An Exploration of the Travel Motives of Gay Tourists

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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: _____________________________

Signed: _____________________________

Student Number: ____________________

Date: ______________________________
Abstract
This dissertation sets out to explore the motivations of gay tourists and the impacts upon destination hosts. In this dissertation, gay tourists specifically refer to gay men and their motivations, with a mixture of samples who have and have not travelled to a gay destination. The decision to focus on gay men is of personal interest to the researcher due to being a part of the LGBT community.

To form the outset of this study, a detailed literature review was carried out, leading into the methodological processes whereby research techniques were discussed and justified. Moreover, a discussion and comparative analysis of results was established to meet the aim and objectives. Results were discovered through eight semi-structured interviews and proceeded to be transcribed, for the ability of thematic analysis to be performed.

Results and discussion of research allowed for the identification of key findings in relation to gay tourist motivations, and can contribute to the realisation of the troubles gay men face and feel when travelling to certain destinations. It has also identified similar and opposing feelings, opinions and experiences, aiding the researcher in finding what was set out to find. The research has also found what impacts gay tourists have on host destinations but was deemed difficult to relate external impacts of gay tourism to gay men and gay destinations. To conclude, the motivation and impacts of gay tourists go hand-in-hand and can be found to be discussed within this study, creating a rapport of why gay destinations are wanted and sought.

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List of Abbreviations

LGBT – Lesbian, Gay, Bisexual, Transgender

M1: Male 1
M2: Male 2
M3: Male 3
M4: Male 4
M5: Male 5
M6: Male 6
M7: Male 7
M8: Male 8
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Introduction
1.1. Setting the Scene

Queer, Gay, Homosexual, all terms associated with those who identify themselves as someone with the attractions towards the same sex. Affiliated and integrated within the LGBT community; the Lesbian, Gay, Bisexual, Transgender community. Interchangeably the terms used above all define the same meaning and reasoning behind the identification of the ‘gay’ man, which enlightens the reader into the history and introductory of this term.

Stavropoulos *et al* (2003, p. 31) believes that the term ‘homosexual’ was not only a means to “public identification” but more of “public self-identification”, to allow an individual or individuals establish whom they are and how they fit into society. Halperin (2003, p. 339) emphasises how such a simple word was understood as “strange, odd, unusual, abnormal or sick” and was used in an unwelcoming manner and applied specifically to lesbians and gay men.

Nevertheless, homosexuality has overcome milestones in the form of legalities, from the first pride festival in 1972 to the passing of the Same-sex Couples Act in 2013. With the passing of the Same-sex Couples Act, it has increased the level of LGBT tourism, spanning the globe for all members of the LGBT community allowing individuals to feel they can go somewhere and be themselves (Rosenbloom, 2014). The increase in tourism amongst the LGBT community must expose the motivations behind going to certain destinations and is a crucial element that will depict this study, with the addition and cohesion of the impacts upon destination hosts.

This study is confined to homosexual men, also referred to as ‘gay tourists’, ‘gay men’ and ‘gay tourism’, but is seen to be discussed in relation to the LGBT Community.
1.2. Research Rationale
An interest to the researcher is travelling, forming the original concept of this study. However, being a gay man the researcher wanted to delve into the subculture of the LGBT community as explorations of this have not been of interest to the researcher until recently, forming another aspect of this study. The concept of gay tourism was founded but further information was desired and the idea of exploring the motivational factors of gay tourists was decided. If the LGBT tourism industry is worth £6bn in the U.K. (Coldwell 2016) then there must be further information about gay men specifically travelling to a destination, with motivations behind them influencing their travel decisions. With some access to gay males, this topic was perfect and feasible for the researcher.

1.3. Identifying the Research
This research aims to identify the motivations of gay tourists, and with the LGBT community becoming far more accepted in society, the researcher feels that this could be contributing to the huge economical structure with regards to gay tourism and the money it creates. Additionally, the researcher also feels this sort of topic has a stereotypical factor embedded within in and so, this research aims to identify the real reasons behind motivations of gay tourists.

1.4. Aim and Objectives
The aim of this research is to explore the motivational factors of gay tourists travelling to gay destinations, and the impact this has on host destinations.

To achieve this aim, it is important that the following objectives are fulfilled:

1. To critically review the academic literature of gay tourism and motivations of gay tourists.
2. To investigate the motivational factors of gay tourists using primary and secondary research.
3. To establish impacts that gay tourism has on host destinations and/or gay males.
4. To evaluate the outcomes and make recommendations of the primary and secondary research conducted, to identify the reasons behind gay tourists visiting gay travel destinations.

1.5. Outline of Chapters

Chapter 2: The Literature Review, identifies with the use of theoretical backgrounds, what is already known about gay tourism. To broaden the understanding of this, it starts by looking deeper into tourism, tourist motivations and the social and cultural impacts of a destination in a generic capacity, evolving and linking to the core topic, gay tourism. In particular, the reader will come across motivations of gay men, activities of gay tourists, the branding of a gay destination, destination host impacts and what sexual identity has to do with gay tourism.

Chapter 3: The Methodology, identifies and justifies the research techniques used to allow for this study to commence. It identifies the inadequacy of some research methods and those which were suitable for this topic. The choice of sampling is discussed with the addition of the analysis of data collection methods in the form of semi-structured interviews and the technique used to gather the data in the form of interview transcriptions is discussed. Finally, the discussion of validity and ethical guidelines was conferred to ensure the safety of both the researcher and all participants.

Chapter 4: The Results and Discussion, are formed and presented using primary research and are in the same order as the literature review for simplicity of understanding the data collected. No new data has been introduced as all relevance refers to the theoretical framework of the literature for clarity. All results in the form of interview transcriptions can be found in the appendices for further analysis by the reader and are numbered accordingly. This chapter will allow the reader to identify the trends that have been uncovered by the researcher with more of an understanding of the topic.
Chapter 5: The Conclusion, has brought chapters 2-4 together by revising the aim and objectives of this study as well as the discussion of the limitations of the research, key findings, recommendations for any future research and recommendations for future stakeholders.

1.6. Summary
This chapter has set the scene of this study, enabling further identification of the rationale behind this topic. The aim and objectives of this study have been explored with an outline of each objective. The researcher hopes this topic will open his eyes and the reader’s eyes into the world of gay tourists and what their travel motives are, with the impacts held upon destination hosts.
2

Literature Review
2.1. Introduction
To ensure the understanding of the working title, it is important to fulfil the first objective of the aim; to critically review the literature of current and known literature. Topics to be discussed are one such as the LGBT community, tourism motivation and gay tourism, gay travel motives and impacts upon host destinations. The purpose of critically reviewing literature is to form a basis of which to surround the primary research on, and compare the researcher’s findings.

2.2. Tourist Motivation
It is relevant to understand the difference between a tourist and a visitor for this study. A tourist is a traveller who extends the length of time exploring a destination. A visitor’s visit is transient, perhaps a few hours long to a couple of days in one location (Cooper et al., 2008). The difference in these terms can be related to Plog’s Theory of Tourism where two types of titles can be given to those travelling to a destination; Psychocentric (visitor) and Allocentric (tourist). ‘Psychocentric’ being individuals that prefer safe destinations and often returning, and ‘Allocentric’ meaning those who are adventurous and driven to explore and discover new destinations, rarely returning (Cooper et al., 2008).

Motivation can encompass many aspects within an individual to allow for the progression of a persons’ motivation to achieve something, and so, a theory that comprehends humans’ motivation is Maslow’s Hierarchy of Needs (see figure 2.1). It comprises of a five-tier pyramid that identifies the needs of people, from ‘physiological needs’ such as food and water to ‘self-actualisation’, meaning self-fulfilment when all stages have been accomplished.
Holloway and Humphreys (2012) identifies tourist motivation as the purpose of a visit to which falls into three categories; holidays, business and other. Other being study trips, religious pilgrimages and sport and health reasons. Holloway and Humphreys (2012, pp. 70) also establish that motivation arises “out of the felt wants and needs of the individual”. They differentiate the meaning of a want and a need, expressing a want as a desire and a need as a necessity. In comparison, Lucena et al (2015) have confidence in the fact that motivation is also driven by additional factors such as emotions, which seem to be vindicated through reasonable analyse of destination investigation.

2.2.1. Social and Cultural Destination Impacts

Social and cultural impacts as identified by Wall and Mathieson (2006) fall into three categories:

1. **The Tourist** – the demand for tourist services and motivations, their attitudes and expectations, alongside purchasing decisions.

2. **The host** – those of a destinations area, the labour engaged in providing services and the local organisation of the tourist industry.

3. **Tourist-host interrelationships** – the relationship between the host and the tourist, with the interaction of hosts within a destination.

(Adapted from Walls and Mathieson, 2006, p. 220)
Under the umbrella of ‘Social and Cultural Impacts’, it can be further identified with the ways in which tourism is contributing to changes in value systems, the behaviour of an individual, family structure and relationships, collective lifestyles, moral conduct and traditional ceremonies. Put simply by Esteves et al (2012), it is the effects people have on host communities, but also, it can be identified as an embodied experience and not just a visual experience (Franklin, 2003).

2.3. Gay Tourism

Gay tourism as defined by Graham (2002), in eighteenth-century Europe, involved gay men leaving their countries to seek sensual and sexual release. That may still be the case today, however, with the passing of many legalities some of the gay community can express themselves in their own country and sometimes in their own community with maybe some discrimination and derogatory opinions along the way. This cannot be said for those living in countries that still view homosexuality as an abnormality. Gay tourism is also known as a form of tourism marketed at the whole of the LGBT community.

It is worth acknowledging the new independence of the LGBT community with regards to the uplift of legislation and so, can this mean an increase into the growth of gay travellers travelling to gay destinations? Sitges, Spain for instance, where Foxe (2016) draws attention to the percentage increase of the country in 2015, generally standing at 12%, increasing to 28% throughout 2016. With more than a fifty percent increase it cannot be helped but to think maybe the passing of legislation in different countries has had a positive impact upon the LGBT community, allowing gay men and women to feel more comfortable and at ease to visit a multitude of destinations. In addition to Sitges’ growth, the percentage increase can be compensated for other countries similar progression with regards to revenue.

Southall and Fallon (2011) expand on the United Kingdom’s LGBT market strength, as an estimated £4.7 billion was spent on gay leisure travel, with the specified value of £47.2 million alone on gay honeymoons. A clear indication of the power of this niche market on travel destinations. Thus, leading into why gay men travel to such destinations. Do homosexual men only go to gay destinations to be their true self or are they conforming and residing to the environment that defines their sexual orientation? Chopra and Gajjala (2011) argue that this is because people want to engage with same-
sex activities for the fun of it and not necessarily deem it to be a sexual or political identification of who they are. Gay night clubs for example are predominantly targeted at homosexual men and women, but it does not necessarily mean they are the only places they visit. Yes, they are a place for men and women to express who they are and relate their identity, qualities and attributes with other individuals, but it may also be a place for escapism and freedom due to the confusion that homosexuality can have upon people whilst trying to establish who they are as a human being.

It is interesting to explore gay tourism but difficult to ignore the parallel aspect that is hospitality. Unquestionably, hospitality feeds into tourism as it comprises of services available to tourists. Integrated within the tourism industry, hotels serve a heterogeneous mix of people all over the world (Frohlick and Johnston, 2011), and due to the appeal of the gay market, the surge of hoteliers chasing the pink dollar (disposable income of the gay market) has increased (Berezan et al, 2015). Albeit very attractive to hoteliers, it is important to acknowledge and be aware of the factors that affect this market with regards to lifestyle issues, preferences and expectations to avoid “pink washing”; the promotion of a gay-friendly environment without having identified its internal issues (such as violence and equality) that could hinder this niche market (Berezan et al, 2015, p. 1036).

In today’s society, hotels such as The Hilton are adhering to meeting expectations of the gay market to encourage diversity through clear mission statements…

“Stay with us as you experience the rich history, culture and nightlife of top gay destinations around the world. Whether you’re traveling solo, with friends or escaping as a couple or with family, we are proud to offer the gay community special deals and rewards that give you new ways to Go Out. Join us for pride celebrations, other LGBT events or as you make your own memorable moments.”

(Hilton Hotels and Resorts, 2016, online).
2.4. Gay Tourist Motivations

It is worth knowing the motivations behind tourist decisions, but it is further valuable to acknowledge the wider demographic that is gay tourism, as with such large market values, it is hard to avoid the reasons why so many people within the LGBT community are travelling to specific destinations. Past experiences of gay tourist motivations have been identified in a sexual manner and even Want (2002) expressed how sex is a major motivator when deciding to travel to a destination. Surely, today there are further explanations other than sexual intent, that encourage gay men to travel to gay-friendly destinations. Referring to Maslow’s Hierarchy of Needs, the second stage relates to safety and security. This gives the author of this study an incline into the wider motivations of gay tourists.

Tourism and risk go hand-in-hand as the decision to travel implies some level of risk or uncertainty due to the visitation of new and unknown places and social surroundings (Yang et al., 2017). True to the belief of the author, but gay tourism and risk too seem to create similar motivational factors across the gay community. Pritchard et al (2000) identifies that escapism and the need to get away is a main motivation of gay tourists, as well as safety and a sense of belonging, to be oneself in a destination they have chosen to go to. It is acknowledged that the pressures of living in a large heterosexual world is another main reason for taking a holiday or visiting a destination, as Pritchard et al (2000) further identifies, sexuality is ridiculed or kept hidden in societies that encompass those within the gay community. Those also, who have not ‘come out’ are more inclined to visit a place for social acceptance, to be themselves with no ridicules or discrimination.

Another motivation of gay tourists is the cultural and exploration aspect of a destination. Coupled more with the older generation, the discovery of new places and seeing beautiful landscapes heightens the reason for gay men to travel to specific destinations (Weeden et al., 2016). Additionally, one of the biggest factors surrounding motivation, not only for gay tourists but tourists in general, is relaxation as explained by Clift and Forrest (1999). This can be conjoined with Pritchard et al (2000), as relaxation may come when safety, belonging and escapism is sought. Good food and good accommodation, followed by great weather, cost and avoiding children (Want, 2002) were amongst the most popular motives of travelling to gay-friendly destinations.

It is worth noting how sex was the central factor for gay tourists according to Want (2002), however, other priorities have overshadowed this with regards to safety,
escapism and the quality of a destination with what it has to offer, allowing gay men to travel to destinations for a wider variety of reasons, abolishing the stereotype that gay men go to gay specific destinations for one thing…sex.

The relationship between gay tourist motivations and the impact destinations have upon gay men that influences their travel decisions is an element that cannot be ignored. The attractiveness of a destination that allows those within a subculture of homosexuality to express themselves without hate or quarrels, is one that impacts positively on the life of gay men wanting to experience travel and tourism, to be able to express who they are in other countries where they cannot do so in their home environment. Further impacts of destination hosts can be found in section 2.5.1 of this section.

2.4.1. What is Out There?
Understanding one aspect of gay tourist motivations in terms of safety, security and self-expression is key, but the opportunities of the level of engagement in connection with recreational activities, excursions and events, that form the other part of the reasons of why gay men travel to specifically gay-friendly destinations has to be considered. Having covered accommodation from (Frohlick and Johnston, 2011) and (Berezan et al, 2015), cruises are an increasingly popular form of holiday choice amongst the LGBT community, but considerably more attractive towards gay men, who are considered a niche market in the cruise sector (Weeden et al, 2016). Importantly, it is necessary to understand that gay socialising and leisure activities do not always reside to the confines of gay leisure places or destinations, albeit a safe-haven (Browne and Bakshi, 2011). A concentration of businesses, spanning from bars, saunas, restaurants, nightclubs and public spaces such as parks are available for social interaction for gay men (Fimiani et al, 2014). Pride or Mardi Gras, is an event that largely celebrates the reflection of a diverse and outspoken community (Holas, 2017), across the world, adding to the attractiveness of a gay destination.

The option of planning a trip to several destinations is available via online gay tourism associations, three have been identified:
• OutofOffice.com – “…prides itself in creating original tailor-made travel experiences and luxury holidays” (Out of Office, 2017, online).

• Atlantisevents.com – “What started with the very simple idea of "a gay week on the beach with friends" has blossomed into a company producing all-gay cruise and resort vacations all over the world” (Atlantis Events, 2017, online).

• Gaywelcome.com – “Gay Welcome was set up by GETA to help gay people traveling in and to Europe find hotels, guesthouses, B&BS and holiday accommodation that better meet their needs” (Gay Welcome, 2017, online).

Melián-González et al (2011) have identified factors that influence gay men’s decisions to travel to certain destinations with ‘Good Climate’ surpassing the rest (see table 2.1). This argues against Want (2002) deeming sex as a great motivator, whereas the weather is largely considered first amongst other factors before intimacy. What is available to gay tourists is highly related to individual’s motivations, as attractions, events and other leisure activities influence the decision-making process, as primarily, the destination and its accessibility is a major influencer (Liasidou, 2012).

<table>
<thead>
<tr>
<th>Valuable resource</th>
<th>Relative frequency (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Good climate</td>
<td>94.5</td>
</tr>
<tr>
<td>Gay scene</td>
<td>84.4</td>
</tr>
<tr>
<td>Nightlife</td>
<td>76.3</td>
</tr>
<tr>
<td>Gay-friendly environment</td>
<td>70.2</td>
</tr>
<tr>
<td>Good beaches</td>
<td>61.6</td>
</tr>
<tr>
<td>Exclusively gay accommodation</td>
<td>56.6</td>
</tr>
<tr>
<td>Gay-friendly accommodation</td>
<td>53.8</td>
</tr>
<tr>
<td>Good restaurants</td>
<td>51.2</td>
</tr>
<tr>
<td>Cleanliness and environment</td>
<td>46.8</td>
</tr>
<tr>
<td>Hospitality of residents</td>
<td>44.8</td>
</tr>
<tr>
<td>Economic prices</td>
<td>39.9</td>
</tr>
<tr>
<td>Shops</td>
<td>38.2</td>
</tr>
<tr>
<td>Personal safety</td>
<td>36.4</td>
</tr>
<tr>
<td>Accessibility of destination</td>
<td>32.9</td>
</tr>
<tr>
<td>Peace and quiet</td>
<td>32.4</td>
</tr>
<tr>
<td>Local gastronomy</td>
<td>24.9</td>
</tr>
<tr>
<td>Adequate infrastructures (health, roads...)</td>
<td>23.4</td>
</tr>
<tr>
<td>Scenery</td>
<td>21.7</td>
</tr>
<tr>
<td>Cruising areas</td>
<td>20.8</td>
</tr>
<tr>
<td>Geographical proximity of destination</td>
<td>20.5</td>
</tr>
<tr>
<td>Good leisure offer</td>
<td>16.2</td>
</tr>
<tr>
<td>Cultural activity</td>
<td>15.3</td>
</tr>
<tr>
<td>Fashionable destination</td>
<td>9.8</td>
</tr>
<tr>
<td>Sports facilities</td>
<td>8.4</td>
</tr>
<tr>
<td>Others</td>
<td>4.3</td>
</tr>
</tbody>
</table>

Table 2.1: Valuable Resources for a Gay Tourism Destination (Melián-González et al 2011, p. 1032).
2.4.2. Gay Destination Branding

“You don’t have to scream gay but you have to do it right” (Guaracino, 2012, p. 69). Branding is a creative process that builds awareness to extend customer loyalty (Wheeler, 2010), and so, gay branding is the same but aimed at a far more niche market. To brand a destination as gay or for current gay destinations to continue to brand themselves, Guaracino (2012) further accentuates that creativity is key, whereby the right message and image that is true to the gay community must be tailored to its market as well as the destination itself. Additionally, it should be attractive, up-scale and gay-exclusive, but avoid stereotyping at the same time. As identified in section 2.4.1 (p. 12) online tourist organisations are an excellent way to brand destinations as gay, raising awareness for gay men to recognise gay-friendly tourist destinations. But what else identifies a destination, hotel, bar or restaurant as gay or gay-friendly? ‘Codes’ as underlined by Guaracino (2012) are names, colours and symbols that communicate the gay-friendly vibe without having to use such words. The most common, a rainbow flag held above venues, a pink triangle, the Human Rights Campaign logo comprising of an ‘=’ sign within a blue rectangular box, a Lambda symbol and the symbols of female or male sexuality interlinked within one another.

On behalf of a destinations perspective, branding could be a major influence in why gay men travel to gay specific locations. Destinations will benefit from the pink pound but also more awareness, bringing more gay tourists to specific locations. To add to the attraction for gay tourists, the activities, facilities and amenities available may also be a final decision maker to pursue certain destination hosts that are gay-specific; linking to the motivations of gay tourists.
2.5. Destination Hosts

World Tourism Organisation (2012, online) identify several destinations that are gay-friendly and gay specific (see table 2.2). Intertwined with one another, both are understood as inviting and welcoming to the LGBT community into an environment where no judgement or discrimination is made (Hall, 2010) and (Tyson, 2012), which could be contributing to the high percentage of gay travellers travelling to these destinations, most particular gay men. With 85% of gay men in the U.S. owning a passport, this transfers into 54% of gay men travelling to a gay-friendly destination in a year (Greenfield, 2011). This can be influenced by both the activities, amenities and facilities available and the branding of a destination, as mentioned in section 2.4.1 (p.12) and section 2.4.2 (p. 14). Understandably, a destination is not branded as anything until it has something to offer, whether it be a good or a service, creating a certain brand identity specific to a demographic or target audience. What creates a destination as gay-friendly or gay-specific are the types of events, bars, clubs, leisure activities and accommodation (Guaracino, 2012), that then attracts the market of gay tourists, encapsulating the homogenous element that is gay tourism.

<table>
<thead>
<tr>
<th>Madrid</th>
<th>Argentina</th>
<th>Montréal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rio de Janeiro</td>
<td>South Korea</td>
<td>New York</td>
</tr>
<tr>
<td>Cape Town</td>
<td>India</td>
<td>Sydney</td>
</tr>
<tr>
<td>New Orleans</td>
<td>Sitges</td>
<td>Berlin</td>
</tr>
<tr>
<td>Greece</td>
<td>Palm Springs</td>
<td>London</td>
</tr>
</tbody>
</table>

Table 2.2: Proud LGBT Destinations (Adapted from World Tourism Organisation, 2012, p. 16-33)

2.5.1. Destination Host Impacts

As previously discussed by Berezan et al (2015), hospitality is an element that provides the gay community with an incentive to travel to a gay destination. However, there are wider impacts that affect the decision-making process of gay tourists and impacts upon a destination. A PESTLE (Political, Economic, Social, Technological, Legal, Environmental) analysis is a framework that is used for the analysis of the external environment upon organisations, processes and relationships (Wetherly and Otter, 2014). A PESTLE analysis can help identify the impacts destinations have on gay tourists and the impacts gay tourists have on
destination hosts, and has been used in this study to allow the reader to grasp a wider concept of impacts that could add to the motivations of gay tourists. (Please see table 2.3).

### Political
- Same-sex couples can face up to fourteen years in prison in Nigeria, with 97% of Nigerians believing homosexuality is unacceptable (Wilson, 2015). Not all destinations are welcoming and so it is important that gay men are meticulous when choosing to travel to a destination. Travelling to new destinations for gay men may be on the rise as Columbia, Jamaica and Mozambique are beginning to uplift laws (Banning-Lover and Clarke, 2016).
- The Orlando shootings Florida, was one of the deadliest shootings to occur in American history says Yeung (2016). With attacks aimed at the LGBT community, destination hosts may see a decrease in gay tourist numbers, resulting in loss of business and income. Gay tourists may be too scared to travel to certain destinations where attacks have previously taken place.
- Concentration camps are holding more than one hundred gay men who are subjects to torture and beatings in the Chechen Republic Eleftheriou-Smith (2017). Horrific news of this sort would most definitely encourage gay tourists to think cautiously about a destination they are considering travelling to, to see if it is a gay-friendly location and where homosexuality is accepted.

### Economic
- “There is almost no area of tourism where gay people are not bringing in business” (Bömkes, 2011). With a higher than average disposable income, higher tendencies to travel overseas and higher likelihood of spending longer overseas (Hughes, 2006), an increase in gay tourism for destinations could rise, along with bringing in money to local businesses, raising awareness of a location and the demand for more gay-friendly activities and hotspots may increase.
- With the passing of same-sex marriage in various countries, this can contribute to the increase in both gay tourism and weddings, as gay couples may wish to wed overseas, adding to the local environment and creating business for local wedding organisations.

### Social
- Gay men hide their sexuality while on holiday, not feeling they can explore a city in peace (The Independent, 2016, online). Virgin Holidays are to launch a three-year plan to focus on global LGBT equality by empowering staff and informing customers (Kelly, 2016).
- Catfishing and deception on social networking apps such as Grindr, can sometimes lead to aggressive and tragic results (Greenberg, 2017). Meeting other gay men for sexual relations can be very dangerous, especially in a new area of a new destination that a gay tourist has never been to, as dating apps such
as this one can be misleading and can result in discrimination taking on a physical form.

**Technological**

- Thousands of men use digital platforms to search many digital communications to gain information on other men (Mowlabocus, 2016). Single gay men in particular, may trawl gay dating applications while on holiday to be a way of meeting new people. A new destination may bring new personalities, culture and diversity.
- To expand the capacities within tourism, E-tourism was and is a revolutionary tool to aid the global progression of tourism as “*tourism and technology go hand in hand*” Buhalis (2003, p. 2). Online travel organisations can use technology to reach the gay market, influencing and increasing gay tourism to gay destinations.

**Legal**

- Newly passed laws in the United States allow businesses to deny services to those within the LGBT community (BBC News, 2016, online). In particular, Mortimer (2017) stresses the implications transgendered people will face if visiting the United States, as legal provisions have been refused in relation to discrimination against the transgendered community. Lead by Donald Trump, this could have an impact upon the United States ‘gay’ economy, as gay tourists may feel unwelcome and unable to be who they are without the threat of abuse, hate and/or discrimination.
- Two years after the U.S. supreme court upheld same-sex marriage in North Carolina, lawmakers are now opposing this by trying to revoke this right and installing a ban against same-sex marriage (Berman, 2017). Although stated dead on arrival, it still has an impact upon gay tourists, as feelings of uncertainty and hesitance of going to this state will be apparent, and the identification of another destination not supporting LGBT rights will be known.

**Environmental**

- The society or the environment gay men live in, should be open-minded when recognising individuals who are attracted to the same sex (Verdugo, 2010). Gay tourists should be made to feel comfortable and welcomed to a destination they are visiting, however, the environment in which they temporarily reside in may have residents who are not supportive of the nature of gay men.
- Although some countries around the world are becoming more gay-friendly, gay tourists still prefer to go to destinations that are gay-specific to ensure maximum safety and security (McElroy, 2014). Destinations that are known for their extended gay friendliness will attract far more gay tourists, than destinations that are only just coming around to accepting gay people.

Table 2.3: PESTLE Analysis for Gay Destination Host Impacts
2.6. Sexual Identity and Tourism

The consumption of a gay holiday according to Hughes (1997) is a statement about character and the confirmation of identity. Furthermore, they provide gay men with an extended opportunity that temporarily allows them to be ‘gay’. Due to being in an environment where gay men may feel more comfortable when surrounded by other gay men, will allow the self-expression of sexuality to be apparent and open. What is more, Hughes (1997) believes that gay holidays, or gays travelling to a destination allows them to act or become who they are away from those who may not approve. These reasons can be linked to three of Maslow’s needs; Safety Needs, Esteem Needs and Self-actualisation, contributing to the motivations of a gay man seeking something particular from a gay destination, and of course, if more and more gay men feel the need to want to be who they are, the attraction of large quantities of gay men can have somewhat of an impact on a destination host.

Not all gay men want to go to a gay destination or go on a gay holiday, and this is down to the difference on gay identity (Cox, 2002). Preferences, interests and wants are the elements that shape the angle to how a holiday or trip will pan out, to satisfy both needs and wants of a gay man.

2.7. Summary

Having critically reviewed the literature of gay tourism, this chapter will help support the findings of results and the discussion that will follow. It will help the researcher in constructing an analysis of this topic by comparing true examples to academic opinions. The literature review will also aid in the fulfilment of the aim and objectives to make recommendations for future research on the motivations of gay tourists and the impacts upon destination hosts.
3

Methodology
3.1. Introduction
This chapter will illustrate, discuss and justify the chosen research methods for this study, alongside an analysis of both quantitative and qualitative research. Focus groups and observation methods have been discussed with the clarification of their use or disuse. It will conceptualise the rationale behind semi-structured interviews, but also take into consideration alternative means of research methods such as structured and semi-structured interviews, and their deficient elements. This chapter will also highlight the use for secondary research as well as primary data collection that is sampling; both purposive and snowball sampling. Finally, issues concerned with ethics and validity will be considered, as well as data collection methods.

3.2. Quantitative Research
Quantitative research refers to the approach of which the collection and analysis of numerical data, comprising of statistical methods (Somekh and Lewin, 2012). It is conducted in a systematic and controlled manner that allows the analysis of different groups of people (Hagan, 2014). Wang (2010) verbalises the belief that researchers couple quantitative research primarily to statistics, failing to comprehend the need of elements prior to the statistical data being applied. Therefore, a research design and sampling scheme must be sourced. Quantitative research does not always necessarily begin in number format; it can develop into words, later translated by the researcher into numerical data (O’Hara, 2011). Quantitative research can be presented through tables and graphs and attained either through asking questions and/or observing past and present behaviour (O’Hara, 2011).

Critiques of quantitative research as identified by Bryman (2016, p. 166) comprise of:

- Quantitative researchers fail to differentiate people and social institutions from “the world of nature” – applying scientific data to all research and ignoring people’s perceptions, attitudes and feelings in a natural, non-scientific approach.
- Data collection can hold an artificial and illegitimate sense of “precision and accuracy” – data collected to be deemed unrealistic over honest and exact.
- Obstructing the connection between research and everyday life – controlled methods of research i.e. structured interviews and questionnaires that do not represent participants’ everyday life.
- Relationship between the analysis of different variables – does not emphasise an individual’s point of view.

Adapted from Bryman (2016, p. 166)

Applying quantitative research to tourism, Dwyer et al (2012) expresses that growth and expansion of tourism has influenced a more statistical approach when collecting information surrounding tourism. However, for this study, quantitative research was not the way in which the researcher felt that his findings would be exuded effectively. It was felt that this would not fulfil the aim and objectives of gathering data behind the motivations of gay tourists because quantitative research was not the most appropriate method.

3.3. Qualitative Research

Qualitative research are findings not derived from statistical mediums, it focuses on the lives, lived experiences, behaviours, emotions and feelings of individuals (Strauss and Corbin, 1990). It allows for the approach that will identify issues from participants’ perspective in relation to their behaviour, events or objects (Hennink et al, 2011). Qualitative research as examined by Patton (2002) can be represented through factors of in-depth, open-ended interviews, direct observation, and written documents, allowing for a more meaningful response and deeper data analysis.

There are a few implications regarding qualitative research, Hurt and McLaughlin (2012) identify three:

- Qualitative research may be time consuming, spanning weeks to months as the researcher is not dependent on statistical data that is of quantitative research.
- The researcher must be vigilant of the threat of bias or involvement in both carrying out the study and deciphering of results. Hurt and McLaughlin (2012) accentuate how the researcher’s involvement with a participant can
be a confounding factor and so the researcher must be wary of identifying results without the support of statistical data.

- Qualitative researchers must consider the use for traditional quantitative tools, such as surveys. A qualitative study may benefit from starting off with surveys as a data based collection method.

Adapted from McLaughlin (2012, p. 64)

For this study, the researcher felt that qualitative study was more appropriate as it was inclined to aid in the findings of the working title and meet its aim and objectives.

3.4. **Comparison of Quantitative and Qualitative Research**

A comparative analysis can be identified by Punch (2014) to stipulate which of the two is most effective. He identifies that quantitative research conceptualises reality through restructured data, whereas qualitative research less formalised and uncommon, needs to have a planned design data. Data attained through quantitative research is well-developed and collated which brings an element of objectivity to the research. However, qualitative research is flexible and demonstrates complexity of social phenomena. Miles and Huberman (1994, p. 40) allow for a broader understanding of the comparisons of the different research methods. Please see table 3.1 below.

<table>
<thead>
<tr>
<th>Qualitative</th>
<th>Quantitative</th>
</tr>
</thead>
<tbody>
<tr>
<td>The aim is a complete, detailed description.</td>
<td>The aim is to classify features, count them, and construct statistical models in an attempt to explain what is observed.</td>
</tr>
<tr>
<td>You may only know roughly in advance what you are looking for.</td>
<td>You know clearly in advance what you are looking for.</td>
</tr>
<tr>
<td>The design emerges as the study unfolds.</td>
<td>All aspects of the study are carefully designed before data is collected.</td>
</tr>
<tr>
<td>You are the data gathering instrument.</td>
<td>You use tools, such as questionnaires or equipment to collect numerical data.</td>
</tr>
<tr>
<td>Data is in the form of words, pictures or objects.</td>
<td>Data is in the form of numbers and statistics.</td>
</tr>
<tr>
<td>This approach is more ‘rich’, time consuming, and generally not intended to be generalized.</td>
<td>This approach is more efficient and able to test hypotheses. You are trying to find things that are generalizable.</td>
</tr>
</tbody>
</table>

*Table 3.1: Comparison of Qualitative and Quantitative Research (Miles and Huberman (1994, p. 40)*
3.5. Justification of Methods

Qualitative research was therefore chosen for this project for the reasons of:

- Qualitative research involves face-to-face interaction which looks at feelings, behaviours and experiences of interviewees.
- It allows for in-depth and meaningful conversation – significant to the chosen topic.
- The researcher did not have sufficient samples of the population required for quantitative research.
- Quantitative data would not justify interviewees responses to the questions.
- Qualitative research reveals results as the study is ongoing.
- Effectively meeting the aim and the objectives that the researcher is studying.

3.6. Qualitative Data Collection

3.6.1. Focus Groups

Focus groups, or otherwise known as group interviews, focus groups interviews and focus group discussions are used to gain data from multiple participants at one time, rather than asking each question to each participant of the group Barbour (2008). Focus groups allow for an in-depth, open-ended group discussion that explores a set of issues on a predefined topic which allows for a different range of efficient answers due to a range of participants (Robinson, 1999). Drawbacks of focus groups may cause conflicts to arise; participants may not agree with another participants’ comments. Confidentiality may be a problem for participants when put in a group situation (Robinson, 1999).

Focus groups were not selected as part of the researcher’s qualitative research, as it was considered unsuitable for gathering the required data from participants, to meet the aim and objectives of this study.
3.6.2. Observation

Observation within a research aspect is systematic and formal, rather than observation that encompasses everyday life (Angrosino, 2007). It is an aspect of research that takes place “in the setting where the phenomenon of interest naturally occurs” (Merriam, 2009, p. 117). A critique of observation is the subjective and somewhat unreliable nature of the participants’ perception, as human perception can be selective (Merriam, 2009). Moreover, Merriam (2009) identifies a range of effective observation techniques to accustom to:

1. **The physical setting** – What is the environment like? Will it impinge on participants’ behaviour?
2. **The participants** – How many people? Who brings what to the topic or topics?
3. **Activities and interactions** – How are participants interacting with the topic and with each other?
4. **Conversation** – What is the content of conversation and how will it be recorded? The use of a tape recorder or taking notes can be utilised.
5. **Subtle factors** – Informal and unplanned activities. Nonverbal communication.
6. **The observer’s behaviour** – What does the observer say and do to add to the experience? What thoughts must the observer be having?

Adapted from Merriam (2009, p. 117)

Observation again was unsuitable for this area of focus due to gathering the desired number of participants in one place at the same time, to fit in with participants’ schedule was deemed unrealistic, and would impinge in meeting the aim and objectives in a critical way.
3.7. Interview Characteristics
Interviews are a purposeful conversation between two or more people. It involves the opportunity by the researcher to ask concise and abstruse questions (Saunders et al, 2012). Simply, it is about asking profound questions and being able to listen effectively to gain a further insight. Qualitative interviewing is a way of gaining access to the way others feel and think about the world around them to understand experiences and occurrences to which the interviewer did not partake in (Rubin and Rubin, 1995). A collection of interview methods can be identified and explored below.

3.7.1. Structured Interviews
These are structurally designed to ask each interviewee the same question in more or the less the exact same order (Coolican, 2013). Structured interviews allow for consistent comparative analysis between different sets of interviewee responses; or comparing the responses of a new interviewee with an earlier sample (Morgan, 1997). In addition, Morgan (1997, p. 40) recognises a flaw of structured interviews as:

“a narrow set of questions or a motivated moderator may well produce equivalently limited data”

Kumar (2014) opposes this with advantages such as the fact that structured interviews provide uniform information, ensuring the comparability of data, which is adjacent to Morgan’s (1997) belief above. Structured interviews as again relayed by Kumar (2014) require fewer interviewing skills.

To gain a deeper understanding of the views, behaviours and happenings of gay men, the researcher considered structured interviews unfit for purpose.

3.7.2. Unstructured Interviews
These are underlined as interviews with a list of topics or issues (interview guide) addressed by the interviewer. The interview is very informal and the terminology and sequence of questions will differ between interviewees (Bryman, 2016). Unstructured interviews are naturalistic and autobiographical conversations
(Wisker, 2009); contradictory to structured interviews. Unstructured interviews allow the researcher to go with the flow and ask impromptu questions, enabling a conversation that is real and unrehearsed (Vanderstoep and Johnston, 2009). Moreover, Vanderstoep and Johnston (2009) identify that unstructured interviews do not allow comparable data between different people and cannot be generalised, creating analysis difficulties. It is also identified that these kinds of interviews are time consuming with regards to conducting and analysing.

Judged unsuited for this study, the researcher considers unstructured interviews too difficult to fulfil due to lack of experience in conducting interviews.

3.7.3. Semi-structured Interviews
Semi-structured interviews allow the interviewer to refer to a guide that includes several questions, allowing for an open-ended conversation, resulting in an assorted range of responses (Roulston, 2010). Semi-structured interviews allow the interviewer to probe for further information about what has been said, and was an appropriate data collection method fit for this study. This form of data collection would allow the researcher to address his demographic of study; gay men, to build a well-rounded and well thought-out analysis through critical review of all aspects of the study’s objectives.

3.8. Secondary Research
Secondary research leads a researcher into gathering secondary data, and is data that has been interpreted and recorded (Walliman, 2011). Kumar (2014, p. 172) identifies sources of secondary data to be articles, journals, books, magazines and periodicals to which they provide “second-hand data”.

Secondary research was collated as part of this study through a literature review (chapter 2., p.6) to gather and analyse information and knowledge that is already available and known. From this, the researcher could identify themes that would aid in the creation of the semi-structured interview questions. The researcher used sources such as books, websites, e-books, journals and articles, some mentioned by Kumar (2014).
3.9. Sampling

Somekh and Lewin (2012) voice the expression that a sample should be accessible and represent the characteristics sought by the researcher. Furthermore, the size of a sample must reflect the variation of the population’s characteristics to gain diverse data. The collection of qualitative data for this study does in fact hold a range of samples that provided a wide variety of unique information, allowing the researcher to gain a conception through the analysis of data, using two types of sampling. Purposive and Snowball sampling.

3.9.1. Purposive Sampling

Identified to be compulsory for this study, purposive sampling was required by the researcher to obtain specific information that was needed, and so agrees with Somekh and Lewis (2012) that purposive sampling is used to hand-pick samples for a particular reason. The reason here is, gay men who have or have not been to a gay branded destination. Purposive sampling was also chosen by the researcher as he had a very good selection of potential participants due to the fact the researcher only knows a small number of gay men, so could identify possible participants quickly.

This may have produced biased data since the researcher primarily used acquaintances to gather data, however this opened the door to another aspect of sampling, snowball sampling.

3.9.2. Snowball Sampling

This type of sampling was extremely helpful and useful to the researcher, as it allowed this topic of discussion to be available to samples who were not known by the researcher, therefore, attaining non-biased and diverse data. Vanderstoep and Johnston (2009) explain how snowball sampling evolves from current participants who are asked to identify other eligible participants, known as the second generation of participants. These participants, can also identify other possible participants, hence a snowball effect. The value of adopting this sampling method in social research is a particularly effective tool when trying to acquire information
and improve accessibility to “hidden populations”, but is also a fall-back substitute when it is difficult to obtain other information (Noy, 2008, p. 330).

Most relied upon and supported by snowball sampling, the researcher deemed this to be an excellent way of gaining more informative data due to the lack of gay men personally known by the researcher.

### 3.10. Data Collection Analysis

Overall, only one form of qualitative research was conducted, since the researcher felt that quantitative research would not represent participant’s feelings, actions and behaviours, views and opinions, and so, eight semi-structured interviews were performed. If a participant had been to a gay destination, a total of twenty-four questions were asked. If a participant had not been to a gay destination, a total of twenty-two questions were asked. Initially, the researcher set out to carry out ten interviews, however due to the lack of gay men known by the researcher and cancellations and non-respondents, it was evident that time was lessening and the researcher felt that sufficient and a rich set of data was collected, where Bryman (1988) depicts sufficient qualitative data is rich but also deep.

To make the interview process easier for both the interviewer and interviewee, an option of undergoing the interview was given to all participants for their convenience. Facetime, Skype or meeting in person were the options given. Primarily, Facetime and face-to-face interviews were most common. Facetime interviews allowed participants to be interviewed from the comfort of their own homes, potentially allowing for a more relaxed approach, and possibly more informative data as participants may have not felt the pressure of a physical approach. Yu *et al* (2017) expresses how technology is extremely flexible and allows for social interaction to be conducted, which supports the researcher’s belief that using communication technology for this study enabled the collection of valid data. Using Facetime most definitely benefitted the researcher due to availability and time. Not having to meet at a destination, eliminated travelling time, further correspondence of a location, date and time, and the risk of cancellations due to the participant’s schedule.

The researcher ensured that he would completely work around all participants’ schedules to lessen any pressure felt by the interviewees with regards to following through with initially, an informal verbal agreement. To combat this, follow up
discussions were not rushed or forced, and was important to make certain all participants did not feel pressured into doing the interviews.

For the interviews that took place face-to-face, these were conducted in the safety and security of Cardiff Metropolitan University. This was to ensure that all ethical regulations were adhered to, and that the safety of both the researcher and participants were taken into consideration. Whether the interviews took place in person or through technology, the researcher felt it was important to be professional always, so that ‘rich’ and ‘deep’ data was collected.

To attain valuable data the researcher asked additional probing questions to gain as much information as possible. The researcher reiterated further in depth what the topic of discussion was going to be in an introduction prior to commencing the interview, to give the participant a deeper understanding of why this topic was chosen. All participants were reminded of their complete discretion on whether to answer certain questions or not. To enhance the probability of accurate feelings, values, behaviours and events, all participants were encouraged to speak freely and openly.

3.10.1. Transcription of data

The advantages of transcribing interviews are that it allows the interviewee to engage with the participant by maintaining eye contact and responding to his or her responses, making few notes. It allows the interviewee to stay focused and interested, but more importantly, allows any form of content analysis on themes of a topic to be listened to, and analysed several times, allowing in-depth notes to be made as it is difficult trying to note-take during the interview (Bell, 2010). However, Jones (2012), voices the concern of losing crucial data through defective audio recording technologies, caused by surrounding noise; forming a barrier to content analysis.

Transcribing interviews commonly punctuate and transform spoken utterances into written text (Roulston, 2014). The transcriptions of interviews as further explained by Roulston (2014), frequently contain utterances like ‘uh’, ‘yeah’, ‘um’, which do not contribute to any topic, however do indicate, hesitancy, disagreement, reluctance and comparative analysis about a topic which aid in the richness of data collection. Identified in table 3.2, Roulston (2014) highlights
symbols and notations used to bring to light actions within participant responses through the transcription of data; some of which evident in the researcher’s transcriptions. *Please see page 84 for commencement of transcriptions.*

<table>
<thead>
<tr>
<th>Symbol/notation</th>
<th>Action indicated</th>
</tr>
</thead>
<tbody>
<tr>
<td>()</td>
<td>A micro-pause between utterances</td>
</tr>
<tr>
<td>(3.0)</td>
<td>Pause timed in seconds</td>
</tr>
<tr>
<td>sure</td>
<td>Underlined words indicate emphasis</td>
</tr>
<tr>
<td>=</td>
<td>Indicates “latched” utterances, or no pause between turns</td>
</tr>
<tr>
<td>[</td>
<td>Square brackets indicate overlapping utterances</td>
</tr>
<tr>
<td>u::m</td>
<td>Colon indicates elongated utterance</td>
</tr>
<tr>
<td>w-</td>
<td>Word begun, but cut off</td>
</tr>
<tr>
<td>.hhh</td>
<td>In-breathe</td>
</tr>
</tbody>
</table>

*Table 3.2: Transcription Conventions Drawn from Conversation Analysis (Roulston, 2014, p. 300).*

To limit the risk of losing the meaning behind all interviews, the researcher commenced all transcriptions the day of or the day after the interview took place. This was to ensure the researcher did not forget certain pauses, sighs, expressions and body language behaviour when asking certain questions. Additionally, “In qualitative interviewing, ‘rambling’ or going off at tangents is often encouraged – it gives insight into what the interviewee sees as relevant and important; in quantitative research, it is usually regarded as a nuisance and discouraged” Bryman (2016, p. 466).

Once transcribed, the researcher analysed the data (thematic analysis) to seek trends between reoccurring themes. The relationship between participant responses and the literature allowed for cross-referencing to take place; creating a link between primary and secondary findings.
3.11. Validity
For the researcher to make his study valid, Kumar (2014), insists that the ability of an instrument must measure what is has set out to measure. In this instance, the instrument being semi-structured interviews, and so, questions within the interview must meet the aim and objectives of this study. Validity in semi-structured interviews can be achieved to clarify questions by probing meanings and exploring responses to themes within participants’ answers (Saunders et al, 2012).

However, contribution from the interviewer can result in a string of biased information, impinging on the reliability of the study. Saunders et al (2012) identifies three:

- **Interviewer Bias** – the “comments, tone or non-verbal behaviour” that perhaps creates bias in the way participants respond to a question.
- **Interviewee/response Bias** – the interviewee provides a subjective picture of a situation relating to the theme of a question or the whole topic.
- **Participation Bias** – the time-consuming condition of the interview may reduce participant willingness to take part in the study.

Adapted from Saunders et al (2012, p. 381)

To reduce biased data, the researcher ensured that prior to conducting primary research, ethical approval was given, and it did not contravene any of Cardiff Metropolitan University’s ethical regulations.

3.12. Ethics
To carry out any research, a set of guidelines and protocols set by Cardiff Metropolitan University’s ethics committee had to be adhered to. This is for the safety of both the researcher and participants. To conduct primary research, ethical approval was required in which an ethics application form had to be completed and approved. To meet the requirements of the application, participants were sent an information sheet, consent form and a set of questions that would be used in the interview at least seven to ten days prior to the interview taking place (*please see appendix 1*). Once the consent forms had been signed, this meant that participants voluntarily agreed to be interviewed, as well
as their interview being recorded. They were reminded of their right to anonymity and withdrawal at any time without giving any reason. Please see appendix 2 for the approved ethics application form.

3.13. Summary
This chapter has recognised the chosen research methods and logic behind a qualitative and interview approach. The researcher attained profound data to support his study through eight semi-structured interviews. Considerations have been given to alternative research methods and their ineptitude. The researcher also identified advantages and disadvantages of the data collection method performed. Thus, leading into the critical analysis of the results and discussion.
4

Results and Discussion
4.1. Introduction

This chapter will analyse and discuss the results of the semi-structured interviews conducted by the researcher, and will be supported by the literature review to ensure viable discussions. Using thematic analysis, eight themes have been identified, some of which are, Social and Cultural Impacts, Gay Tourist Motivations and Destination Host Impacts.

To allow the reader to build an identity of all participants, adding to the context of their responses and a referral to each respondent’s transcriptions, the researcher has constructed a table introducing respondents, and can be seen in table 4.1.
<table>
<thead>
<tr>
<th>Respondent (Male)</th>
<th>Age</th>
<th>Occupation</th>
<th>Hobbies/Interests</th>
<th>Holidays per year</th>
<th>Travelled to a gay destination?</th>
<th>Interview Transcription</th>
</tr>
</thead>
<tbody>
<tr>
<td>M1</td>
<td>24</td>
<td>Sales Assistant (Retail)</td>
<td>Photography, Skiing</td>
<td>1</td>
<td>Yes</td>
<td>Appendix 3: Page 84</td>
</tr>
<tr>
<td>M2</td>
<td>30</td>
<td>Town Planner/Planning Officer</td>
<td>Travelling, cooking, heritage, culture, art</td>
<td>1 or 2</td>
<td>No</td>
<td>Appendix 4: Page 89</td>
</tr>
<tr>
<td>M3</td>
<td>21</td>
<td>Student/Unemployed</td>
<td>Writing, drama, music, dance, contemporary arts</td>
<td>1 or 2</td>
<td>No</td>
<td>Appendix 5: Page 97</td>
</tr>
<tr>
<td>M4</td>
<td>29</td>
<td>Hair Stylist</td>
<td>Fitness, musical theatre</td>
<td>1</td>
<td>No</td>
<td>Appendix 6: Page 102</td>
</tr>
<tr>
<td>M5</td>
<td>24</td>
<td>Sales Assistant (Retail)</td>
<td>Rugby, cinema, bowling, nights out/in, travelling</td>
<td>2</td>
<td>Yes</td>
<td>Appendix 7: Page 107</td>
</tr>
<tr>
<td>M6</td>
<td>26</td>
<td>Section Manager (Retail)</td>
<td>Music, travelling, food, drink</td>
<td>1 or 2</td>
<td>No</td>
<td>Appendix 8: Page 118</td>
</tr>
<tr>
<td>M7</td>
<td>21</td>
<td>Student (Unemployed)</td>
<td>Dancing, acting, singing, fitness, charity/voluntary work</td>
<td>2</td>
<td>No</td>
<td>Appendix 9: Page 123</td>
</tr>
<tr>
<td>M8</td>
<td>45</td>
<td>Teacher</td>
<td>Reading, cooking, music</td>
<td>1 main with multiple short breaks</td>
<td>Yes</td>
<td>Appendix 10: Page 132</td>
</tr>
</tbody>
</table>

Table 4.1: Introduction to Respondents.
4.2. Tourist Motivation

Although Holloway and Humphreys (2012) identify three categories that affiliates tourist motivation (section 2.2., p. 7) there were further tourist motivations amongst respondents which could aid in the contribution of why gay men travel to gay destinations. A multitude of respondent’s reasons for travelling has emerged, and is enlightening to see the motivations behind travelling to a destination:

\[ M2: \text{Um, two reasons for that...visiting friends and family...and the other reason is uh leisure...if I travel for leisure I try to go somewhere new... uh see places that are on my list and just take something from somewhere I want to go and if I travel to visit friends and family that’s usually the same destination...} \]

It is seen here that family and friends, which could integrate with Lucena et al (2015) whereby emotions play an integral part in the motivations of tourists, are a motivational factor of travelling, and can also be seen from another respondent:

\[ M5: \text{...we used to go to Crete like every year... We know people out there, we’ve got friends out there and that’s somewhere I’d always find special...} \]

In contrast to this, respondents further identified different motivations as:

\[ M1: \text{...it tends to be for just like sun, getting away with family that kind of thing.} \]

\[ M3: \text{um, I think it’s more of like a getaway, so I would say relaxation.} \]

\[ M8: \text{...culture and also relaxation, and also stimulation in sort of new environments and just generally to be away from home...} \]

All the above statements agree with Holloway and Humphreys (2012) notion that motivation stems from the wants and needs of an individual. It is evident here that some respondents go to see family and friends; a more personal experience, and others go to relax and unwind, perhaps reflecting both physiological needs and belongingness and love needs established within Maslow’s Hierarchy of Needs theory identified by Poston (2009).
Once asked about their initial motivations of travelling to a destination, the interviewer further probed the respondents about specific elements that enticed them to the destination of choice:

**M4:** ...I wouldn’t say like an event I’ve gone to, but I’ve gone to America a couple of times for people’s birthdays and stuff...

This links closely again to family/friends, but states that it was not a specific event or activity that formed the motivational factor of going to this destination. Moving forward, respondents gave further information:

**M5:** ...I've always wanted to go skiing, and I love snow and when we were looking at places online, it said Finland was quite quiet...so yeah, that was why I wanted to go there because I’d never skied before...

M5 focuses on an intangible experience that was sought due to never having done a specific activity. This shows that tourists can plan a holiday around one element, which largely makes sense as the planning of a holiday must start somewhere, whether it be from cost to weather, or location to distance of a location. Similarly, and related to one specific reason for travelling to a destination:

**M6:** ...so we stopped off in Florence just cause we wanted to see a couple of the buildings there... Aix-En-Provence in France had a little mini festival there...but usually it’s for events or gigs or birthdays that say a friend has wanted to go to a specific place, that sort of thing.

M6 demonstrates the same reason as M5, with regards to going to a destination to experience a specific aspect a destination offers, but in a different way. However, mentions birthdays, which was identified by M4 as a reason for travelling to a destination.

A trend that has emerged is the fact that a good majority of respondent’s motivations surround the ‘family’ and ‘friend’ aspect, which most likely falls into the ‘other’ category mentioned by Holloway and Humphreys (2012), leading the author
into believing that holidays are an extended factor of socialising with associates in a new destination to create new memories.

When asked about their return to a destination and why, a variety of answers were given by some of the respondents:

**M1:** *I like going to places I’m used to and like I know will give me good skiing.*

This informs the researcher that M1 likes what he likes and may be set in his way in terms of the way he thinks and plans. It persuades the researcher into believing that if a destination does not offer what M1 is looking for, it is no good. This notion can be linked to M4:

**M4:** *...If the accommodation was great and the culture.*

The link here expresses certain wants and needs as with M1, that will entice both respondents to return to a destination they once have visited. Moreover, some respondents focused upon the environment in which they found themselves:

**M5:** *Um, Finland I’d definitely go back to, I’d love to go back there, it was so nice, it was so peaceful, just to walk in the snow... Um, and honestly, Crete, that’s like a second home to me, I’d go there every year if I could.*

Similarly,

**M7:** *...um Hamburg...I would one hundred percent go back to. It is such a beautiful little city and Greece again, I love Greece, Kavos is beautiful.*

It is seen here that beauty and peace are facets of a destination that adds to the motivations of tourists, and are the reasons why M5 and M7 would return to Finland and Hamburg. Furthermore:

**M8:** *Yeah I would, I tend to be one of these one who likes what he knows...it’s a set piece, you can go to London, I know exactly where I’m going to park the car and where you are going to go to have some tea...*
It is noted that M1 and M8 have a similar response as tourists who like to know the environment they are travelling to which they can be given the title of Psychocentric Tourists as identified by Cooper et al (2008), as one of Plogs typologies in the literature review (section 2.2., p. 7). It is interesting also, that these respondents have an age gap of twenty-one years between them, highlighting that no matter the age, tourists like what they like and are more influenced to travel to a destination they have been to before and know rather well.

4.3. Social and Cultural Destination Impacts

Upon reflection of the literature review (section 2.2.1, p. 8) Franklin (2003) notes that tourism can aid in an embodied experience as well as a visual one, allowing tourists to find themselves immersed in an environment unknown to them. Quite mixed and varied regarding the majority of the respondents when asked this question, and wonders held by the author, debating if this question was a relevant topic to talk about as it could have formed somewhat of a debate between the interviewer and interviewee, and also between interviewees upon the analysis of data:

M1: Somewhat…I don’t tend to go anywhere like hugely cultural for like religious things I’m not in to that kind of thing....

Comparable and later identified through research, a similar response was founded:

M2: ...no, travelling doesn’t have an impact because uh, um, my values and my beliefs and my opinions are quite strong, so travelling wouldn’t affect my values, beliefs or opinions so it doesn’t have that impact on me at all.

Agreeing with M1 on the fact that values, beliefs and opinions are not effected whilst travelling, M2 further states that his opinions are strong and so travelling or any kind of leisure activity deemed by the author would not affect his views on anything. Furthermore:
**M3:** Um, no um, I wouldn’t say so, maybe like depending on the place... I’m like mildly religious and I say that because I don’t, ya know pray and I don’t read the book... I think if I went to a really religious place, maybe it could like inspire me or something but it hasn’t changed my views... but then I haven’t been to like a place like that.

Respondents M1, M2 and M3 agreed that travelling does not have an impact upon any values, beliefs and opinions they may have. Also, M3 is rather interesting due to the concept that whilst in a destination, its surroundings may have an impact upon his views or an inspirational factor more so than a religious effect, closely linked to Wall and Mathieson’s (2006) category being ‘the host’ that impacts upon a tourist. The notion of uncertainty and a generic response was also established:

**M4:** I’m not sure to be honest, I suppose maybe it could or until it actually happens I don’t know...possibly.

Additionally, an element of obscurity when trying to answer this question can be seen rather apparently:

**M7:** Um, I don’t really have any values and beliefs. I think everyone is equal, everyone’s important and my main belief is, I believe that everyone should have a good time and just enjoy every minute... I do believe that everyone should be living their life like it’s their last day so, my main belief is to let your hair down and have fun.

Respondents M4 and M7 were the undecided, more so respondent M4, but respondent M7 relates his belief to how everyone is equal and important and should “let their hair down and have fun”, evolving into the relationship between M7’s age (21) and his answer; being one who is young, do destinations only attract the younger generation to the party and alcoholic aspect of a location?

Esteves et al (2012) underpins the perception that social and cultural impacts are the effects people have on a destination, whereby this is deemed untrue and incorrect by three of the interviewees responses:
M5: Until you’ve actually been to new places you can’t experience the cultures and ways of life. Travelling to different places gives us a different understanding of how big the world is... which then creates the respect for the many different cultures, and can affect the way in which we live, believe and value our own lives.

This response reverses Esteves et al (2012) concept, and focuses on the impacts destinations have upon people, which is seen in two further responses:

M6: ...not necessarily beliefs as in religious stuff but for values and opinions, I think Berlin was really interesting because of how open and uh, inclusive the place is, so that was really interesting to see...

M8: ...I think tying it back to Israel...that was something that made me question absolutely everything because that was something that you know, was so different and you were exposed to different sort of cultural groups in very severe circumstances...sort of some of the places I have been to um, in the U.K. have often been for cultural reasons and so you have been challenged greatly and your own sort of...well not morals, that’s the wrong word, but your own sort of limits at your um, experiences and your way of thinking have often been challenged...

Respondents M5 and M8 showed the deepest feelings about this topic, which can support Wall and Mathieson (2006) in terms of the categories affiliated with social and cultural impacts. M8 discusses about being challenged on his way of thinking and what experiences he has seen that could have affected what he believes in and what opinions he holds. Fascinating to say the least as it is incredible that a destination can have that effect on an individual, that it can change what they believe in, re-establishing what they think of the environment that surrounds them.
4.4. Gay Tourism

For all participants to gain a wider understanding of this study, the meaning of gay tourism needed to be identified through primary and secondary research. Secondary research allowed the author to gain a further definition of what gay tourism is and as Graham (2002) believes, it involves gay men seeking lustful relations with other men. Interestingly, all participants did not relate sex at all to gay tourism when asked “Could you give me your definition of what gay tourism is?” Respondents M2, M4 and M6 expressed it as a form of tourism that is marketed at a niche market that is, the LGBT community, which rolls over to the concept that it can be a place for safety, freedom, celebration and the opportunity to be welcomed into a gay-friendly environment, recognised by the remaining respondents.

To further the realms of gay tourism in relation to all respondents, it was established that three out of eight have travelled to a gay destination and five have not (Please refer back to table 4.1). For those who have travelled to a gay destination specifically has allowed for the understanding of the motivations behind the choice of going to a gay destination:

**M1:** Uh, I’ve been to places in the UK that are gay-friendly like, but they’re more for like going on nights out and stuff...and weekends away... Birmingham, Manchester, London.

M1 speaks from a U.K. perspective regarding the destinations he has visited which makes good comparable data against other destinations that other respondents have travelled to:

**M5:** ...yeah specifically, Gran Canaria cause we went there because it has got such a big gay community and we went there for Pride...

**M8:** Okay, well we will go with Amsterdam then yes, that was, that was probably one of the places where we only went because it was gay friendly.

Further discussion behind the respondent’s motivations can be found in section 4.5., p. 44).
With five of the respondents not having travelled to a gay destination, exploratory measures were taken, by immediately asking them why not?

**M2:** *I’ve been to places that are marketed as gay, but I didn’t go there for the reason…*

It is clear to see that this was not a simple question to answer as this respondent has been to a destination that is branded as gay, but did not go there because he knew it was a gay destination. Additionally, M2 states “*I’ve been to places like Berlin, Amsterdam, New York…I didn’t travel there because they are branded as a gay destination*”, which does make it difficult to answer the question of having travelled to a gay destination or not, but for this study, it looks at respondents who have gone to a destination, knowing that it is a gay destination:

**M6:** *I’m the only gay man in the group, so it wouldn’t be something that would really come up in a conversation.*

Similar, but in a different context is the response from M7:

**M7:** *Um, I’ve got a lot, a lot of girlfriends so I think that ya know it would just be the norm to go on a club eighteen to thirty holiday…*

A connection between respondents M6 and M7 shows that the topic of going to a gay destination would not occur due to the nature of his friends, and the fact that it would not come up in a conversation, unrecongising the urge to want to go on a gay holiday or to travel to a gay destination. Respondents M3 and M4 were rather vague in their answers to this question in the sense that they did not go into much depth, and stated that “*it’s just not really my thing*”, and “*I’ve never had the opportunity*”, leaving the researcher to draw his own conclusions as limited data was given.
4.5. Gay Tourist Motivations

As previously discussed in the literature review, Yang et al (2017) correlates tourism with risk in the sense that some destinations hold a level of risk to unfamiliar tourists. For gay men, this is a problem as some countries are not welcoming of the LGBT community and so, Pritchard et al (2000) acknowledges that escapism, safety, belonging and the general need to retreat are some of the main motivations for gay men. For the three respondents that have travelled to a gay destination, it was important to gain as much data as possible to broaden the researchers mind. From a U.K. only perspective M1 expresses that “going on nights out” and “weekends away”, but from a global perspective:

M1: …but if I were to travel abroad, there’s more of a cultural aspect to it…San Francisco for instance and that kind of place, like there’s a lot of like communities and areas that are quite gay cultured and gay centred...

Furthermore,

M5: …the second time when they were talking about it, I was like “Oh yeah I’ve been there, it was nice”, but to actually know it’s got a gay scene, that would’ve been quite fun, and then the third time it was a bigger group, I thought “Yeah, this will be even more fun now”.

M8: It was sort of a lads holiday as it would be you know at the time um, literally the company we were with were all gay and we were looking for somewhere just to go and experience Amsterdam and its lifestyle.

From the responses above, the researcher does not reap the motivations that were expected, the above are rather general and are associated with going on a holiday with friends which yes, may seem to be a motivation but the researcher feels these answers are hollow. M1 mentions culture which agrees with Weeden et al (2016) as a reason for gay tourists to travel to a destination, but the researcher desired more. To unearth further information that would aid in the researchers aim and objectives, some of the other respondents provided valuable data when probed on their opinion from other gay men’s perspective and what their motivations would be:
**M2:** Uh, interaction with other men...people travel to meet people...I would say, then entertainment...gay entertainment like clubbing or partying...gay events definitely.

Here, interaction with other men is deemed as sex by the author which gives further motivational insight, but also:

**M6:** ...the sort of safe environment I guess, um, to feel like they can meet new friends, um, maybe feel more comfortable meeting new people in that environment... it could just be sort of the break from where they’re currently living, because there are ya know, countries in the world where it’s illegal so uh, it could just be a place to get away from that and actually live their life in a comfortable zone...

Safety, a trend that seems to be most apparent and popular is mentioned, which can combat the risk against gay men that Yang et al (2017) proposes in the literature review, as gay men would want to avoid any kind of risk. Moreover:

**M7:** ...every single one of their motivations is completely different. One man could be looking to go for sex.... A couple could go just as a couple to just relax and meet people of the same interests and needs. Double dates, like two gay men could go with two lesbian women, um as a friendly holiday...the motivation to go is to just feel safe, so safety needs is probably one of the main motivators...

Instantly, the respondents have identified different motivations, one being sex which agrees with Want (2002) in the literature review and others entertainment and again, safety which seems to be an emerging trend. However, it cannot be ignored that these are assumptions compared to those respondents who have travelled to a gay destination, compared to the latter respondents who have not travelled to a gay destination. This brings attention to the possible fact that people, both gay and mainstream have somewhat of a stereotypical opinion towards gay men and why they go to gay-specific destinations. Could this be the same regarding the types of activities they endure whilst at these destinations? Further discussions of this can be seen in the next section.
In relation to the beliefs of Want (2002), Yang et al (2017), Pritchard et al (2000) and Clift and Forrest (1999) whereby, safety, relaxation, food, accommodation and sex are motivations that influence gay tourist’s destination decisions, are these the reasons for returning to a destination? The researcher seeks this notion from respondents M1, M5 and M8:

**M1:** ...things like nights out and stuff...it’s a lot more relaxed and fun and it just caters to more of my interests and what I enjoy doing I guess, and you feel more included and like there’s a lot more similar types of people there.

**M5:** I’d go back to Gran Canaria, I just wouldn’t go during Pride because Pride is mainly for single men, to go and have a good time...

**M8:** ...so I think what would mainly attract me is the quality of a holiday, you know if we were going to stay in five-star hotel and we were treated like princes or whatever...I’m more likely to look for a destination that has got a top quality um, sort of cocktail bar or something or restaurant, rather than a specifically gay...

These responses show true reasons for the motivations of returning to a gay-friendly destination. They stem away from some of the beliefs held by other respondents and academic knowledge within the literature review, representing that gay men do not have stereotypically gay motivations.
4.5.1. What is *Out There*?

Concurrent to gay tourist motivations and what entices the gay traveller to a destination is the facilities, amenities and activities available that allow gay men to experience similar events to mainstream individuals as expressed by Browne and Bakshi (2011). This chapter will look at the assumptions from respondents about the ‘activities’ gay men would engage with compared to what the ‘activities’ the respondents engaged with from those who have travelled to a gay destination:

*M2:* ...people do different activities and they do these typical gay activities like drinking a bottle of wine and drinking cocktails and uh, bitching [Laughs] and gossiping and they are on chats and finding people... and being social, interacting with people.

*M5:* ...sex and Grindr... Ya know that’s quite sad though... that was the first thing I did...whenever I went to a new place, is turn on Grindr... cause it’s so exciting...

Noticeably, M2 and M5 state how technology through dating apps are an activity of gay men and can be related to Buhalis (2003) whereby technology and tourism work together to add to a traveller’s experience. More interestingly, M8 expresses “at that time when I went there I mean we didn’t have apps...there was no internet... you were relying on sort of hearsay and what you might of read in printed media”, so the experience and ease of meeting people and searching for activities would have been easier for M5 than M8. Additionally, other responses were:

*M1:* ...one of the big reasons people go abroad to gay destinations is they go to pride a lot...

*M3:* I just automatically think of night life, so I can imagine like, a big part of that holiday would be nightlife, nightlife and just like clubbing, and just dancing.
A similarity between these respondents is the entertainment aspect in the form of pride, an event that celebrates the LGBT community, and the nightlife aspect. Different responses were seen, and are:

**M4:** If it’s a city break then it’s going to be places like museums, restaurants, ya know, bars and so on... if it’s outdoors it could be anything from camping to like ya know, any kind of sports activities

**M7:** if you’re going on a gay cruise it’s probably stuff like pool parties, DJ’s, um, different sort of events, um, different meet ups... if we think of destinations maybe gay water sports, gay volleyball, and overall just gay nights out...

An interesting relationship here is the outdoor/sporting aspect, which brings to light the need or want for gay inclusive sport activities as gay men too, can have interests of the sporting world, which integrates with the next respondent’s feelings:

**M6:** ...I think a lot of it would just be the same as the straight stuff really, so sightseeing.

As previously mentioned in the literature review, Weeden *et al* (2016) highlights how gay cruises are an attraction for gay men coupled with the response from M7, but then again, is this another stereotypically ‘gay’ thing to do? Moreover, and linked to the literature review, Fimiana *et al* (2014) and respondents M3 and M4, identify leisure and socialising activities such as parties, nightclubs, bars and saunas, adding to the motivations of going to a gay destination.

To build a further rapport of the motivations of gay tourists, the assumptions made above, must be compared to the actual activities respondents engaged with whilst at a gay destination. It is important for the researcher to acknowledge real examples as it will form a strong study to meet the aim and objectives. Respondents, M1, M5 and M8 have one major trend in common when asked what they engaged with, and nightlife, dancing and the consumption of alcohol was most dominant. Additionally, M5 expresses that his assumptions of what gay men engage with are actually the same to what he practised, “sunbathing,
relaxing, swimming, food, lots of food”. M8 reflects back and acknowledges that the nature of his experience took away from the environment he was in, expressing that, “one of the parties said “well, we should go and see Anne Frank’s House”, and I thought “well I haven’t thought of any of that”. This suggests that gay men can become entirely encompassed by what they can do in some countries, that they forget the beauty and awe of their surroundings.

4.5.2. Gay Destination Branding

It has been established from the literature review that branding builds awareness and customer loyalty, expressed by Wheeler (2010). More specifically, gay branding of a destination highlighted by Guaracino (2012) must be creative and true to the identity of the LGBT community. When asked about how a destination brands themselves as gay, some various answers were given by participants. M2 captured the hospitality aspect of gay branding, also discussed within the literature review by Berezan et al (2015), who articulates that hospitality is an integral factor for the gay market:

**M2:** ...the retail and what’s there to offer, so you have all these b&bs and hotels and places like uh, uh, owned by gays...they brand these destinations uh with, with the provision of the accommodation and entertainment... with clubs, bars and uh exclusively gay b&bs or hotels.

Furthermore,

**M3:** I think it would brand itself with the type of nightlife, I think the type of music, um, whether they could have ya know like drag performances on.

**M4:** I suppose some of the cultural aspects of it could be potentially gay, ya know, and the sites and stuff they’re going to go see, maybe there’s some historical events, I, I don’t really know...
Compared to M2, it is interesting to see how respondents M3 and M4 relate gay branding to the more social and activity side by using nightlife and culture as examples, recapping the activities that gay men may find interesting and what motivates them to travel. It may also be seen as stereotyping due the fact that M3 mentions drag performances and M4 putting the word ‘gay’ with anything, adding to the statement by Guaracino (2012) where branding should be gay-inclusive but not stereotypical.

Similar trends between respondents M6 and M7 can be closely linked with the literature review when discussions by Guaracino (2012) link gay branding with an identifiable symbol, that is the rainbow flag:

**M6:** ...if you were to look at a gay bar, you’re gunna know if it’s a gay bar or not because of the display of the flag maybe, that sort of thing...

**M7:** So, when I think of a gay destination being branded, that would definitely be, that’s the first thing I think of, is seeing that pride flag.

With the identification of a rainbow flag that affiliates with the gay branding of a bar, restaurant or hotel, corresponds with something that all respondents have touched upon; the suitability, friendliness and support for the LGBT community in a destination. Attributes such as these, that are portrayed through gay branding must have an impact upon a destination, as it is one element that creates awareness for gay tourists, to travel, spend money and enjoy what a destination has to offer, leading into the further questioning by the interviewer:

**Interviewer:** Do you think gay men go to stereotypically gay destinations because of what is available i.e. sights, attractions etc. or because it is branded as a gay destination?

**M1:** Um, partly both. I’d say it’s probably more the first part like, like I said, gay people like to do gay things...

**M2:** Uh, you have different types of gay people and I know that from my experience that you have people going repeatedly going every year to Sitges
or Berlin or somewhere for the same reason... Not all gays go I think stereotypically because of something the destination offers like sights, attractions, I think some people do but not all of them.

When spoken, M2 seemed positive of his answer with a confident tone of voice when answering the question, giving the researcher a true and honest response. Additionally:

M5: Um, I think maybe cause it’s branded, so they feel safe... well they can expect, they know what to expect, um. (19) um yeah I think just because, if they know it is, not saying they wouldn’t have a good time if it wasn’t branded as a gay destination...

M8: I think it’s a combination of both... But I would imagine that a lot of gay men my age perhaps who aren’t partnered or whatever, now would flock to well-known gay areas, simply because, we talked about it earlier, the comfort thing.

The impact upon a destination from gay branding are interlinked and some respondents are torn, some say it is the branding that attracts gay men to a destination, and some say it is both. Either way, both have an appeal to gay men and both create an impact upon a destination as it is attracting gay men, helping the researcher meet the aim of this study.

4.6. Destination Hosts

It has been established that destinations such as London, Manchester, San Francisco, Grand Canaria, Amsterdam, Prague, Sitges, Berlin and New York have either been visited to or mentioned by some of the respondents as known gay destinations; some like those stated by World Tourism Organisation (2012). This was an integral aspect of this study for the researcher as it had to be discovered what destinations fell into the ‘gay’ category. However, it is the elements within the destinations that builds a picture of the motivations behind respondent’s motivations for travelling to these destinations. M8 highlights how Amsterdam comprised of “clubbing, open lifestyle kind of
drinking... you know the things like the sauna and what have you... ", as activities likely to be encountered with by gay men. M2 bares knowledge how Sitges, Spain uses brand image in the form of "b&b’s and hotels and place like uh, uh, owned by gays...", which can contribute to the branding of a destination, attracting large quantities of gay men, supporting the statistical information found by Greenfield (2011) mentioned in the literature review.

Identifying gay destinations allowed the researcher to ask probing questions to respondents about the impacts destination hosts have upon gay tourists and vice versa, and can be seen in the next chapter.

4.6.1. Destination Host Impacts

As stated in the literature review, a PESTLE analysis was used to examine the external elements that can have an impact upon gay destination hosts and gay tourists. In relation to ‘Political’ and the unacceptable behaviour of homosexuality, M2 discusses a personal matter concerning his original background, that is Slovakia:

**M2:** ...in Slovakia... uh, it was until early ninety-nineties that homosexuality was uh, perceived as it didn’t exist, so it was there but you couldn’t express yourself, um, you couldn’t talk about it, it was a crime... yeah it was basically treated as a disease...

Speaking quite calmly, despite being M2’s home country, he expresses the limitations gay men have in this country in addition to how they are treated and viewed, similar to those mentioned by Wilson (2015), excluding the risk of going to prison, due to the sexuality preference of gay men. This brings attention to the impacts upon gay men living in Slovakia who are not able to be who they are, and even more, are unable to physically leave this country, perhaps due to funding and risk of unemployment in other countries because of language barriers.

Upon reflection of the literature review, Wetherly and Otter (2014) specify how a PESTLE analysis is used for organisations and so can be related to the
‘Economic’ element as gay tourists bring in income that benefit local businesses, and can be identified by few of the respondents:

**M5:** I've put the pink pound. I think there’s such a huge gay market, and the best way of getting new people to come is word of mouth... so if someone has a sick time on holiday, they're gunna know and people will come back.

The same notion can be seen from two more respondents:

**M6:** I don’t really like, wanna sound generalised here but I’d imagine um, the average spend could be higher... but uh, I imagine most places would benefit from maybe couples having more of a disposable income...

Moreover:

**M8:** you know there’s no question that the gay community has got more money to spend in general... so it’s got to have be a benefit to the life of the city...

With all respondents agreeing that gay men have more of a disposable income, this can also be agreed with the statement that gay tourists are bringing in income to areas as Bömkes (2011) suggests, contributing to profits made my businesses.

From the ‘Social’ aspect of the PESTLE analysis, M1 mentions segregation by citing, “gays can only go to gay destinations and gay places”, correlating with the expression of how gay men feel they need to hide their identity, secluding them to certain destinations that allow them to portray themselves, emphasised by The Independent (2016, online). M4 disagrees with the notion of gay destinations segregating gay men by stating, “I feel they’re just offering another service...” which can be agreed with by the author. The author feels that it is completely down to the individual whether they choose to travel to a gay destination or not.

‘Technological’ advantages have been minimally addressed, with the previous statement made by M5 in section 4.5.1., *p. 47*, regarding Grindr, but also spoken about with M2:
...they can socialise with people on their phones and they would rather do it at home.

Here, M2 links this to cost effectiveness as:

...they don’t have to spend money on drinks and uh entrance...

This builds a picture or trend of the fact that gay men may find it more appealing to seek other men from the comfort of their own homes without spending money, and instead mix with people from a virtual perspective which in tow backs up Mowlabocus (2016), whereby men can be accessed from a number of digital platforms.

With again, very minimal responses made by interviewees in relation to legalities (Legal) and gay tourists, M6 does highlight that “because there are ya know, countries in the world where it’s illegal...” (homosexuality) which can most definitely be related to the current situation occurring in North Carolina, where Berman (2017) expresses the issue concerning the re-banning of same-sex marriage. Furthermore, but not necessarily speaking in context of legalities, M3 does ignite the belief on behalf of other gay men, that if there are destinations that accommodate gay tourists, he voices, “Oh look there’s a destination I can go to, or there’s loads of places I can go to that are so open”, which can stem from the fact that there plenty of destinations around the world that will allow same-sex marriages to be celebrated.

Finally, ‘Environmental’ can be related to the area of a gay destination by which M7 interestingly brings to light the impact large quantities of gay men can have on local residents:

…they may have strong beliefs and opinions that um, they don’t want their destination branded as a gay destination, but if you don’t like it, don’t live there.

This can immediately be backed up by the opinion made by Verdugo (2010), when it is said gay men should be able to live in an open-minded environment. The environmental impacts upon a destination can also be linked to the safety, comfort,
freedom and self-expression of gay tourists, familiarised by respondents throughout this study.

4.7. Sexual Identity and Tourism

As the literature revealed, the confirmation of identity in relation to a gay man, is influenced by the consumption of a gay holiday (Hughes, 1997). This expressed the need to establish the relationship between gay tourism and sexual identity of gay men in terms of destinations accommodating all needs and wants of gay men, and when asked the nature of this question, a variety of answers were given:

**M3:** I think it’s just easier for them... wear what they want to, ya know, speak to who they want to and I think it would take a big weight off their shoulders...

I feel like I’ve been on many holidays and found that I’ve been able to be myself just fine...

Although respondent M3 has not travelled to a gay destination, it is enlightening to see that he feels comfortable going to any destination and not having to worry about expressing who he is as a gay man. His response of ‘ease’ for gay tourists definitely contributes to the motivations of self-expression through appearance and socialising with like-minded people. The sentiment of gay tourists being able to be themselves was also identified further:

**M5:** Right so, I think it’s a blessing and curse... So, it’s nice to know gays have somewhere they can be themselves and relax and if they’re shy... like I remember a few years ago I would never walk down the street and hold someone’s hand, that just wasn’t for me...

In comparison to M3, M5 states how it can have a relaxing element, but also recognises a personal view on public displays of affection and how uncomfortable it is for him when in public. Public displays of affection can be related to Hughes (1997) whereby gay destinations temporarily allow gay men to be gay, which propels the reader into further comments made by M5, when saying it is a curse:
**M5:** then the other side of it which I don’t like, is it promotes segregation. Why should you go out of your way to find a gay friendly hotel when hotels cater for all people, regardless of race, religion, sexuality, you’re paying to stay in that hotel so they have no right to judge you, or make you feel, feel bad because your money is just as good as anybody else’s…

This immediately brings attention to the literature review whereby Cox (2002) voices his opinion that not all gay men want to go to a gay destination or on a gay holiday as it could bring in the element of segregation of gay men. Segregation can also be referred to the PESTLE analysis whereby M1 comments upon segregation as an impact upon gay tourists (section 4.6.1., p. 53). It can also be deemed an impact that could affect the gay tourist industry, as gay men may feel they do not actually have to go to a gay-friendly destination to do what they want to do and to be who they want to be.

Moving forward on the topic of sexual identity and tourism, M7 expresses:

...when it comes to their sexual identity...if you were to go out in a club in Cardiff as a gay bloke to a normal club and maybe you’re looking to start a new relationship or um, trying to pull... you don’t really know who to approach... but whereas if you’re in a gay destination at least ya know there may be men in relationships there but at least you have some sort of idea that everyone’s gunna be...

The researcher understands this in the context of wanting to approach an individual in a social environment but is unsure if that person is of the same sexuality, and the word that is assumed to end the statement made by M7 is ‘gay’. M7 allows the researcher to understand that if a gay tourist is looking for relations with another man, it is going to be easier in a gay destination as the likelihood of meeting another gay man is very likely, and so the destination is accommodating to an individual’s sexual identity. The trend of comfort and freedom is seen throughout most respondents and continues to be the core factor according to respondent M8:

...it was a very liberating experience as a young man and somebody who at the time wasn’t out... it was more to do with the fact that when you got there, there was just this complete lack of worry about whatever you were in the sexuality
side of things, it wasn’t an issue to anybody...I think that was the attraction of a place like that.

Interestingly, M8 responds to this question with reflection upon the time when he had not come out as a gay man and so, can be linked closely to Hughes (1997) regarding when gays travel to a gay destination, it can allow them to act or become who they are away from their home environment. This exudes motivation, purely because gay men can be themselves in an environment that welcomes and supports sexual identity.

For the respondents who have not travelled to a gay destination, a deeper yet unique question was asked to gain rich data, to see if their sexual identity would be affected in some way:

**Interviewer:** Do you feel less gay because you have not been to a gay branded destination?

**M2:**...no, no it doesn’t make me feel because I don’t live that kind of life, that I need to express myself and I need to express my identity and I need to interact only with gay people and do gay things, I don’t because I’m happy as I am...

The same standpoint was also seen from another respondent:

**M4:** Absolutely not! [Laughs] I don’t think you can define your sexuality or your self-awareness or your being, purely by where you have visited.

Similarly:

**M6:** No, no, and I don’t think I would ever, that would change anything, no.

Again, seen by M8, but delves deeper into examples which are viewed relevant and noteworthy:

**M8:** No I don’t think you can feel less gay because you haven’t been to a destination...I’ve been to gay bars and I’ve been to gay concerts...I’ve been to every Lady Gaga concert I’m the biggest fan, and I’ll quote her, “You can be
who you want to be”, but I’m no different cause I’d still act like a bloody loon in a gay bar than I do in Walkabout in Cardiff

M8 communicates that even though he has been to events such as concerts that can be more attractive to gay men, it does not change the way he acts compared to when he is in a non-gay surrounding. This shows that for some gay men, either not going to or going to a gay destination does not always change feelings related to sexual identity.

4.8 Summary
This chapter has analysed and discussed the data gathered from all semi-structured interviews, providing the researcher with rich data to meet the aim and objectives, with reference and support from the literature review. This chapter has recognised key findings that will be further identified in the next chapter. All data gathered in this chapter helps the validity of this research and reassures the topic of choice.
Conclusion
5.1. Introduction
This chapter will evaluate the researcher’s findings that helped meet the aim and objectives of this study. It will discuss the limitations of the research conducted with the addition of a summary of the key findings. Recommendations for future research and stakeholders will be discussed to conclude this chapter.

5.2 Aim and Objectives Revisited
The aim of this research was to explore the motivational factors of gay tourists travelling to gay destinations and the impact this has on host destinations.

To achieve this aim, the following objectives were fulfilled:

1. To critically review the academic literature of gay tourism and motivations of gay tourists.

This objective was fulfilled by conducting a thorough analysis of the academic literature, with topics related to tourist motivations, gay tourism, gay tourist motivations, destination host impacts and sexual identity and tourism. Discovering literature specifically on gay tourism was deemed difficult by the researcher as limited books in particular were not available. However, valuable research came more in the form of online intermediaries, which gave the researcher ample levels of information. Additionally, the researcher found it difficult to find resources that solely focused on gay men, as ‘Gay’ is one element within the LGBT community.

2. To investigate the motivational factors of gay tourists using primary and secondary research.

This was fulfilled from the researcher undertaking eight semi-structured interviews from a mix of participants: those who have travelled to a gay destination and those who have not, to establish real motivations and assumed motivations of gay tourists. Open-ended questions were asked to allow participants to think about their responses and for the researcher to contribute his feelings and opinions to generate
further conversation. The literature review acted as the secondary research that was conducted to meet this objective.

3. To establish the impacts that gay tourism has on host destinations and/or gay males.

The researcher fulfilled this objective through the discussing and analysis of the results of the semi-structured interviews. The scope of data collected, provided the researcher with enough information to establish the effects gay tourism has on host destinations but also the effects destination hosts have upon gay tourists. The use of newspaper articles helped the researcher in discovering current external impacts upon gay destinations in the form of a PESTLE analysis, but was slightly difficult as it could only be based on the assumptions of the effects they could have on gay destinations.

4. To evaluate the outcomes and make recommendations of the primary research conducted, to identify the reasons behind gay tourists visiting gay travel destinations.

This objective was fulfilled by confirming the motivational factors that influenced gay tourists to travel to gay destinations by asking gay males who have travelled to a location that is gay-specific. It also unearthed the impacts of both destination hosts and gay tourists, resulting in recommendations which can be seen within sections 5.5 and 5.6 of this chapter.

5.3. Limitations of Research

The researcher deems it important to acknowledge any limitations or constraints when trying to gather valuable data to add context to his study:

- As previously discussed in section 5.2 (Aim and Objectives Revisited), the lack of literature did not help the researcher when valuable information was needed to argue and back-up a notion. This lead to the delay of the literature review and missing personal deadlines of when the researcher wanted to complete this chapter. Future deadlines had to be made, consuming more time.
and testing the researcher’s organisational skills in relation to other academic commitments. However, this was overcome and completed due to the reading around of topics closely related to gay men or gay tourists.

- One of the most evident of limitations was the lack of gay males known by the researcher. Fortunately, for the ones the researcher did know, helpfully recommended partners and friends that would be willing to participate in the interview. This meant that the researcher relied vigilantly upon snowball sampling, previously discussed in section 3.9.2., p. 27. At one point, the proposition of including lesbian women into this study was speculated to overcome a deficiency of participants, but due to the researcher being a gay man, it was appealing to only address gay males as the relation between the researcher and participants could be analysed.

- To meet the requirements of ethical approval, all interviews were conducted on the premises of Cardiff Metropolitan University to protect all participants and the research. However, this proved difficult as the location of the interview had to fit around the schedules of participants, when given a time and date. Immediately after the researcher’s approval of primary research, interviews were to commence at once and within the time frame the researcher had planned to conduct and complete all interviews within. It was unforeseeable how trying and time consuming it would be to agree on a date and time, simply because of other priorities in participants’ lives that overshadowed taking part in the interview.

- Due to the non-response on behalf of potential participants, this resulted in possible gay males not taking part in the interview when initially agreeing to do so upon first contact from the researcher. This resulted in only eight semi-structured interviews instead of the stated ten in the ‘Approved Ethics Application Form’, in appendix 2, p. 77. Although, only eight interviews took place, this still provided the researcher with rich and meaningful data, that supported in meeting the aim and objectives.

- The lack of experience held by the researcher in holding interviews. With very little interviewing skills, the researcher felt the first interview was rushed and had an absence of context on behalf of the researcher. However, through conducting more interviews, the researcher became confident, which is
believed to be portrayed through asking probing questions and even including an introduction of the researcher and the dissertation topic to make all participants feel comfortable as nerves were apparent on their behalf.

- Finally, some respondents spoke quickly and regularly did not finish their sentences, forcing the researcher into summarising what they were discussing. Additionally, one respondent (M2), had a language barrier due to being from another country, that hindered the understanding of words, which has added to certain words being incorrectly used, confusing the researcher.

5.4. Summary of Key Findings
The data collected from respondents of the semi-structured interviews allows for the identification of the key findings behind the motivations of gay tourists:

- Family and friends present strong tourist motivations.
- Hobbies and interests of participants relates to the activities and/or excursions encountered whilst in a gay destination.
- Sex is not the main motivation for travelling to a gay destination. Aspects such as safety, freedom, self-expression and comfort are.
- Social and cultural impacts are not deemed to be affected through travelling.
- Gay men are perceived to have higher disposable income.
- Not all gay men feel the need to go to a gay destination.

5.5. Recommendations for Future Research
The researcher offers recommendations for future research that could have benefitted this type of study:

- Including a perspective from lesbian women could have opened the scope of context as this would have provided the researcher with a different angle when approaching the aim and objectives. Different feelings, beliefs and opinions could have been beneficial, to expand the realm of the LGBT community.
To add to this, the perspective of non-gay tourists could have brought a very different light on this topic. It could have identified how accepted gay tourism is or is not, and what gay tourism brings to a destination that mainstream tourists tend to visit frequently.

The researcher feels including a case study may have focused the impacts upon destinations hosts, by analysing one or two destinations, gathering factual information of the impacts gay tourism actually has on gay destinations.

With regards to gathering data, focus groups could have also been used to have different personalities in one space, offering different opinions, feelings and experiences which could have resulted in a peaceful debate, creating rich data.

5.6. Recommendations for Destination Hosts and Gay Travel Organisations

From conducting this research of the motivations of gay tourists, the researcher feels there are recommendations to be made for two stakeholders:

- The need for destinations to accommodate gay tourists is essential as gay tourism brings large sums of capital into the tourism industry, benefitting local businesses and bringing awareness to the LGBT community as individuals who want to travel and are willing to spend money in different locations. Also, gay tourists will have the option of travelling to destinations they know will be welcoming and supporting in accommodating travel needs and sexual identity.

- Gay tourist motivations can be influenced and encouraged by travel organisations and so, for gay travel agencies to attract gay men to purchase holidays, a sense of due diligence must be noticeable. If gay tourists are approaching gay travel organisations, it is likely they are seeking a gay-specific destination/holiday, and so knowledge of appropriate destinations must be known.
5.7. Summary
With reflection on the aim and objectives of this study, the researcher feels that he has gathered sufficient amount of data that has met the aim and all objectives, as motivations of gay tourists has be identified, with the contribution of how they can have an impact upon destination hosts. This research has proved interesting, as participants of the interview provided different responses that enticed the researcher to probe for further information, but also helped realised how those known to the researcher, felt about certain topics. This supplemented the research rationale and how there was a need to carry out this research.

As a proud gay man, the researcher feels that gay tourism is an element within tourism that still needs unearthing, to help those not affiliated with the LGBT community or those against it, realise the need for safety and security of gay individuals. It is shocking to the researcher that even with the uplifting of LGBT rights, discriminative, abusive and fatal actions against gay men are still being held across the globe. The need for escapism to a gay-friendly destination is most appreciated as gay men have their own needs to feel safe and secure, but it is apparent that not all gay men feel the need to escape, as they can express themselves in the environment they live in. This leads to the belief that the world is becoming more gay-friendly and with the help of legislation, gays remain united.
Appendices
References


