Cardiff Met to be used under supervision of designated members of staff; a list of approved protocols can be found on the Cardiff Met website here
Participants:
- All participants will be over the age 18.
- Participant’s right to anonymity will be reiteration throughout the research process and they may withdraw their data at any point.
- The researcher will only record age and gender of the participant.

Analysis:
- The qualitative data from the semi structured interview will be through observer impression of the specific use of the specific use of the data collected to help support the proposal.

<table>
<thead>
<tr>
<th>A4 Will the project involve deceptive or covert research?</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>A5 If yes, give a rationale for the use of deceptive or covert research</td>
<td>N/A</td>
</tr>
<tr>
<td>A6 Will the project have security sensitive implications?</td>
<td>No</td>
</tr>
<tr>
<td>A7 If yes, please explain what they are and the measures that are proposed to address them</td>
<td>N/A</td>
</tr>
</tbody>
</table>

B PREVIOUS EXPERIENCE
B1 What previous experience of research involving human participants relevant to this project do you have?
I have experience in conducting research at level 3, while in college studying towards an Extended Diploma in Health and Social Care. I have also completed a research proposal for this project in year two of my BA Events Management proposal.

B2 Student project only
What previous experience of research involving human participants relevant to this project does your supervisor have?
My supervisor has extensive experience of supervising undergraduate and post graduate research projects. My supervisor has carried out extensive research for his PHD.

C POTENTIAL RISKS
C1 What potential risks do you foresee?
The potential risks of this project would be related to the research that I intend to conduct.
- Finding access to participants could be a challenge that I may face.
- Number of participants to take part in my research may be an issue.
- Keeping everyone anonymous through my research is another risk I may face.
- Ensuring the participants answer the questions in an open and honest way, because of the personal nature of the questions being asked.
• Dealing with dangerous knowledge that could be potentially collected in the data.

C2 How will you deal with the potential risks?

• I would deal with the risk of access to participants by networking with local LGBT groups that I part of, such as the Cardiff Met LGBT society.
• To deal with the risk of the having a significant number of participants I could use snowball sample, where one of my potential participants could refer and recommend another for the research.
• Keeping every participant anonymous will be dealt with by ensuring each participant has a code instead of using their name. This will be used through the whole of the research from the consent from to transcript of interviews.
• To combat the risk surrounding the personal nature of the questions, the researcher will deal with this by explaining that I identify within the LGBT+ community myself, allowing the participant to answer with ease knowing I come from a non-judgemental front.
• The researcher will deal with the dangerous knowledge by being conscious and ensuring that they do not ask sensitive and personal questions.
**SEMI STRUCTURED INTERVIEW**

<table>
<thead>
<tr>
<th>Order of semi structured Interview</th>
<th>Discussed</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) Ask participant for approval to use recording systems Ask participant to sign and acknowledge consent form</td>
<td></td>
</tr>
<tr>
<td>2) Introductory questions</td>
<td></td>
</tr>
<tr>
<td>- Age</td>
<td></td>
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<tr>
<td>- Occupation</td>
<td></td>
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<tr>
<td>- Are you willing to share you sexual orientation identity? If yes, what would you identify your sexuality as?</td>
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<tr>
<td>- Hobbies</td>
<td></td>
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<tr>
<td>3) Discuss Events:</td>
<td></td>
</tr>
<tr>
<td>- How many events do you attend each year? If so, which events</td>
<td></td>
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<tr>
<td>- What is your favourite type of event? Local? Mega?</td>
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<tr>
<td>- What are your reasons for attending the events?</td>
<td></td>
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<tr>
<td>- Would you revisit a particular event? If so, why?</td>
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<tr>
<td>4) Discuss Motivation and Event Motivation:</td>
<td></td>
</tr>
<tr>
<td>- Content theory - What motivates you as a person?</td>
<td></td>
</tr>
<tr>
<td>- Process theory - How are you motivated?</td>
<td></td>
</tr>
<tr>
<td>- What entices you to attend events? And what entices you to reattend?</td>
<td></td>
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<tr>
<td>- Theory suggests that people attend events for group socialization, to escape daily routine and family togetherness, do you agree with this and to what extent?</td>
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</tr>
<tr>
<td>5) Discuss Pride events:</td>
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</tr>
<tr>
<td>- Are you aware of the origins of Pride?</td>
<td></td>
</tr>
<tr>
<td>- What does Pride mean to you?</td>
<td></td>
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<tr>
<td>- Have you attended a LGBT+ Pride Event? If yes continue, if no please explain</td>
<td></td>
</tr>
<tr>
<td>- Which pride event have you attended?</td>
<td></td>
</tr>
<tr>
<td>- Do you attend Pride alone? With friends? Family?</td>
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</tr>
<tr>
<td>- There are now over 100 Pride events in the UK, why did you choose that particular Pride event?</td>
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</tr>
<tr>
<td>- What were your expectations before attending the Pride event?</td>
<td></td>
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<tr>
<td>- Have you attended the same Pride more than once, if so why?</td>
<td></td>
</tr>
<tr>
<td>- Do you feel personally represented at Pride?</td>
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</tr>
</tbody>
</table>
- Which aspects of Pride do you feel dominate the event?
- Do you feel the LGBT+ community are represented in the correct way during Pride events?
- What would you change about the Pride event you attended if you could?

6) Gay Travel Motives:

- What are you motives to travel?
- What would entice you to revisit a destination?
- Do you recognise any destinations as being gay destinations? If yes, where and why?
7

References


