

DISSERTATION ON
“THE STUDY ON THE PROMOTION OF PINK DOLLAR TOURISM IN
KERALA; THE CHALLENGES OF IDENTIFYING AND SAFETY OF
LGBT TOURISTS”

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In Partial fulfillment of the requirements for the award of degree of
MASTER OF TOURISM AND TRAVEL MANAGEMENT (MTTM)

Submitted by

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Under guidance of

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ERNAKULAM
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CERTIFICATE

This is to certify that dissertation report on “THE STUDY ON THE PROMOTION OF PINK DOLLAR TOURISM IN KERALA; THE CHALLENGES OF IDENTIFYING AND SAFETY OF LGBT TOURISTS” Submitted by HIMANI G towards the partial fulfillment of the requirement for the award of degree of MASTER OF TOURISM AND TRAVEL MANAGEMENT (MTTM) is a record of bonafide work carried out by her during the academic year 2020-2022.


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PROJECT GUIDE

Viva/Voice examination held on.....07.06.2022.....


INTERNAL EXAMINAR


EXTERNAL EXAMINAR

DECLARATION

I HIMANI G, Student of 2020-2022 batch, St.Teresa's College Ernakulam, do hereby declare that the project entitled as "**THE STUDY ON THE PROMOTION OF PINK DOLLAR TOURISM IN KERALA; THE CHALLENGES OF IDENTIFYING AND SAFETY OF LGBT TOURISTS**" is bonafide work done by me under the guidance of MS. Fiona Durom, French Department St.Teresa's College (Autonomous) Ernakulam, and is submitted to the Mahatma Gandhi University as a Dissertation for the Post Graduate Degree in Tourism and Travel Management.

I also declare that this project has not previously been formed on the basis for the award of any academic qualification, fellowship or other similar title of any other university or board

Place : ERNAKULAM

Date : 02.06.2022

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PREFACE

As part of M.T.T.M Curriculum and in order to gain practical knowledge in the field of travel and tourism industry. I was required to do a dissertation which is related to Tourism. The basic objective of doing this report is to gain in-depth knowledge about Promotion Of Pink Dollar Tourism in Kerala and the Challenges of identifying and safety of LGBT tourists In this report I have included my personal experience of learning, different observations done during the period of study and made necessary suggestions regarding the study.

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CHAPTER 1
INTRODUCTION

1.1 INTRODUCTION

Tourism is travel for pleasure or business and the theory and practice of touring, the business of attracting, accommodating and entertaining tourists, and the business of operating tours. The World Tourism Organization defines tourism in terms which go beyond the common perception of tourism as being limited to holiday activity only as people traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes. Tourism has become an important sector that has an impact on development of country economy. The main benefits of tourism are income creative and generation of jobs. For many regions and countries it is the most important source of welfare.

Tourism industry has entered into a new era pink dollar tourism or Lesbian, Gay, Bisexual and Transgender (LGBT) tourism, which was a niche market some years ago. With many countries legalizing LGBT and same sex marriages pink dollar tourism or LGBT tourism is the way forward in tourism development. Europe LGBT tourism has already taken up the market and LGBT travellers have a high spending power. Also they travel relatively often. John Tanzella, head of the International Gay and Lesbian Travel Association once said, "It is less typical for gay travellers to have children, and they do have more money and time to travel," LGBT travelers represented the 10 percent of global tourists in 2016 according to The World Tourism Organization. This allows tour operators to arrange special packages for weddings and exclusive ceremonies. However that does not mean the LGBT community doesn't participate in normal activities. Although LGBT is legal and expectable in many countries doesn't mean that every one in those countries are LGBT friendly. Therefore it is important when planning packages to look for genuinely LGBT friendly hotels and other necessary actives. Among LGBT travellers apart from Europe, Brazil, the Caribbean Islands, Mexico, Thailand, Bali (Indonesia), Buenos Aires (Argentina), Cape Town (South Africa) and Tel Aviv (Israel) are also famous. Recent part Asian countries have opened their doors to LGBT tourism. Such as Nepal, India, Hong Kong etc..

LGBT stands for lesbian, LGBT, bisexual and transgender and along with heterosexual they are terms used to describe people's sexual orientation or gender identity. LGBT tourism (or LGBT tourism) is a form of tourism marketed to LGBT, Lesbian, Bisexual and transgender (LGBT) people. People might be open about their sexual orientation and gender identity at times, but less so in areas known for violence against LGBT People. The main components of LGBT tourism is for destinations, accommodations, and travel services wishing to attract LGBT tourists; people looking to travel to LGBT-Friendly destinations; people wanting travel with other LGBT people when traveling regardless of the destination; and LGBT travelers who are mainly concerned with cultural and safety issues. The slang term LGBTcation has come to imply a version of a vacation that includes a pronounced aspect of LGBT culture, either in the journey or destination. The LGBT tourism industry includes destinations (tourism offices and CVBs), travel agents, accommodations and hotel groups, tour companies, cruise lines, and travel advertising and promotions companies who market these destinations to the LGBT community. Coinciding with the increased visibility of LGBT people raising children in the 1990s, an increase in family-friendly LGBT tourism has emerged in the 2000s, for instance R family vacation which includes activities and entertainment geared towards couples including same-sex weddings R Family's first cruise was held aboard Norwegian cruise lines Norwegian Dawn with 1600 passengers including 600 children.

Major companies in the travel industry have become aware of the substantial money (also known as the "pink dollar" or "pink pound") generated by this marketing niche and have made it a point to align themselves with the LGBT community and LGBT tourism campaigns. According to a 2000 Travel University report, 10% of international tourists were LGBT and lesbian, accounting for more than 70 million arrivals worldwide. This market segment is expected to continue to grow as a result of ongoing acceptance of LGBT people and changing attitudes towards sexual and gender minorities. Outside larger companies, LGBT tourists are offered other traditional tourism tools, such as hospitality networks of LGBT individuals who offer each other hospitality during their travels and even home swaps where people live in each other's homes. Also available worldwide are social groups for resident and visiting LGBT, lesbian, bisexual, and transgender expatriates and friends.

LGBT travelers in Kerala face legal and social difficulties not experienced by non-LGBT travelers. However, Kerala has been at the forefront of LGBT issues in India. The LGBT people faces various problems to travel within Kerala. Even though they have right to travel, most of the locals are still against this community.

1.2 SCOPE

The research is intended to cover Promotion Of Pink Dollar Tourism In Kerala; The Challenges Of Identifying And Safety Of LGBT Tourists. The primary objective of doing this dissertation topic is because of the personal interest behind this topic. This study is conducted to study about the LGBT Travelers, their problems while travelling. The study helped me to expand my knowledge about this particular community and scenarios related to LGBT Travelers.

1.3 OBJECTIVES

- To Conduct a brief study on LGBT tourism.
- To conduct research on safety of LGBT Travelers.
- To conduct research on stakeholders who provide services to LGBT Travelers.
- Study to improve safety of LGBT Travelers
- Study on Converting Kerala as a LGBT- friendly travel destination

1.4 RESEARCH METHODOLOGY

This paper develops a theoretical background about what is pink dollar tourism and challenges and safety of LGBT Travelers. Though a set of questionnaire explains the peoples point of view thereby with the use of graph, we will get the idea about how far people have the knowledge regarding the research topic.

1.5 DATA COLLECTION

The information was collected from people whom I personally know, tourists who wished to know about LGBT Tourism. Asked questions regarding the topic to the audience, collected further details by sending questionnaire. primary and secondary data has been collected which was very useful in doing the internet made work even easier to get detailed information

PRIMARY DATA

The primary data are those which the investigator originates for the purpose of specific enquiry in hand. It is attained by the researcher from the field directly for the first time. Primary data are gathered through direct interviews, observation and questionnaire etc. The advantage of primary data is that they are truthful and further suit for the purpose. Here information is collected through a set of questionnaire. The data required for the study is collected through interviews with domestic tourists.

- Observation method
- Interview method (Questionnaire) to the LGBT Peoples. Sample size-20
Questionnaire to stakeholders

SECONDARY DATA

Secondary data are second hand information collected by investigator from the previously published one. It includes books, magazines, journals, internet sources etc. the review of literature is the research based on the secondary data.

1.6 LIMITATION OF THE STUDY

- The time allotted was very short.
- Bias on the responses
- Unavailability of enough data from primary sources
- Some of the respondents disclose and won't respond to the questions

2.1 REVIEW OF LITERATURE

The increasing acceptance of LGBT lifestyles has to some extent, been reflected through small, but gradual increases in explorations on LGBT tourism. The depth of this research is still limited, especially when compared to explorations of the tourism sectors, thus prompting claims that studies into LGBT tourism have been substantially neglected (Monterrubio, 2009; Pritchard, Morgan, Sedgely, & Jenkins, 1998). This neglect is evident in the paucity of research into the historical, social, psychological evolution and development of the LGBT tourism segment (Clift & Forrest, 1999; Clift & Wilkins, 1995; Melián-González, Moreno-Gil, & Araña, 2011; Pritchard et al., 1998; Vandecasteele&Geuens, 2009). Of that which has been conducted, the majority of authors have concentrated on demand side elements, such as the motivation, demand for and behaviour characteristics of the LGBT tourism sector. Some authors argue against the existence of LGBT market segment in tourism. In fact there are comparably few documented examples in the literature, which acknowledge the phenomenon of LGBT tourism. For example, Hughes (2005) claims that it would be naïve to expect that sexual orientation ipso facto could be enough to define a market segment. Furthermore, in earlier literature, Fugate (1993, in Peñaloza, 1996) has disputed the existence of LGBT market segment, as there are no sufficient measures to fulfil the traditional criteria of being identifiable, accessible, and of sufficient size' (Peñaloza, 1996). However, further research by Gluckman and Read (1997) and Peñaloza (1996) legitimises the existence of LGBT market segment on the grounds of improved social acceptance, consumer subjectivity, market heterogeneity as well as due to the existing interrelated proximities between market segments and social movements. Despite the arguments against the existence of LGBT market segment as a legitimate phenomenon, there is evidence that LGBT tourism has existed even prior the era of mass tourism in 1841, when Thomas Cook arranged the first rail trip from Leicester to Loughborough (Renshaw, 1994). Aldrich (1993) has suggested that some forms of LGBT tourism existed in 1750s or even earlier. This involved wealthy, well educated and upper class homosexual men from the Northern European countries travelling to the Mediterranean destinations in search for exotic cultures, warmer climates and the companionships of ournger men. During those times, homosexuality was often associated with art, as the homosexual

,then the genesis of LGBT tourism originated directly from the Grand Tours, which started in the early period and evolved during the Georgian era. The subsequent Victorian period has been described as a point of departure of LGBT Tourism (Aldrich, 1993; Clift & Luongo, 1996).

Traveller was ineluctably linked with an 'artistic and aesthetic experience' (Graham, 2002). Arguably

In late 19th and early 20th century Berlin, Paris and London developed LGBT tourism infrastructure, including cafés, cabarets and salons (Hughes, 2006; Peñaloza, 1996; Prickett, 2011). Culture there was flourishing to a great degree offering a safe haven for the Weimar Berlin was considered the 'LGBT mecca' or an 'Eldorado' during those days, as homosexual locals and the travellers to escape the heteronormative world and to express their sexuality (Clift et al., 2002; Prickett, 2011). Due to its tolerance, modernity and openly homosexual culture, it remained a sanctuary for LGBT men and women until the Nazi revolution in 1933. The appearance and manifestation of LGBT culture was not exclusively a European phenomenon. In the late years of the nineteenth century, New York developed significant LGBT urban infrastructure, including numerous bathhouses, brothels and saloons, where male prostitutes would engage in sexual intercourse with their solely LGBT clientele (Branchik, 2002; Graham, 2002). Furthermore, in 1877 a guidebook *Pictures of New York Life and Character* published some content, which according to some of the authors had a homosexual agenda (Clift et al., 2002). As illustrated in the above examples, the phenomenon of LGBT tourism is evident and it has a deep-rooted historical background. Early literature in LGBT tourism focussed heavily on LGBT travellers' demographic characteristics. LGBT tourists have been commonly defined as high spending travellers with significantly more disposable income than their heterosexual counterparts (Community Marketing, 2012; Golding, 2003; Hughes, 2003). This has led to claims that they represent a powerful, profitable and a recession-proof market segment (Guaracino, 2007; Melián-González et al., 2011; Peñaloza, 1996; Pritchard et al., 1998; Roth; Southall, 2009). LGBT tourists have also been described as individuals who were well educated (Black, Sanders, & Taylor, 2007; Gluckman & Reed, 1997; Golding, 2003; Hughes, 2003, 2005; Kahan & Mulryan, 1995; Peñaloza, 1996). These assumptions continue today – according to the Community Marketing, Inc. (2012), LGBT (Lesbian, LGBT, Bisexual and Transgender) travellers spend an estimated US\$70 billion a year in the United States alone. In addition to their

high spending behaviour, various authors have identified LGBT travellers as trendsetters (Gluckman & Reed, 1997; Guaracino, 2007; Hughes, 2005), innovators (Vandecasteele & Geuens, 2009), as well as 'early adopters, hedonists and aesthetes' (Hughes, 2005; Stuber, 2002). Homosexual holidaymakers have also been described as ex post facto revivers, as they were the first to return to tourism industry after the 9/11 events (Guaracino, 2007). As well as expenditure and their propensity to set trends, literature has explored the motivations behind LGBT tourism. It has been argued that LGBT tourists are motivated by the desire to engage into social interactions and self-exploration, as well as to get away from the day-to-day routine. As such, the motivations are driven for the yearning of self-fulfilment, to escape daily routines and to relax.

Hughes, 2006; Monterrubio, 2009; Pritchard et al., 1998; Waitt & Markwell, 2006). In addition, it has been suggested that LGBT men travel with an intention to express their sexuality, spend quality time with like-minded LGBT men and/or simply to be in a safe – bully-free – environment (Clift & Wilkins, 1995; Hughes, 2006; Monterrubio, 2009; Pritchard et al., 1998; Waitt & Markwell, 2006). It has also been argued that closeted LGBT men at new and unfamiliar destinations have the opportunity for freedom and a chance to be away from the constraints of society. These travellers aim for the possibility of anonymity, as they have a chance to temporarily 'come out' of the closet and be open about their sexual preferences (Graham, 2002; Holcomb & Luongo, 1996; Waitt & Markwell, 2006). Overwhelmingly, the literature suggests that the opportunity to have more sexual encounters is one of the most significant reasons why homosexual men are motivated to travel (Clift & Forrest, 1999; Hughes, 1997, 2006; Mendoza, 2012; Monterrubio, 2009; Pritchard et al., 2000; Waitt & Markwell, 2006). For example, a study conducted by Clift and Forrest (1999) reveals that sex plays an important role while being on holiday. The assumed significance of the 'sex' factor as a strong driver for LGBT tourism may lead to the distorted perceptions regarding LGBT tourist motivations. However, as argued by Plummer (1992) travelling behaviour and interests of modern ourng LGBT men are very often equivalent to those of heterosexual men and women. There are several studies revealing that sex when holidaying appeals equally to the heterosexuals, for example, Canadian women travelling to the Caribbean and spending 'quality' time with beach boys (Herold, Garcia, & DeMoya, 2001), or British and Irish travelling to Riga, Latvia to explore the cheap bars and chase the local girls (Petersons 2015).

Meyer (2003) distinguishes LGBT tourism as a form of travel where people non-conforming with heteronormative gender & sexual roles escape and appease judgment and concealment of one's sexual orientation. Ginder and Byun (2015) underscores how rampant discrimination and prejudice is across the globe particularly for this sector and how tourism can play a role to alleviate this problem. This is why by travelling away from their usual environments, the LGBT community is given the opportunity to be free from these “social, religious, and legal constraints” and express their sexual orientation & gender identity without restrictions (Monterrubio, 2018). This opportunity also provides them spaces where their sexualities are accepted and safety is extended (Weeden et al., 2016). As such, tourism stakeholders have responded with several initiatives to attract the LGBT community.

The currently known literature in LGBTQ tourism have been concentrated on the demand-side which explored on how these tourists are identified (Wong & Tolkach, 2017). On the other hand, research on tourism supply was also present in what Vorobjovas-Pinta and Hardy (2016) coin as “gay spaces.” Despite the growing visibility of the LGBTQ market across the world, research on these individuals remain stereotyped. Previous studies have shown emphasis on the primacy of the “White, educated and affluent gay men” (Ram et al., 2019) as the research subject. Moreover, most literature attributes homogeneity towards the LGBTQ making a less-holistic understanding on the community (Olson & Reddy-Best, 2019).

Limited review studies on LGBTQ tourism has been published. These were in the context of identity formation (Monterrubio, 2018), diversity management (Kalargyrou & Costen, 2017), tourism demand & supply (Vorobjovas-Pinta & Hardy, 2016). Yang and Tavakoli (2016) have likewise reviewed gender tourism research on Asian locations and included females as subjects.

Touristic Aspects of LGBT Inclusive Destination Ginder and Byun (2015) noted that the definition of the LGBT market is ambiguous due to several and cumulative reasons. First, the definition per se may be drawn by self-identification, same-sex behavior, same-sex attraction, or any combinations thereof. Second, discrimination and prejudices against the LGBT community are still rampant in many places around the world and this can have substantial political and cultural implications to the definition. Third, the LGBT group is heterogeneous and is comprised of various sub-groups and ethnic and other minorities. However, most of the previous studies address primarily only a distinct sub-group of White, educated and affluent gay

men. In other words, in spite of the umbrella term commonly used – LGBT - lesbians, bisexuals and transgender people are less studied (Berezan et al., 2015; Clift & Forest, 1999; Melián-González et al., 2011; Ro et al., 2017) while non-White gay-men tend to be ignored, with some exceptions (for example: Visser, 2003, 2013). Moreover, same-sex families and friends of the LGBT communities who support LGBT rights are regularly omitted from many of the studies (Mumcu & Lough, 2017; Puar, 2002; Vorobjovas-Pinta & Hardy, 2016). In addition, much of the Western gay space theorization makes assumptions about the extent to which specific forms of space, such as gay neighborhoods, are linked to gay and wider identities (Visser, 2013). While LGBT events may attract LGBT and non-LGBT supporters, they also may generate negative responses among other groups of LGBT and non-LGBT consumers. Mumcu and Lough (2017), for example, reviewed previous studies that reported on negative effects of gay-themed advertising on heterosexual consumers in general, and male consumers in particular. Indeed, the shift in Pride events from initially being primarily a political activity to one that is essentially commercial has caused considerable debate within LGBT communities (Johnston, 2005; Ryan & Hall, 2005). Therefore, the overall effect of LGBT events and campaigns should be addressed, rather than analyzing it among defined groups such as gay men alone.

Pink tourism: India now a hot spot for LGBT travellers



Kolkata: Thanks to Indian gay-tour operators, the lesbian, gay, bisexual and transgender (LGBT) community across the world is vying for India as the ultimate 'pink' tourist destination. "LGBT tourists want the same things as any traveller: to feel safe and welcome. India is becoming more popular with gay travellers since the high court decriminalized homosexuality in 2009. Feeling welcome is not only a reference to local hospitality, but also to larger issues of governmental rights," said John Tanzella, president and CEO of International Gay and Lesbian Travel Association (IGLTA), which has a presence in 83 countries. Pink tourism caters exclusively to the LGBT community and the new age pink tour operators are unique in that they try to make gay travellers feel welcome in an unknown land and also bridge the gap between them and the locals. "An LGBT company caters to gay travellers, so their tour packages will often include gay nightlife or interactions with local gay business people," Tanzella told IANS. The biggest difference between normal and gay-friendly tour operators, according to Bhuvan Mehta of Pink Escapes, is, "Pink tour operators can anticipate the requirements of gay travellers better, compared to normal tour operators." "Being from the community or having LGBT people manage the clients is the main and biggest difference, as they can understand the market and clients better," elaborates Mehta of the Delhi-based company.

The prime concerns of the travellers are safety and a discrimination-free trip, which the operators ensure through extensive networking. "We keep an eye on clients'

movement, as we have our offices all across the country, we make sure all the necessary information about what to wear and where to go is provided to the clients/groups from our local representatives," Rajat of Pink Vibgyor, a gay-friendly destination management company, told IANS. PinkEscapes sends out advisories to their clients about the Indian scenario and also how to manage interactions with new acquaintances. "We use the services of gay or gay-friendly establishments to secure a discrimination-free trip," said Mehta of Pink Escapes. Apart from the normal sightseeing, the pink tourists get a flavour of the country through multifaceted experiences tailored to meet their cultural curiosities and adventurous escapades. "Guests can enjoy puppet shows, music and dance based on folklore in a natural setting, cooking from scratch - from tours of spice and vegetable markets to the table - attend a dream Indian wedding ceremony or get an insight into being a gay royal, among other delights," Mehta told IANS. "We also introduce our clients to LGBT-run or managed NGOs and encourage them to contribute by understanding the set-up. Contribution can be in the form of a service or monetary contribution," said Mehta. The lure of India as a tourist destination lies not only in its gay friendly environment but also as a golden chance to explore. "The travellers are coming to explore India - and that is the main purpose of their visit," said Mehta.

According to the tour operators, besides the metros, smaller cities are also on the radar of the pink travellers. "Cities like Udaipur, Jaipur, Jaisalmer, Khajuraho, Varanasi, locations like backwaters of Kerala, Marari Beach, Bangalore, foothills of Himalayas are quite popular," says Rajat. According to Mehta, Udaipur has a number of gay friendly restaurants and cafes, Jaipur has gay friendly neighbourhoods and people, whereas down south, Kerala provides good opportunities for travellers looking for a therapeutic getaway. "There's an added appeal to places that have a developing gay scene, like Delhi. Goa is also popular for its welcoming nightlife," says Tanzella. Serving clients from countries across the world, the pink tour managers are gearing up to take the Indian pink traveller places. "Right now we have on offer only Nepal, Bhutan and Sri Lanka for the Indian LGBT travellers. We plan to expand," said Mehta. As India opens up to pink travellers, they can expect to see more of the country with rose tinted glasses.

(News18 NOVEMBER 22, 2012)

International LGBTQ+ Travel Association's 2023 Convention Coming to Puerto Rico



The International LGBTQ+ Travel Association (IGLTA) announced its 2023 Global Convention would take place in San Juan, Puerto Rico. IGLTA officials said the Puerto Rican destination was chosen for its 40th-anniversary celebration due to its lively LGBTQ+ scene and commitment to diversity and inclusion. The event will be the organization's first convention in the Caribbean since 1985. IGLTA's board of directors determines each year's host city through an extensive bidding process, which considers the destination's support for LGBTQ+ tourism, its desire to grow that presence and efforts to expand DEI initiatives.

“After an extensive process of analyzing and discussing very competitive bids, we are proud to choose Puerto Rico, a destination with diversity in its DNA, as the host for our 40th Anniversary Convention in September 2023,” IGLTA Board Chair Felipe Cardenas said. “Puerto Rico offers a unique blend of Spanish, Taino and African heritages, which are reflected in its vibrant arts, music, and cuisine,” Cardenas continued. “Holding our signature educational and networking event there provides the great potential of making a strong, positive impact not only on their local LGBTQ+ communities, but on LGBTQ+ tourism throughout the Caribbean.” A study conducted in 2020 by Discover Puerto Rico showed that 41 percent of LGBTQ+ travelers

identified the U.S. territory as a welcoming destination, a massive increase from the 19 percent who said the same in a 2018 survey. In addition to a beautiful natural setting for tourism professionals, Puerto Rico achieved this success by embracing best practices and the LGBTQ+ community strategically, working in partnership with LGBTQ+ agency Hospitable Me.

IGLTA's board of directors determines each year's host city through an extensive bidding process, which considers the destination's support for LGBTQ+ tourism, its desire to grow that presence and efforts to expand DEI initiatives. "Dedicated to creating an inclusive environment where all travelers can live out their travel dreams, Puerto Rico is honored to be selected as the host destination for the IGLTA 2023 Global Convention," Discover Puerto Rico's Leah Chandler said. "With core values of collaboration and representation, our DMO welcomes this opportunity to invite the global LGBTQ+ travel community to take part in an educational and transformative experience alongside our on-Island partners."

(travel plus, MARCH 17, 2022)

3.1 THEORATICAL FRAMEWORK

LGBTQ tourism refers to the tourism products and services created with special attention for the LGBTQ (lesbian, gay, bisexual, transgender and queer or questioning) community. These are products and services specially designed for LGBTQ tourists, including honeymoons and weddings. But LGBTQ tourism also includes services available for all tourists, while assuring LGBTQ tourists feel welcome and respected. The LGBTQ segment cannot be treated as a homogeneous group because sexuality is just one part of people's lives and it is often not a reason for travelling. LGBTQ people vary in age, origin, marital status, whether they have children and many other aspects. There are also clear differences between generations. These differences are most notably between the boomer generation (born 1946–1964) and the millennial generation (born 1980–1995). Millennials, for instance, might not need anything specifically, but boomers who may have experienced discrimination in the past might want specific products and services and be recognized as LGBTQ travelers. In at least 72 countries, LGBTQ people can still be imprisoned and prosecuted and in 12 countries, they can even be executed. There are many other countries where LGBTQ people are still socially excluded, in spite of not being treated as criminals. It is not surprising then that LGBTQ tourists go mostly to places where they can travel safely, favouring destinations perceived as friendly and accepting for local and visiting LGBTQ people. LGBTQ tourists travel more frequently than non-LGBTQ tourists and have higher incomes than average. One reason for this may possibly be that many LGBTQ people form couples that have two incomes and no children, which is known in finance under the acronym DINK (dual income, no kids).

However, changing laws and perspectives are giving rise to more families started by LGBTQ couples. LGBTQ people may travel to unfriendly places, but not to places where local LGBTQ people are also threatened or badly untreated. LGBTQ pride events and festivals often attract lots of LGBTQ tourists from other countries. In many places, these events are one of the few moments when LGBTQ people can openly express and celebrate their sexuality. Examples of occasions that have many days or events specific for LGBTQ people include carnival in Rio

de Janeiro and in Barranquilla, Colombia. Some of the largest LGBTQ pride events in the world take place in New York, São Paulo and Madrid.

Lesbian travellers

In many cases, lesbian travellers identify as a woman first. Travel safety is very important for lesbians, as it is for women in general. Where most gay men prefer urban destinations, most lesbians enjoy more rural destinations and nature tourism.

Gay travellers

Gay men tend to travel to urban destinations and are more interested in gay events and nightlife activities than others. Most gay men like to meet locals and other like-minded gay men when travelling. A popular tourism product specifically targeting gay men is gay cruises. Gay men tend to be very loyal to brands that support and welcome them continuously.

Bisexual travellers

Bisexual people enjoy the freedom of relating with men and women as they please, so there is no hard and fast way of labelling them as gay or straight.

Transgender travellers

Europe has relatively many transgender travellers. The European transgender traveller is generally highly educated and between the age of 35 and 55. Like all other travellers, transgender travellers want to be welcome in the countries they visit.

The LGBTQ travel sector has been growing since the 1970s. Industry players can stand to gain from becoming more inclusive, but the social implications of such a shift are even more critical. To be lesbian, gay, transgender, bisexual or queer (LGBTQ) isn't merely about sexual preference – it plays an integral role in one's self-identification. It doesn't simply switch on and off depending on where we are or whom we're with, though this 'closeting' or 'passing' does still occur. Fortunately, LGBTQ individuals are increasingly being met with acceptance across the globe, making being 'out' easier – and safer – than ever before. While homophobia and

ignorance still exist, never in modern history have LGBTQ people been as visible as they are today. This is evidenced by the group's increasingly powerful voice in the media, as well as the growing number of countries that have legalised same-sex marriage. Starting with the Netherlands in 2001, today gay marriage is legal in 27 countries. In line with this change is an uptick in the LGBTQ travel market, which, according to the International Gay and Lesbian Travel Association (IGLTA), "refers to the development and marketing of tourism products and services to lesbian, gay, bisexual or transgender people". While LGBTQ-friendly travel has been around for some time, it is now growing and broadening its offerings, with more industry players developing their marketing strategies to target the LGBTQ segment specifically. Unsurprisingly, it's not just social equality that drives these companies to offer more inclusive services – it's also the 'pink dollar', the name given to money spent by members of the LGBTQ community.

According to research by Out Now Consulting, LGBTQ residents of the US spent \$63.1bn on travel in 2018, representing a 1.9 percent average annual growth rate. In Brazil, the total spend was \$26.8bn, while the UK's LGBTQ community spent \$11.7bn last year. These figures are set to grow further: according to the World Tourism Organisation (UNWTO), LGBTQ travel is one of the fastest-growing markets in the worldwide travel industry. LGBTQ travel arguably landed in 1973 when the first gay-only tour of the Grand Canyon was offered by US-based company He Travel. The segment grew during the 1970s and 1980s with the rise of gay resorts. One example is Fort Lauderdale's Marlin Beach Hotel, which was advertised as 'America's premier gay resort' in a trailblazing campaign in national gay magazines. Meanwhile, in Europe, the Greek island of Mykonos became a firm favourite with the gay community, known for its liberal attitudes, wild parties and celebrity clientele. Another pivotal moment came in 1983 when the IGLTA (then called the IGTA) was created. Among its influential founding members was Kevin Mossier, who created the first gay cruise company, RSVP Vacations. Since then, the industry has only continued to grow. "Fortunately, in recent years many countries have taken effective measures to combat discrimination," said Juan Juliá, founder and president of Axel Hotels, the world's first chain of hotels designed with LGBTQ guests in mind. "These include removing criminal sanctions for consensual same-sex conduct, legal prohibition of discrimination on the basis of sexual orientation, gender identity and intersex status, [and the] legal recognition of the gender identity of transgender persons without abusive requirements".

Jeff Guaracino, co-author of *Gay and Lesbian Tourism: The Essential Guide for Marketing* and CEO of Visit Philadelphia, explained how such legal changes have affected the travel market: “Focusing on Europe, most of North America [and] some countries in [Asia], we are seeing more and more people who are out travellers, people who are coming out of the closet and either getting married, serving openly in the military, or also showing up to Pride events. “What’s more, with same-sex marriage now more widely available, there has been a surge in wedding-related travel. With couples having waited years, or even decades, to tie the knot, the past three years have seen a flurry in destination weddings and honeymoons in particular. Guaracino added: “Part of it is generational... Millennials tend to be more out anyway.” Sadly, he noted, this is not true of all countries, with many places around the world still repressing LGBTQ rights, and in some cases persecuting members of the community.

3.2 HISTORY OF LGBT TOURISM

Prior to the late-nineteenth century, the concept of having a distinct sexual identity did not exist, though people in the past lived lives similar to our modern understanding of what it means to be LGBTQ. Gay identity, as both a personal and political category, did not fully emerge until the mid-twentieth century. Historical terminology used to describe sexuality and gender often lacked the specificity that exists today. The British sexologist Havelock Ellis, for example, referred to both people who we would today identify as gay or transgender as “sexual invert,” which he defined as persons who exhibit same-gender attraction and a gender presentation socially contrary to the sex one was assigned at birth. The German scholar and human rights activist Karl Ulrichs similarly used the term “Urnig,” which he described as a third gender existing between men and women, to refer to persons whom today we might describe as gay, trans, or genderqueer. Male Urnings, in Ulrichs’ formulation, were “male-bodied” people with the souls of women, and female Urnings were “female-bodied” people with the souls of men.

The term “homosexual,” coined in 1869 by the Hungarian doctor Karoly Maria Benkert, who wrote under the pseudonym K.M. Kertbeny, was not in popular usage till the early twentieth century. Mid-twentieth-century homosexual activists preferred the term “homophile” over homosexual, seeing it as a more neutral and acceptable option because it removed the word

“sexual” while positively affirming same-gender attraction. “Gay” emerged as an underground term in the early-twentieth century and came into popular usage in the 1960s. The term was preferred by the Stonewall generation, who, contrary to their predecessors, were less likely to see being gay as shameful or a mental defect. Post-Stonewall activists sought to articulate a more radical position removed from the image of respectability homophile organizations sought to cultivate. Though today “gay” typically refers to men who are attracted to men, it was historically used as a broad term that encompassed the entirety of the modern LGBTQ initialism. For example, in the 1970s, activists Sylvia Rivera and Marsha P. Johnson often spoke of “gay rights” or “gay power” in reference to their liberation as street queens of color (who today we would refer to as transgender). The pair founded the organization STAR (Street Transvestite Action Revolutionaries) as a way to organize homeless trans street ourth. “STAR was for the street gay people, the street homeless people, and anybody that needed help at that time,” Rivera said.

The term “lesbian” comes from the Greek island of Lesbos, associated with the poet Sappho, whose surviving writing lyrically describes erotic love and attraction between women. Despite the use of “gay” as an umbrella term for gender and sexual minorities, the advent of the mid-to-late twentieth-century Women’s Movement (also referred to as the second wave of the U.S. feminist movement) gave gay women the consciousness to articulate how their experiences differed from both heterosexual women, who comprised the majority of the Women’s Movement, and gay men. The articulation of a distinct lesbian identity was often necessitated by exclusions gay women faced in feminist and gay organizations. Betty Friedan, the first president of the National Organization for Women (NOW), infamously referred to lesbians as “the Lavender Menace,” suggesting their presence would hinder the goals of the organization by furthering the assumption that all feminists were man-hating lesbians. Lesbians, likewise, often experienced overt sexism in post-Stonewall gay organizations such as the Gay Liberation Front (GLF) and the Gay Activists Alliance (GAA). Yet, until the 1990s, “gay” was often used as a shorthand to refer to the entire spectrum of sexual and gender minorities. This usage shifted with the rise of bisexual, transgender, and queer movements, giving birth to the four-letter LGBT initialism, which was seen as more inclusive than broadly referring to the community simply as “gay.” These ’90s movements, while in many ways distinct, were connected by the common theme of questioning and critiquing identity binaries such as gay/straight, man/woman,

masculine/feminine, and gender and sexuality norms more broadly. They also articulated a sense of identity that was complex, fluid, and changing. The term “transgender” was forwarded and popularized by activists such as Kate Bornstein, Holly Boswell, Leslie Feinberg, and Riki Wilchins, to create a coalition of persons who who did not fit neatly into gender binaries, or who defied gender norms and expectations, particularly following the 1993 assault and murder of trans man Brandon Teena in Humboldt, Nebraska. “Transgender” was also adopted by persons who did not identify with the earlier label “transsexual,” due to its association with medical transition across the gender binary. The letter “Q” was sometimes added to the initialism, alternatively referring to “queer,” or to include those who were “questioning” their sexual orientation or gender identity. The term “queer” can alternately refer to a reclaimed identity (literally meaning “odd” or “quaint,” the word historically became a derogatory term for gays), an identity that expresses a more radical, militant, or confrontational approach to identity politics, or an umbrella term that encompass anyone or anything outside of gender and sexuality norms. Though it may be efficient to refer to the LGBTQ community as “the queer community,” the word “queer,” for some, is polarizing and remains offensive or derogatory. Based on one’s age, place of becoming, or experience with homophobia, “queer” can provoke feelings of trauma and exclusion.

Since the 1990s, different versions of the initialism have proliferated as increasingly nuanced ways to understand and define people’s lived experience of gender and sexuality are articulated. One expanded version of the initialism in use is LGBTQQIP2SAA, which stands for: lesbian, gay, bisexual, transgender, queer, questioning, intersex, pansexual, two spirit, asexual, and ally. While this version is certainly inclusive of the myriad ways people understand gender and sexual identity, it is not necessarily efficient. It is difficult to remember, let alone say, and will invariably result in giving those not familiar with the community a terminology lesson.

3.3 PINK DOLLAR

As stated in the UNWTO’s Second Global Report on LGBT Tourism, “[LGBTQ] travellers have become recognised as a segment that travels with greater frequency and demonstrates higher-than-average patterns of spending”. Various studies, including one by the Southern Economic Journal, give weight to the argument, showing that lesbian women and gay men often out-earn

their straight peers. In correlation with this trend, greater visibility of LGBTQ consumers makes them easier to identify as a customer segment, the UNWTO's report explains. As such, more products are designed specifically with LGBTQ travellers in mind, such as honeymoons for same-sex couples or tours for groups of lesbian women or gay men. Meanwhile, a growing number of destinations and service providers worldwide are now diversifying their offerings to better welcome LGBTQ consumers. When asked what advice he offers to hotels reaching out to the market, Guaracino said: "I always think it's a really good first step to continue to evaluate how the property... treats [its] own LGBTQ employees: are they supported? Are they trained? Are they treated [as] equally as other members of the community?" A self-audit can assess these aspects and ensure that the venue offers an inclusive environment. Then there is educating desk and concierge staff about local LGBTQ neighbourhoods and businesses – particularly shops, bars and restaurants. "Just having that information readily available sounds very basic, but ensuring [it's] there is also a good sign," he told Business Destinations. Guaracino also recommends targeted marketing during peak and off-peak periods, which will help put "heads in beds" all year round, as research shows that LGBTQ travellers tend to travel during low seasons. Hotels that have information on their website about local events, as well as advice on the relevant legislation and cultural attitudes in the area, are more likely to attract LGBTQ customers. Simply adding a rainbow flag to a reception desk might look good, but it is by no means the only effort needed to capture this burgeoning market – it takes a far more inclusive, all-encompassing approach. For example, when asked how his hotels welcome LGBTQ guests, Juliá said: "The Axel Hotels chain is known for promoting connections between guests who stay at our hotels and the local community in each destination. It's not just a question of sightseeing or visiting, but also a question of living and feeling. In that regard, we act as hosts of the city and we propose attending events, parties and activities that best favour the scene and the interaction between the LGBTQ community."

3.4 DIGITAL

Technological developments have gone a long way towards making travel easy, safe and enjoyable for the LGBTQ community. Guaracino told Business Destinations: "Through connectivity with the internet and through apps, we can connect people worldwide who share a similar history, culture or orientation. "Advertising has evolved in line with a more digitally

focused world, “following where gay travellers are, which is increasingly online”, Guaracino added. Though print is still effective for destination branding, we’re seeing more online travel magazines, such as ManAboutWorld, which can only be read on an iPad or smartphone, or travel site Spartacus, which offers an abundance of travel information for the gay community. Reviews from every type of traveller and from every corner of the planet are also a boon for LGBTQ consumers. Instead of relying on PR promises and carefully crafted marketing spins, consumers can gain genuine insight into a hotel, airline or tour operator, and gauge just how welcoming they really are. This is key, particularly as safety remains a top concern for LGBTQ travellers. According to a 2017 survey by the Harvard T H Chan School of Public Health, more than half of LGBTQ people have been subjected to offensive comments or abuse as a result of their sexuality. Growing up with a different sexual or gender identity from their peers can incite negative reactions ranging from slurs to violence; for some, it continues through to adulthood. “For this reason, those places or businesses [that] celebrate diversity and make an extra effort to demonstrate that all are welcome are frequently rewarded with the loyalty of [LGBTQ] customers,” according to the UNWTO report. A 2011 study by Harris Interactive found that in 2007, 66 percent of LGBTQ adults were “likely to remain loyal to a brand they believe to be very friendly and supportive to the gay, lesbian, bisexual and transgender community”, even when others offered lower prices or were more convenient. In 2011, the number had risen to 71 percent; this support of LGBTQ-friendly brands is likely to increase in the coming years. Some hotel brands are now going the extra mile to make LGBTQ people feel more welcome, with Hilton, Carlton, Marriott and Wynn being good examples. Ranging from promoting LGBTQ-owned businesses to supporting local events, these brands show that being connected to LGBTQ communities is key. Engaging with community-run enterprises can provide hotels with invaluable insight, as well as precious authenticity.

3.5 EVENTS



A pride parade (also known as pride march, pride event, or pride festival) is an outdoor event celebrating lesbian, gay, bisexual, and transgender (LGBT) social and self acceptance, achievements, legal rights, and pride. The events also at times serve as demonstrations for legal rights such as same-sex marriage. Most pride events occur annually, and some take place around June to commemorate the 1969 Stonewall riots in New York City, a pivotal moment in modern LGBTQ social movements. The parades seek to create community and honor the history of the movement. In 1970, pride and protest marches were held in Chicago, Los Angeles, New York City, and San Francisco around the first anniversary of Stonewall. The events became annual and grew internationally. In 2019, New York and the world celebrated the largest international Pride celebration in history: Stonewall 50 - World Pride NYC 2019, produced by Heritage of Pride commemorating the 50th anniversary of the Stonewall Riots, with five million attending in Manhattan alone

3.6 LGBT+ WEDDING TOURISM



With the rights of LGBT+ community getting better everywhere, tourism continues to grow. Since 2001, marriage equality has been recognized in many countries around the world, with the latest boom happening in 2012. Since then, the LGBT+ marriage tourism has grown significantly and there are more ‘rainbow family’ travel products being offered. (Jean-Francis 2013) Both the source countries and destinations are keen to develop products to LGBT+ tourists who are travelling to ‘tie the knot’ or going on their honeymoon. It has been observed that as marriage equality is recognized, the first ones to get married are older same-sex couples in an already solid relationship. Their motivations to travel differ from those of ourng LGBT+ travelers who have arguably been the most visible in research. (Jordan 2012, 10). As a clear cut example of positive impact of same-sex wedding tourism, when New York State passed marriage equality in 2011, New York City alone generated just shy of 259 million dollars in spending that related to same-sex weddings. (NYC and Company 2013)

3.7 PRIDE

The first Lesbian and Gay Pride march was organized in 1970 in New York, to commemorate the Stone Wall Rebellion. The Stone Wall Rebellion started in 1969 as a protest to police brutality when a gay bar in New York was raided by the local law enforcement. (Jobcentre Plus National Diversity Sexuality Group 2005) Police raids in gay bars in the US were common in the 1960s, but this particular raid sparked a major shift in the modern equality movement (Mundy 2015, 42). A year later, London's first Gay March was conducted to protest the unequal age of consent for gay men (21). (Jobcentre Plus National Diversity Sexuality Group 2005) Since then, Lesbian and Gay Pride Day has evolved into a carnival like celebration not only in Unites States where it started but in Canada, Europe, South America, and elsewhere. It is LGBT+ community's biggest event and also the most significant contribution to the public life. (Kates & Belk 2001, 392-395) Presently, major cities around the world celebrate gay pride and collectively attract tens of millions visitors annually. (Mundy 2015, 42) These days many major cities, Helsinki included, hold an entire Pride Week during the week before the main event, the Pride Parade. Usually the parade includes trucks from local LGBT+ organization as well as well people on foot marching individually or with a group with assigned spots. These days, the operational context that pride organizations have is much different than what it was during the 1970s. As LGBT+ community gains more support and acceptance, the events have evolved into city wide celebrations. The events have many stakeholders that they must accommodate, including the local LGBT+ community, national LGBT+ organizations, allies and their organizations, religious groups, politicians, corporate sponsors, volunteers, and city governments. (Mundy 2015, 34) The visibility of Pride got boosted when President Obama declared June as the 'LGBT month' in 2009, following Bill Clinton's declaration in 2002 that June be the Gay and Lesbian Pride Month of USA. (Southall & Fallon 2011, 218) An interviewee from Helsinki Pride 2015, who wished to stay anonymous, states that: "Pride is an important event because it brings out the supporters that are usually silent. The voice of acceptance is usually not as loud as the voices of those who do not agree with this lifestyle. They kick and scream because they know they are fighting a losing battle and events like this proof that.

3.8 GAY GAMES

Gay Games are a week long athletic event held in every four years in different cities. They started in 1982 in San Francisco in an effort to promote equality and to show that LGBT+ athletes are equal to their heterosexual peers in athletic ability. It has been cited to be “one of the most inclusive sports and cultural events in the world.” Organizers are open to participants regardless of orientation, race, gender, nationality, religion, political views or 24 disability. When the games began in 1982, it included 1350 athletes and 17 sports. Today, the event welcomes 8000 participants from over 50 countries and they compete in 35 sports. (Reid 2014)

A major difference to Olympics, for example, is also that the Gay Games do not host the event for only professional athletes but include everyone without age or health being an issue. While Gay Games acknowledge that the elite LGBT+ athletes already compete in the Olympics, it also states that its mission is not to find the best athletes but to include everyone in an atmosphere where they do not have to hide or be in the closet. Games of 2018 will be held in Paris. (GayGames 2015)

After analyzing the motivations of LGBT+ tourists in chapter 4, it is easy to realize the appeal of the top destinations listed previously. These destinations are very different when it comes to what they have to offer to a tourist. What they have in common is that they are noted for their tolerant atmosphere. What makes a gay friendly destination is not always legislation but simply what people have heard and what the local populations’ attitudes are. The fact that many destinations want to be recognized by IGLTA and use slogans as ‘gay friendly’ indicate that many destinations want to reach out to the LGBT+ market. The numbers of LGBT wedding tourism and how much Pride generates income show that even these small segments of LGBT+ tourism profits the destinations and thus strengthens the importance of LGBT+ tourism as a market.

3.9 TOP TEN FINDINGS FROM CMI'S 14TH ANNUAL GAY & LESBIAN TOURISM SURVEY

For the past 14 years, Community Marketing, Inc. (CMI) has been conducting its Annual Gay & Lesbian Tourism Study, the most comprehensive and longest-running such survey in the LGBT marketplace.

Many of the questions are asked in consistent ways to a similar study panel, in order to identify LGBT travel trends and changes over time. The following "top ten" list presents findings that the CMI research team views as important changes or observations from the past year. For those new to CMI's research, all the questions provide important insight into the travel motivations, preferences and interests of gay men and lesbians.

1) Gay Men and Lesbian Booking Patterns

Gays and lesbians are primarily booking their travel directly via airline and hotel websites (56%) or through online travel agencies such as Travelocity or Orbitz (34%). Direct booking is significantly more important than web-based travel services, so for travel suppliers, developing relationships with the gay and lesbian community to encourage direct booking through our own website is extremely important. Travel suppliers and destinations having an LGBT "microsite" with dedicated content is a positive motivator for LGBT consumers.

2) For the First Time in 15 years of sampling -- A Decrease in LGBT Travel

For the first time since our first study in 1994, CMI has seen a decrease in LGBT travel due to the deep and wide-reaching recession. This survey, taken in October 2009, was far more pessimistic than CMI's survey taken in October 2008, which largely showed a net-even in travel patterns. In the 2009 survey, nearly all travel categories saw some loss (except for regional travel). Business travel and cruise travel were the hardest-hit categories. That said, far more LGBT travelers took cruises in the past year than their mainstream counterparts (as in previous years), indicating that LGBT travelers are a viable cruise market even in down economies.

3) Recession-Influenced Travel Decreases Affecting Small and Medium-Sized Markets

Worse than Big Markets

Every major city in North America except for Washington DC (perhaps an Obama effect) saw a decrease in gay and lesbian travel over the past 12 months. That decrease affected cities very differently. Major markets, including New York City, San Francisco and Las Vegas saw only small leisure travel decreases, usually less than 5%, while medium sized cities, destinations that are geographically isolated, and some resort towns saw more significant decreases over 10%, and for some, over 20%.

4) Staycations

Staycations were the only travel category to see an increase in 2009. When asked to specify how many regional drive vacations (i.e. including at least one night in a hotel) were taken, 66% indicated taking a longer regional drive vacation of more than two hours; 42% took a regional drive vacation where the drive was two hours or less; 14% took a trip where they stayed in a hotel in their own city. This trend should benefit some metropolitan markets. Cities such as Boston, New York, Philadelphia and Washington DC, which are all close to each other, will probably "trade" stays among LGBT residents. Also of note is the 14% of gays and lesbians who reported taking a staycation at a hotel in their own town, defined as a very short drive or via public transportation. While this number may be smaller, with dedicated promotions this could be a way of filling hotel rooms during slower periods, especially if packaged with other local activities.

5) How to Reach the LGBT Community

CMI has been tracking advertising trends for LGBT travel marketing for over a decade. In general, the survey shows substantive increases in the influence of traveler reviews on travel websites and blogs, a softening of the influence of banner ads on mainstream and LGBT websites, and a remarkable resilience of the influence of travel articles in LGBT and mainstream print publications.

6) Interest in Health and Fitness While Traveling is Down

CMI has seen a trend over the past few years showing that health and fitness while traveling are becoming less important to the LGBT community. In this survey, when given a long list of

potential motivators, health and fitness-related responses were near the bottom of the motivators, and often last on the lists. From hotel gyms to health and fitness vacations, they all scored poorly. This is not to say that health and fitness are not important in the day-to-day lives of gay men and lesbians, but bringing these healthy habits with them on leisure or business travel has shown less importance over time. It could also indicate that with tightening budgets, LGBT travelers prefer to spend more time enjoying the sights and experiences of the destination, rather than spend limited time in a gym.

7) Pride Events are Important

Unaffected by recessionary influences, nearly a quarter of the respondents reported traveling to another city and spending at least one night in a hotel to attend a Pride event; same as previous years. Nationally, Pride events continue to move millions of hotel nights in the United States, and Pride remains an important motivator for LGBT travelers under 35.

8) Strength of Local Neighborhoods

Further confirming other recent research conducted by CMI, gays and lesbians tend to be especially interested in visiting city neighborhoods and experiencing local, non-chain restaurants. In fact, going to neighborhood restaurants and visiting the gay neighborhood were the top activities enjoyed by gays and lesbians when visiting a destination.

9) Top Travel Brands

As an unaided question, survey participants were asked to fill in a blank for in the destination, hotel brand, and airline that they felt had done the best job in outreaching to the LGBT community.

10) Top Destinations

CMI's list of top destinations remains amazingly consistent from year to year (based on the question of where did our travel in the past 12 months, and spend at least one night in a hotel). The following lists are reflective of the 4,726 American LGBT survey takers, who traveled to the city in the past 12 months and spent at least one night in a hotel:

Top 25 US Destinations for American LGBT Travelers, with percentage who visited and spent a night in a hotel (as Combined Leisure & Business Travel Ranking)

- 1) New York City: 32%
- 2) San Francisco: 27%
- 3) Las Vegas: 26%
- 4) Chicago: 25%
- 5) Los Angeles / West Hollywood: 24%
- 6) Washington, DC: 23%
- 7) Fort Lauderdale: 17%
- 8) San Diego: 15%
- 9) Orlando: 14%
- 10) Seattle: 14%
- 11) Boston: 13%
- 12) Philadelphia: 13%
- 13) Palm Springs 12%
- 14) Atlanta: 12%
- 15) Miami: 12%
- 16) Dallas: 11%
- 17) Denver: 11%
- 18) Phoenix/Tempe/Scottsdale: 11%
- 19) New Orleans: 10%
- 20) Napa County, CA: 9%
- 21) Provincetown, MA: 9%
- 22) Sonoma County, CA: 9% 23) Portland, OR 8%
- 23) Baltimore: 8%
- 24) Tampa/St. Pete: 8%

3.10 IGLTA



IGLTA Founded in 1983 as IGTA, with 'L' added in 1997, The International Gay & Lesbian Travel Association (IGLTA) is the leading global travel network that dedicates itself to connecting and educating LGBT+ travelers, and also the businesses that welcome them and offer them support. It started with 25 members and has grown to have over 2200 dues-paying member 20 businesses. It offers individual, group, corporate, and student travelers the affiliates in the most popular locations in the world and helps tourists to get the best packages for a perfect getaway. It now operates in over 80 countries and all six inhabited continents. IGLTA's mission is to demonstrate the significant social and economic impact of the LGBT+ tourism and thus create value for LGBT+ travelers and expand LGBT+ tourism globally. It holds a convention annually, the 32nd being held in Los Angeles this year and 33rd in South Africa in 2016. (IGLTA 2015) It also became the first gay organization to receive an Affiliate Member status in UNWTO in 2010. (UNWTO 2012)

3.11 GAYA

Ease India Travel is pro- LGBTQ+ and a firm supporter and ally for their rights to equality. After taking all this into consideration and Ease India Travel has taken the initiative to launch the 'G.A.Y.A. List'. G.A.Y.A. stands for 'Go As Our Are'. Ease India Travel is a pan-India

LGBTQ+ community activist. We support the ally of equal rights for the community and we support the right to travel for the community. Go As Our Are (GAYA) is an initiative that has been started by us with the motto of making traveling available and memorable for everyone. GAYA provides our a FREE access to our directory of properties/hotels/resorts that are the community friendly. We struggle every day to provide the best for the community and sincerely wish for multiple more properties to join our team, increasing our reach and our options of having fun. Stay tuned with us, stay connected to travel and stay liberated from the stereotypes only with the GAYA team.

3.12 LGBT TRAVEL SAFETY

Special concerns of LGBT tourists Destinations are deeply affected by aspects of security, risk, and perception of safety (Hall, Timothy, & Duval, 2012). It goes without saying that all tourists, whatever their sexual orientation is, expect their holiday destination to be safe. However, a week after the Pride events, terrorists attacked a commercial venue at the heart of Tel Aviv, leaving four people dead and six others severely injured (Kobuvich, Efrati & Ravid, 2016). Even without fear of terror, perceptions of safety comprise key factors in the decision-making process for LGBT tourism (Pritchard et al., 2010). Gay friendly spaces are havens providing a sense of safety, and thus are preferable destinations for LGBT tourists (Weeden et al., 2016). Non-LGBTtourists can and do enjoy their vacations regardless of their sexual orientation. Based on these observations, a hypothesis was formulated, suggesting that the perception of safety will be affected not only by the timing of the visit (before/after the terrorist attack) but also by the gay friendliness of the destination and the affiliation of tourists with the LGBT community. Additionally, two socio-demographic variables were examined: religiosity and gender. These two variables were found to be associated with the perception of safety in previous studies. Women are associated with greater risk perceptions in traveling compared to men (Yang, Khoo-Lattimore, & Arcodia, 2017), and religious beliefs were associated with lesser psychological distress due to terror attacks (Levav, Kohn & Billig, 2008). Finally, it was assumed that first-time travelers to the destination will experience greater risk perceptions (Fennell, 2017).

A new study that ranks the safest, least and most homophobic countries in the world has placed India as the 82nd best travel destination worldwide for LGBTQ+ travellers. This puts

India in the middle of the pack with 150 countries being part of the independent research that was conducted by myself and my husband Asher Fergusson. We are researchers and journalists that specialise in travel and family issues. The voices of the Indian people have further reflected this middle-of-the-pack status, with only 45% participating in a 2019 Gallup poll, saying that they believe India is a “good place to live” for lesbian and gay people. While this response is underwhelming, the country does seem to be trending in a positive direction. In 2016, only 22% of those surveyed, in the same Gallup poll, had a favourable response. The biggest reason for this increase in positive sentiment is likely due to the fact that India decriminalised homosexuality in 2018 and took down section 377, making it a safer and generally more accepting country in comparison to many of the lower-ranking countries in the LGBTQ+ travel safety index, where homosexuality is still punished by law. At the time of the ruling, the Chief Justice of India Dipak Misra said, “The LGBTQ community has the same fundamental rights as citizens. The identity of a person is very important and we have to vanquish prejudice, embrace inclusion and ensure equal rights.” As of now, same-sex marriages are still not legally recognised in India, but there has been a push for transition in recent years with several same-sex marriage petitions currently pending in courts. In 2019, the “Transgender Persons (Protection of Rights) Bill” was passed. The bill protects transgender people from discrimination in nine fields including education, employment, and health care. The bill is a step in the right direction, but transgender activists have complained that the bill does not do enough to help integrate transgender people into the society and improve their quality of life. Additionally, trans individuals are still required to have their gender identity certified by the district magistrate and show proof of gender-reaffirming surgery.

Indian society has had the tendency to be more accepting of trans women than trans men. Trans men (people assigned female gender at birth, but now living as men), do not have the same sense of community as trans women and usually have a harder time coming out and officially establishing their identity. Due to misogynistic sentiment, it’s typically more difficult for trans men to get a doctor to perform gender-reaffirming surgeries, often being questioned why they would want to rid themselves of a healthy uterus and the opportunity of childbirth. Even when a doctor is willing to do the procedure, they will still require the consent of the trans man’s parents.

3.12 LGBT FRIENDLY COUNTRIES

Sweden has been named the most LGBT-friendly country in the world for travellers according to new research into gay rights in 150 countries. The LGBTQ+ Danger Index was created by ranking the 150 most-visited countries using eight factors, including legalised same-sex marriage, worker protection and whether, based on Gallup poll findings, it is a good place to live. Canada ranked second-safest, followed by Norway, Portugal and Belgium. The UK is sixth safest on the list, but the US does not make the top 20. The researchers, American couple Asher and Lyric Fergusson, who blog about staying safe while travelling, said one reason the US is only at number 24 is because state. Lyric Fergusson said: “There are no constitutional or broad protections for LGBTQ+ rights under federal law in the US. Also, in some states, LGBTQ+ ourth do not have access to helpful information, because of so-called ‘no-promo homo laws’. The US may have come far, but it has people. “The couple acknowledge that some of the indicators they looked at, such as worker protections and adoption recognition, do not affect travellers directly, but point out that rights enshrined in law are a good overall indication of a country’s attitudes. Fergusson said she and her husband were inspired to compile the list to help the LGBT community and raise awareness of the often horrific treatment of LGBT people in many parts of the world. They have also included tips from gay, lesbian and trans bloggers.

Same-sex relationships are illegal in 38 of the countries on the list and punishable by death in five (Nigeria, Qatar, Yemen, Saudi Arabia and Iran). Some of the countries where it is illegal to be gay are also popular tourist destinations such as Jamaica, where in a 2013 survey of 71 LGBT people conducted by Human Rights Watch, more than half said they had been victims of homophobic violence. The study says: “Those looking for trans- and gay-travel-safe countries should reconsider popular vacation destinations like Malaysia, Singapore, Morocco, Myanmar and Egypt, as well as beach destinations in the Caribbean such as Saint Lucia and Barbados.”Some countries where homosexuality is not actually illegal, treatment of LGBT people is so bad that caution or complete avoidance is advised. These countries include: China, where certain groups and events have been banned, and censorship laws have frequently been used to remove online LGBT content; Russia, where activists have died or gone missing, and

individuals who followed Russian gay marriage laws to the letter have been forced to flee the country; and Indonesia, where LGBT rights are increasingly considered a “moral threat” and homosexuality can result in public humiliation and arrests.

Some of the 70 countries in the world where same-sex relationships are illegal, certain cities, tourist areas and resorts can be LGBT-friendly. “In all cases, do our research, check official government data for up-to-date news and if we feel apprehensive, consider travelling to a more LGBTQ+ friendly country.” Earlier this year, a report from the California-based Williams Institute analysed attitudes towards LGBT people in 174 countries to produce the Global Acceptance Index (GAI), ranking countries from least to most accepting based on historical survey data. It showed an overall positive trend towards greater acceptance in 131 of the 174 countries over a 36-year period. It said: “The most accepting countries have experienced increased levels of acceptance; Iceland, the Netherlands, Norway, Canada and Spain are estimated to have the highest levels of acceptance between 2014-2017 and all have increased in their levels of acceptance.” However, of countries historically the least accepting, 16 were seen as having increasingly negative attitudes to LGBT people: “The countries that were the least accepting in 2014-2017 were Ethiopia, Azerbaijan, Senegal, Tajikistan and Somaliland, and they each became less accepting since 2000.” Travel website Gay Cities recently ranked Brazil as the top place LGBT travellers should avoid travelling to, based on violence against LGBT people in the country – a factor not included in the LGBTQ+ danger index, in which Brazil was ranked 28th safest. In 2018, 445 LGBT people were reported to have died in anti-LGBT hate crimes in Brazil, and in 2018, 167 trans people were murdered there.

3.13 SAFEST PLACES FOR LGBT TRAVELERS

1. Sweden

“Coming in first place as the safest country for the LGBTQ+ travel is Sweden,” says Fergusson. “Scandinavia is generally known for its friendly people and liberal attitudes towards equality for all. Sweden legalized same-sex marriage in 2009 and performed well on each of our measured categories. This land of the Northern Lights has also been a regular host of Europride and has more Pride festivals per-capita than anywhere else in the world.”

2. Canada

“Canada’s friendly attitudes and positive legislation towards the LGBTQ+ community have earned it the title of the second safest country on our LGBTQ+ Danger Index,” says Fergusson. “Renowned for its kind locals, rich maple syrup and chilly winters, Canada has constitutional protections in place to guard the LGBTQ+ community against violence and discrimination, and same-sex marriage is of course legal. Prime Minister Justin Trudeau promoted inclusivity by marching in Toronto’s Pride Parade and became the country’s first Prime Minister to visit a gay bar.”

3. Norway

“Known for its unbelievable landscapes, friendly people and unique culture, it’s no surprise that this Scandinavian country ranks in the top three safest countries for LGBTQ+ travelers,” says Fergusson. “Norway legalized same-sex marriage in 2009 and has protections in place against anti-LGBTQ+ discrimination and violence. Additionally, since 1981, Norway became one of the first countries in the world to grant equal rights to everyone regardless of sexual orientation and is home to a variety of annual LGBTQ-friendly events.”

4. Portugal

“One of only three countries to get an ‘A’ on our index, Portugal comes in fourth in regards to LGBTQ+ safety,” says Fergusson. “With legalized same-sex marriage since 2010 and numerous legal protections for the LGBTQ+ community, Portugal scored just behind Norway. Cities like Lisbon and Porto have the best gay scenes in the country and Portugal is hoping to host the 2022 Europride, the world's biggest event celebrating gay pride in Europe.”

5. Belgium

“Coming in at #5, Belgium scored highly in all eight of the researched categories. With an overall national attitude that is relaxed and accepting towards homosexuality, Belgium is known for having a vibrant gay and lesbian scene, particularly in Brussels,” says Fergusson. “One fun fact about Belgium is that same-sex sexual activity first became legal in 1795.”

3.14 MOST DANGEROUS PLACES FOR LGBT TRAVELERS

1. Nigeria

“Located in the heart of Africa, Nigeria ranked as the #1 most dangerous country for members of the LGBTQ+ community. It was ranked so highly largely due to the extreme penalties for simply being gay, which include up to 14 years in prison and the death penalty in states under Sharia law,” says Fergusson. “The mere discussion of LGBT rights is criminalized under the current system. Under Nigeria’s Same-Sex Marriage (Prohibition) Act of 2013, the country has seen an increase in violence and extortion against the LGBTQ+ community”

2. Qatar

“Coming in second on our LGBTQ+ Danger Index is Qatar,” says Fergusson. “This oil-rich Middle Eastern country enforces up to three years in prison, flogging and the death penalty under Sharia law for any acts of homosexuality. Tourism to Qatar is expected to skyrocket for the 2022 World Cup—which is to take place there—and suspending anti-LGBT laws during the tournament has been discussed, though ultimately rejected by the Qatari government.”

3. Yemen

“In Yemen, the punishment for being gay for both men and women is prison time and 100 lashes, with death by stoning for married men,” says Fergusson. “This conservative Muslim country means business when it comes to rejecting homosexuality, both in its laws and general public sentiment. Refugee Legal Aid Information highlights Yemen’s hostile attitudes toward their largely underground LGBT community.”

4. Saudi Arabia

“Saudi Arabia is another of the countries on our list which implements the death penalty for consensual homosexuality under their interpretation of Sharia law,” says Fergusson. “Other punishments include 100 whips or banishment for one year ‘Men behaving as women’ or

wearing women's clothes, and vice versa, is also illegal in Saudi Arabia, making this a particularly unfriendly country for members of the trans community.”

5. Tanzania

“This East African country is renowned for its remarkable natural attractions, including Mt. Kilimanjaro and the Serengeti National Park, making Tanzania a massive hub for international tourism. Unfortunately, this country was ranked at #5 on our LGBTQ+ Danger Index, which may inspire LGBTQ+ visitors to rethink their travel plans,” says Fergusson. “In Tanzania, any homosexual acts result in 30 years to life in prison, and there has been a recent government crackdown on LGBT activity within the country.”

3.15 THINGS TO DO FOR A SAFE TRAVEL

Follow general traveller etiquette

Before we get to the tips that are specific to LGBT+ travellers, it is important to understand the general social norms that everyone in India is expected to follow, including traditional gender roles. Given that the country is conservative, we might find ourselves with a little less freedom than we might back home. The first rule to keep in mind is regarding clothing. Although we don't have to go fully traditional, it's best to dress modestly. Wearing a T-shirt and jeans (applies to all genders) are suitable if we are exploring a city or town. If we are visiting a temple, we might be required to wear traditional clothing depending on the temple's rules. It also helps to learn a little bit of the local language so it is easier to navigate the city. Other considerations include noting that there are generally only male and female public washrooms, and also there can be separate 'ladies' compartments on trains and buses.

Choose LGBT-friendly travel companies

India is a large country that is brimming with tourist attractions. For this reason, it would serve us well to hire a travel agent who will help us organise our vacation. This is especially important if we want to explore the gay scene in India. There are a number of LGBT travel agents out there, making it more difficult to choose one. Generally speaking, we should look for a travel

agent who has extensive experience organising trips to India. They should have a good reputation, which we can gauge by reading customer reviews. Speak to any friends about their experience with this agent, and check any accreditations and certifications they have. We should also consider the cost of these services and make sure that we are not being charged an unreasonable amount (which happens to a lot of foreigners who work with local travel agencies).

That being said, beware of scammers:

We would like to emphasize the last point we made once again as it is unfortunately quite common. This is especially true for an LGBTQ travel agent as there are very few of them in India (many book from outside of India). Some demand that we provide an exorbitant advance payment, but end up delivering poor-quality service or cutting off ties with us altogether. This is why it is better to choose an internationally-recognised travel agent with a proven track record of success. That's not all though. There are many other ways that we can be scammed in India. From protecting ourselves against pick pocketing to using Uber/Ola cars and autos for our travel, following safety precautions is of the utmost importance.

Avoid public displays of affection

This applies to straight, gay and lesbian couples alike. Holding hands and hugging is fine but any PDA beyond that will be frowned upon. An interesting observation that one gay traveller made was about men in Delhi holding hands in public. As he explains in the article, this is normal for close friends to do in India and is not an indication that they are gay. And this is probably what Indians are going to assume about us and our partner. Many gay and lesbian travellers have also said that this is what allowed them to slip under the radar. Ironically enough, heterosexual couples are more likely to attract unwanted attention from locals, especially hotel owners. Several hotels require heterosexual couples to show proof that they are married, else they will not let them stay there (and may even report them to the police). Although this is FAR from the ideal situation, it is an advantage for homosexual couples visiting India.

Join travel groups

There are a lot of LGBTQ travel groups that we can join. Apps like Meetup allow us to find an existing travel group or create a new one. If we're visiting India for the first time as an LGBT+ person, we can see the appeal of travelling in a group. There's strength in numbers, so we have other people we can rely on for help if we ever run into any trouble. We can either be a part of a group from the get-go or start out as an independent traveller (or travellers) then join a group once we are in India. We can also choose to go for a group when we are exploring certain places (like gay bars). The first option is usually better as we are more likely to find gay travel groups in our own country than in India. Whether we like small groups or big ones, there are a multitude of group tour options that we can easily find online.

Read the room

Some travellers have said that they were inclined to bring up their sexuality or gender identity in certain conversations with locals. It's usually not a good idea to reveal this about ourselves but that depends on the people we are speaking with. Younger people (think college students) are way more likely to be open-minded than the older generation. Read the room to determine if this topic is appropriate to bring up. This tip extends to topics beyond our sexuality and gender expression. It's best to keep controversial opinions to ourselves, especially about religious matters. We might miss out the chance to have philosophical discussions, but we'll definitely leave the country having made some friends.

Choose four and five-star accommodation

Given the increase in gay travel in India and the greater awareness of LGBTQ+ individuals, owners of hotels and other accommodations are becoming more cautious towards who they are offering their services to. Many of them have religious beliefs that prevent them from accommodating LGBTQ+ people, which is why we would be much better off choosing a hotel, inn or lodge that is LGBT-friendly. This is generally true of four and five-star accommodation as they want to get as much business as possible. A lot of them are also specifically seeking out LGBT+ customers,

ensuring that they are offering the right services. Some examples of such hotels include Marriott, Four Seasons and The Park, with multiple branches of these hotels dispersed all across the country. Alternatively, there are also some other low-key hotels that are more tight-knit in nature. Other options such as an Airbnb are also available. In any case, it's best to contact the accommodation beforehand to ask them if they welcome LGBT travellers. If four or five-star accommodation is out of our price range, it would be wise to do a bit of research on different accommodation that is welcoming to LGBTQ+ travellers. It may not always be openly stated at the hotel.

3.16 PROBLEMS FACED BY LGBT TRAVELERS

Lesbian, gay, bisexual, transgender (LGBT) people face tremendous difficulties growing up in a society where heterosexuality is often presented as the only acceptable orientation and homosexuality is regarded as deviant. They continue to face discrimination and exclusion across the world in all spheres of life. Homophobic violence and abuse targeting LGBT people occur on a regular basis. In most EU Member States, same-sex couples do not enjoy the same rights and protections as opposite sex couples, and consequently suffer from discrimination and disadvantage in access to social protection schemes, such as health care and pensions. In the labour market, a majority of LGBT people continue to hide their sexual orientation or to endure harassment out of fear of losing their job. Particularly vulnerable are young LGBT people who experience estrangement from family and friendship networks, harassment at school and invisibility, which can lead in some cases to underachievement at school, school drop-out, mental ill-health and homelessness. This International Journal of Interdisciplinary and Multidisciplinary Studies discrimination not only denies LGBT people equal access to key social goods, such as employment, health care, education and housing, but it also marginalizes them in society and makes them one of the vulnerable groups who are at risk of becoming socially excluded. Here I am highlighting some major problems faced by LGBT people across the world:

1. Marginalization and Social Exclusion

Marginalization is at the core of exclusion from fulfilling and full social lives at individual, interpersonal and societal levels. People who are marginalized have relatively little control over

their lives and the resources available to them; they may become stigmatized and are often at the receiving end of negative public attitudes. Their opportunities to make social contributions may be limited and they may develop low self-confidence and self esteem and may become isolated. Social policies and practices may mean they have relatively limited access to valued social resources such as education and health services, housing, income, leisure activities and work. The impacts of marginalization, in terms of social exclusion, are similar, whatever the origins and processes of marginalization, irrespective of whether these are to be located in social attitudes (such as towards impairment, sexuality, ethnicity and so on) or social circumstance (such as closure of workplaces, absence of affordable housing and so on). LGBT individuals may experience multiple forms of marginalization-such as racism, sexism, poverty or other factors – alongside homophobia or transphobia that negatively impact on mental health. The stigma attached to sexual orientation and gender identity or expression that fall outside the expected heterosexual, non-transgender norm relegates many LGBT people to the margins of society. This marginalization often excludes LGBT people from many support structures, often including their own families, leaving them with little access to services many others take for granted, such as medical care, justice and legal services, and education. Marginalization and bias around sexual orientation and gender identity and expression regularly prevent LGBT people from accessing fundamental public services such as health care and housing and contributes to significant health disparities. Marginalization of LGBT people often starts with the family into which they were born. According to one study, approximately 30 percent of LGBT youth in the U.S. have been physically abused by family members because of their sexual orientation or gender identity or expression, and LGBT youth are estimated to comprise up to 40 percent of the homeless youth population in the U.S.³ .The familial marginalization of LGBT youth hinders initial prevention and education efforts, encourages risk-taking behavior that can lead to HIV infection, and places obstacles in the way of receiving proper medical treatment and psychosocial support for LGBT youth already living with HIV/AIDS. Moreover, lacking other means of support, many LGBT youth are forced to turn to criminalized activities such as sex work to survive, which drives them further onto the margins of society and can expose them to greatly elevated risk for HIV.

2.Impact of Family Reactions on LGBT Children:

Conflict and Rejection In the past, very few adolescents —came out to their families or told others they were gay. Most lesbians, gay men, and bisexuals (LGB) waited until they were adults to talk about their LGB identity with others. Fear of rejection and serious negative reactions kept many LGB adults from openly sharing their lives. Until the 1990s, there were limited resources for LGBT youth. Gay and transgender adolescents had few sources of information to learn about their identity or to find support. More recently, the Internet, school diversity clubs, and LGBT youth groups have helped gay and transgender youth find accurate information, guidance, and support. With greater access to resources, more LGBT youth are coming out (sharing their gay or transgender identity with friends, family, and other adults) during adolescence. Until recently, little was known about how families react when an LGBT young person comes out during adolescence. And even less was known about how family reactions affect an LGBT adolescent's health and mental health. Families and caregivers have a major impact on their LGBT children's risk and well-being . New research from Family Acceptance Project (FAP) shows it. FAP researchers identified more than 100 behaviors that families and caregivers use to react to their LGBT children's identity. About half of these behaviors are accepting and half are rejecting. FAP researchers measured each of these behaviors to show how family reactions affect an LGBT young person's risk and well-being. FAP researchers found that families who are conflicted about their children's LGBT identity believe that the best way to help their children survive and thrive in the world is to help them fit in with their heterosexual peers. So when these families block access to their child's gay friends or LGBT resources, they are acting out of care and concern. They believe their actions will help their gay or transgender child have a good life. But adolescents who feel like their parents want to change who they are think their parents don't love them or even hate them. Lack of communication and misunderstanding between parents and their LGBT children increases family conflict. These problems with communication and lack of understanding about sexual orientation and gender identity can lead to fighting and family disruption that can result in an LGBT adolescent being removed from or forced out of the home. Many LGBT youth are placed in foster care, or end up in juvenile detention or on the streets, because of family conflict related to their LGBT identity . These factors increase their risk for abuse and for serious health and mental health problems. Research from FAP shows that family

rejection has a serious impact on LGBT young people's health and mental health. LGBT young people who were rejected by their families because of their identity have much lower self-esteem and have fewer people they can turn to for help. They are also more isolated and have less support than those who were accepted by their families. LGBT teens who are highly rejected by their parents and caregivers are at very high risk for health and mental health problems when they become young adults. They have poorer health than LGBT young people who are not rejected by their families. They have more problems with drug use. They feel more hopeless and are much less likely to protect themselves from HIV or sexually transmitted diseases (STDs). And this behavior puts them at higher risk for HIV and AIDS. Compared with LGBT young people who were not rejected or were only a little International Journal of Interdisciplinary and Multidisciplinary Studies (IJIMS), rejected by their parents and caregivers because of their gay or transgender identity, highly rejected LGBT young people

3.Problems of Homelessness

The myriad problems facing LGBT people who are homeless include a lack of housing and services that meet their specific needs. For example: An estimated 40-50% of the homeless youth living on New York City's streets identify as LGBT. They are living there because they were thrown out of their homes for being queer, or ran away to escape an abusive situation. Family housing in the shelter system across the country is not available for homeless same-sex couples. Transgender people are not allowed to choose with which gender they are more comfortable living in the shelter system. Abuse and harassment of LGBT homeless people is rampant in the shelter system. Most domestic violence shelters do not accept gay men or transgender people. There has been also a lack of any comprehensive plan for long-term housing for people with AIDS⁸. Homeless LGBT youth are without economic support, often engage in drug use and risky sexual behaviors, and often develop mental health disorders. Homeless LGBT youth miss out on education and social support during critical formative years—more than half of homeless LGBT youth report experiencing discrimination from peers.

4.Problems of Homophobia

Lesbian, gay, bisexual and transgender people are more likely to experience intolerance, discrimination, harassment, and the threat of violence due to their sexual orientation, than those that identify themselves as heterosexual. This is due to homophobia. Some of the factors that may reinforce homophobia on a larger scale are moral, religious, and political beliefs of a dominant group. Living in a homophobic environment forces many LGBT people to conceal their sexuality, for fear of the negative reactions and consequences of coming out .Actually there is no single definition for the term ‘homophobia’, as it covers a wide range of different viewpoints and attitudes. Homophobia is generally defined as hostility towards or fears of gay people, but can also refer to stigma arising from social ideologies about homosexuality. Negative feelings or attitudes towards non-heterosexual behaviour, identity, relationships and community, can lead to homophobic behavior and this is the root of the discrimination experienced by many lesbian, gay, bisexual and transgender (LGBT) people. Homophobia manifests itself in different forms, for example homophobic jokes, physical attacks, discrimination in the workplace and negative media representation. For people who have been brought up to believe that homosexuality is wrong, the realisation that they might be gay can cause feelings of shame and self loathing, leading to low self-esteem. Suppressing homosexuality involves denying an important part of a person's identity, and can have a serious impact upon their life and relationships. Furthermore, the dilemma of whether to ‘come out’ or not can cause a great deal of personal distress. LGBT people who make the decision to declare their sexual orientation can face prejudice and discrimination from their family, friends, and also from International Journal of Interdisciplinary and Multidisciplinary Studies (IJIMS)wider society. Homophobia can cause extreme harm and disruption to people's lives. For example, many LGBT people have become homeless as a result of being rejected by their families after revealing their sexual orientation. Homophobic individuals play an effective role in inferring with the lives of LGBT individuals. They cannot suppress their feelings of hatred and the fact that they cannot accept LGBT individuals. Thus, they harass LGBT individuals verbally or physically and expose them to violence. Such attitudes direct LGBT individuals to stress, dissatisfaction of the place they live in, exposure to physical disturbance, loneliness and ostracism.

5. Harassment of LGBT Students in Schools

LGBT students face harassment in schools. Being a teenager is tough enough without fearing harassment in a place where you're supposed to feel safe. All over the country lesbian, gay, bisexual and transgender (LGBT) students get harassed every day in school. Students who may be even just perceived as being LGBT also get harassed. According to Sara Kost⁹, Studies done by the Gay, Lesbian, and Straight Education Network (GLSEN) report that nearly 9 out of 10 LGBT students face harassment. The 2007 National School Climate Survey found not only that LGBT students were harassed, but that 31.7% of LGBT students missed a class and 32.7% missed a day of school in the past month because of feeling unsafe. If students don't go to class, they can't learn and their grades begin to reflect it. The reported grade point average of students who were more frequently harassed because of their sexual orientation or gender expression was almost half a grade lower than for students who were less often harassed. The only thing teenagers should worry about in school is learning the material presented. Obviously, most teenagers have much more on their minds than that, however harassment shouldn't be one of them. Over 4000 Gay-Straight Alliances are registered with GLSEN. These clubs provide a safe space for the LGBT students in their school, as well as an educational tool for the rest of the school to help better the climate and diminish harassment. Too many LGBT students find it hard to speak up about harassment because it is so embedded in our culture. LGBT harassment is one of the last forms of harassment that is still allowed in popular culture.

6. Psychological Distress:

LGBT people face considerable levels of stigmatization, discrimination and harassment in their daily lives. The majorities of LGBT people learn to cope with this, particularly when they have the support of family and friends, and participate with LGBT organizations and social networks. However, a significant number of LGBT people, most particularly younger LGBT people, had to cope with stigmatization, discrimination and harassment without support. Many also faced additional stress from experiences such as very high levels of homophobic bullying in schools and physical and verbal attacks. This had a negative impact on their mental health, leading to significant levels of psychological distress, self-harm and suicidality. LGBT teenagers can be particularly isolated, given that many will be exploring their sexual orientation or gender identity without any support. At this time of negotiating their journey to adulthood, a critical period of social and emotional development, they can be particularly vulnerable. It is often more difficult

for LGBT people to be out in rural areas. Cities are more conducive to allowing LGBT people select which areas of their life they wish to be out in and to whom they are out to e.g. work, with friends, to family, neighbours, with medical services and associative activities. This is more difficult in rural areas where being out in one domain e.g. at work means it is more likely that one's community, one's family and one's friends are aware that one is LGBT. Rural LGBT people may be more likely to leave the place of their birth/youth than the general population. .Gay and bisexual International Journal of Interdisciplinary and Multidisciplinary Studies (IJIMS)men and women are more likely to experience depression and anxiety than are their heterosexual counterparts. These emotions might include intense sadness, anxiety, loneliness, discomfort in social situations, and feeling overwhelmed. It's not because of their gender identity alone! It's because in a patriarchal society, being gender variant causes a lot of distress. So much distress, in fact, that it can be described by the diagnosis of a mental disorder. A number of factors may contribute to this, from living in an often homophobic society to facing family rejection to being closeted in some or all aspects of life. Mental disorders are not symptoms of sexual orientation, but rather they are symptoms of discrimination and fear of discrimination. Most likely due to violence, social rejection, and isolation, the LGBT community experiences higher rates of anxiety, mood and substance use disorders, and suicidal thoughts among people ages 15-54¹⁰ . Possibly due to rejection from both gay and straight communities, bisexual women have been found to have significantly poorer mental health than either lesbians or heterosexual women. Mayock et al. (2009)¹¹ in a large scale Irish study report that young LGBT people as a whole are more vulnerable to psychological distress. They report that over 60% of respondents directly attribute stress and depression directly to their non-heterosexual identity. There is a large body of evidence which supports the claim that poor emotional health can be as a result of homophobic attitudes and heterosexism in society leading to lowered self-esteem and confidence and increased stress particularly for young gay women.

7.Poor Economic Condition and Discrimination in the Workplace

In addition to homophobia, lesbian, gay, bisexual and transgender people confront racism and poverty on a daily basis. Discrimination of LGBT persons in the workplace is a significant factor in the differences in socioeconomic status for LGBT persons. Gay and transgender individuals

suffer from socioeconomic inequalities in large part due to pervasive discrimination in the workplace. Discrimination directly causes job instability and high turnover, resulting in greater unemployment and poverty rates for gay and transgender people, as well as the wage gap between gay and straight. In her 1998 report, 'Income Inflation: The Myth of Affluence Among Gay, Lesbian, and Bisexual Americans', economist Lee Badgett¹² notes that LGBT people do not earn more than heterosexual people. Badgett points to the diversity of economic life among LGBT populations, observing that in many cases, LGBT people earn less than their heterosexual counterparts.

8. Drug Addiction of LGBT people: LGBT people are more likely to use alcohol, tobacco and other drugs than the general population, are less likely to abstain, report higher rates of substance abuse problems, and are more likely to continue heavy drinking into later life. LGBT's use alcohol, tobacco and other drugs for the same reasons as others, but their likelihood for doing so is heightened by personal and cultural stresses resulting from International Journal of Interdisciplinary and Multidisciplinary Studies (IJIMS) anti-gay bias. Reliance on bars for socialization, stress caused by discrimination, and targeted advertising by tobacco and alcohol businesses in gay and lesbian publications are all believed to contribute to increased pressures on LGBT individuals to engage in substance abuse. Internalized homophobia is a form of self-limiting, self-loathing— an important concept to understand in developing substance abuse services for this population. Anti-gay bias also results in frequent hate crimes aimed at LGBT youths, adding further to the stress of homophobia and heterosexism (an assumption that heterosexuality is the preferred norm for everyone.) Since the early 1980s —AIDS-phobia— from both the outside world and as another form of internalized negative self-perception— causes added stress for many LGBT individuals.

9. Barriers to Care

People who are lesbian, gay, bisexual, and transgender (LGBT) face particular obstacles, barriers, and challenges that frequently make it difficult for them to find and receive competent and affirming healthcare. Heterosexist assumptions can adversely affect the quality of treatment, and fear of a negative experience keeps many LGBTs from seeking help. Organizations and individual therapists are not always LGBT friendly, and some therapists may not even recognize their own heterosexism. Staff can be judgmental toward LGBT sexuality, or be

misinformed/uninformed about LGBT resources. In one UK study, over 40% of lesbians recounted negative/mixed reactions from mental health professionals when they were open about sexuality (including instances of overt homophobia, discrimination, and perceived lack of empathy) Challenges facing LGBT elders: Lesbian, gay, bisexual and transgender (LGBT) face a number of particular concerns as they age. They often do not access adequate health care, affordable housing or other social services that they need due to institutionalized heterosexism. Most LGBT elders do not avail themselves of services on which other seniors thrive. Many retreat back into the closet, reinforcing isolation Many LGBT elders experience social isolation and ageism within the LGBT community itself. These issues, often compounded by racism and other kinds of discrimination, demand the attention of policymakers, service providers and activists working on behalf of, and with, the elderly. As LGBT people grow older, they enter a world of services that may not be familiar with LGBT people. A number of problems faced by LGBT elders also stem from the fact that they often do not have the same family support systems as heterosexual people. Little is known about LGBT elders because of the widespread failure of governmental and academic researchers to include questions about sexual orientation and gender identity in their studies of the aged. Legal and policy frameworks which have traditionally excluded LGBT people engender social and economic consequences which deny LGBT elders access to financial resources and community support networks. The need to make broad assumptions about the size of the LGBT elderly population underscores one of the major problems in International Journal of Interdisciplinary and Multidisciplinary Studies (IJIMS), understanding the needs of this population. LGBT elders are not only underserved, they are also understudied. There is an overall lack of empirical demographic data on LGBT people of any age, but data on LGBT seniors are particularly limited. Very little literature examines the lives of older LGBT people, and that which actually does exist has many limitations. Most samples over-represent white gay men from urban areas with middle or upper incomes, and under-represent women, people of colour, low-income people or residents of suburban and rural regions. In addition to a policy agenda, a research agenda is urgently needed. Health care environments often are inhospitable to LGBT elders. Many professional caregivers are not accepting of, or trained to work with, LGBT elders. These providers may be hostile, discriminatory, or simply unaware that LGBT elders exist. Nursing homes often fail to protect LGBT elders. Nursing home rules, together with prejudice and hostile treatment on the part of staff and fellow patients, can

create unwelcoming environments for elders who are unable to advocate for themselves.

11. Victims of hate Crimes and Violence: Lesbian, Gay, Bisexual and Transgender people and those perceived to be LGBT are regularly targeted as victims of hate crimes and violence. LGBT people experience stigma and discrimination across their life spans, and are targets of sexual and physical assault, harassment and hate crimes. Additional factors that may impact on mental health and well-being for LGBT people include the process of —coming out (sharing one’s LGBTQ identity with others), gender transition, internalized oppression, isolation and alienation, loss of family or social support, and the impact of HIV and AIDS. However, LGBT individuals’ experiences of violence and discrimination differ depending on a number of factors including race, gender, income, immigration status and language barriers. LGBT immigrants are more likely to face violence based on race and ethnicity and/or sexual identity and/or gender identity.

12. Problems of Criminalization

In some countries, homosexuality is illegal and punishable by fines, imprisonment, life imprisonment and even the death penalty. Generally speaking, regardless of Sunni or Shia, a majority of Muslims do have very negative attitudes toward people of LGBT. To the traditionalists the Quran is clear about homosexuality, and there is no tolerance for debating the context or semantics. According to Mission Islam, an online network on varying Islamic teachings, every major Islamic school of thought considers sex between two men to be sinful and unlawful. Some schools of thought believe it merits severe physical punishment; including stoning to death. Others would sentence it with imprisonment or banishment from the state. Today, most governments that follow Islamic law defer on the punishment used for offenders. But, there have been cases where men convicted of having gay sex have been killed. According to the International Lesbian and Gay Association, only eight predominately Muslim countries, as of 2011, retain capital punishment for homosexual behavior: Saudi Arabia, Iran, Yemen, Qatar, Sudan, Somalia, Nigeria and Mauritania. LGBT Muslims living in the United States do not typically experience this sort of physical punishment though they often face verbal persecution and social exclusion from traditional Muslim communities¹⁴. The advancement of gay rights also took a huge step back in the country of India. According to Reuters on December 2011, India’s Supreme Court has overturned a ruling by a lower court back in 2009 that decriminalized

gay sex in the country, thus ruling homosexuality as an offense. Section 377 of India's penal code that dates back to the 19th century bans —sex against the order of nature. Homosexuality fits that definition and is an offense punishable to up to 10 years in prison

13. Legal Injustice

LGBT communities have an important stake in legal injustice issues. Specific groups within the LGBT community are disproportionately affected by violence and discrimination, sometimes at the hands of law enforcement officials. In recent years, there have been many documented instances of police brutality directed towards LGBT people in the U.S. Many police departments continue to be accused of insensitivity, including not appropriately responding to violence directed at LGBT people. For example: LGBT people of color, youth, and sex workers are particularly vulnerable to police misconduct and abuse; transgender people are also at greater risk of being targeted by police and treated inappropriately or abusively while in police custody. LGBT people of colour, transgender people and LGBT homeless youth are disproportionately targeted by police officers for non-violent drug arrests; they are more likely than most white, heterosexual middle-class drug users to face drug possession charges; and they often receive harsher sentencing. Once imprisoned, LGBT people are frequently targeted for additional harassment in an already inhumane prison system. In many instances LGBT individuals are not legally protected from abusive and discriminatory actions, as many oppressive legal ordinances and laws restrict LGBT-identified individuals from sharing the same basic human rights and privileges as those who do not identify as LGBT.

14. Problems of Terminology:

Problems in language occur when terminology is unclear or when terminology has been associated with negative stereotypes. Problems occur in language concerning lesbians, gay men, and bisexual persons when the language is too vague or the concepts are poorly defined. Language may be ambiguous in reference, so that the reader is uncertain about its meaning or its inclusion and exclusion criteria; and the term homosexuality has been associated in the past with deviance, mental illness, and criminal behavior, and these negative stereotypes may be perpetuated by biased language. The term sexual orientation is preferred to sexual preference for psychological writing and refers to sexual and affectional relationships of lesbian, gay, bisexual, and heterosexual people. The word preference suggests a degree of voluntary choice that is not

necessarily reported by lesbians and gay men and that has not been demonstrated in psychological research. The terms lesbian sexual orientation, heterosexual sexual orientation, gay male sexual orientation, and bisexual sexual orientation are preferable to lesbianism, heterosexuality, homosexuality, and bisexuality. The former terms focus on people, and some of the latter terms have in the past been associated with pathology

3.17 CHALLENGES FACED LGBT INDIVIDUALS IN INDIA

Incessant bullying

One would presume that bullying is something that only happens in schools or during childhood. However, this is a grave problem that complicates the lives of a lot of LGBT adults. Bullying happens at workplaces where co-workers often ostracise lesbian women. Gay men also find themselves subjected to cheap jokes and harassment at the workplace. Verbal harassment in their neighborhood is also a form of bullying they sadly face.

Clandestine honour killings

Reports reveal that in some rural households, people who come out as LGBT are persecuted. There are honour killings conducted to punish a gay individual. This results in many choosing to run away from home as a way to escape the wrath of the family.

Crimes such as corrective rapes

While some teenagers do receive acceptance from the parents and support via gay pride parades, there are others who do not receive the love of their community. In shocking instances, some LGBT girls are also victim to crimes such as corrective rapes conducted by her family members.

Blasphemies like conversion therapy

Far from being accepted, lesbian or gay individuals are coerced and subjected to blasphemies such as conversion therapy that is often conducted by their religious leaders.

Such challenges further complicate an individual's ability to come out to his family and community in a safe space. Not only must such practices and crimes be abolished, but it is critical that every individual be offered support and acceptance in his or her own community.

3.18 CHALLENGES FACED BY LGBTQ TRAVELERS AND HOW TO DEAL WITH THEM

How to Deal with Challenges that LGBTQ Travelers Face Although things are changing, there are still 77 countries in the world where being LGBTQ is a crime. Ironically, despite not being (officially) welcome in many countries, members of the LGBTQ community are amongst the world's most prolific travelers. Here are some of the challenges that may arise for LGBTQ globetrotters and how to deal with them.

Visiting countries which have anti-LGBTQ laws in place

It would be easy for LGBTQ travelers to avoid visiting countries which discriminate against them, but this would mean missing out on some amazing places and fascinating cultures. Narrowing it down to countries which have legalized gay marriage and there would only be a choice 25 out of the 196 countries in the world to choose from. LGBTQ travelers are frequently pleasantly surprised at how welcoming certain countries are. Many of the cities in staunchly Catholic Mexico have some of the liveliest LGBTQ scenes in the world. Similarly, the larger cities of Italy have a vibrant bar and club scene. It is important for LGBTQ travelers to do a little research prior to a potential trip and find out about the political situation and precautions that may need to be taken. It is then possible to make an informed decision as to whether they would feel comfortable visiting a specific country.

Coming out again and again.....

Although there is a tendency to presume that coming out is a one-time thing, this couldn't be further from the truth, especially when traveling. The presumption of heterosexuality is still made the world over, which for LGBTQ travelers means making the decision on whether to

come out every time our meet new people. When our are on the road, this can involve coming out on an extremely frequent basis. Traveling is a very different scenario to living in one place, having a regular job and meeting the same group of people day after day. It can become extremely tiring to have to explain ourself to new acquaintances time after time, and even more so if our aren't 100% sure that ourr lifestyle will be accepted. LGBTQ travelers are often in a constant flux of deciding whether to be open about themselves. Many feel a sense of responsibility as ambassadors to the community and naturally want to encourage tolerance. For others, it is more of a personal decision and related to how they feel. It is best to assess each situation individually and only come out if our feel safe and secure.

Enlightening those who haven't (knowingly!) met LGBTQ people before

Travel can often break down barriers and LGBTQ travelers can potentially enlighten and educate the people that they meet. Although many governments are anti-LGBTQ, it is not necessarily reflected in the attitudes of the people. In many countries, hospitality is an important part of the culture and the people our meet will reach out a hand of friendship. Whether or not our choose to be open about ourr sexuality is something that our should only do if our feel comfortable. Usually, it is possible to pick up on a vibe or from comments made as to whether ourr honesty will be received positively. Often, people will be intrigued and it's a great opportunity to enlighten people who (think) they have never met LGBTQ people before.

Transgender-specific issues

The issues faced by transgender people can be even more challenging than those that gay and lesbian travelers must deal with, but are often overlooked. It is very important for transgender travelers to ensure that their documents all match when going through airport security. For those transitioning, security can be a stressful experience, especially if their passport doesn't reflect their current sex status. A backup medical letter is a useful document to carry. Whereas gay and lesbian travelers often have the option as to whether they come out or not, transgender travelers sometimes don't. Many transgender travelers feel that countries in the Middle East and Africa are simply too dangerous to visit. The 'bathroom issue' is a worldwide problem and one that is unfortunately the most common one for the transgender community. It is worth noting that

some of the most transgender-friendly countries in terms of the law and general acceptance are: Australia, New Zealand, Bangladesh, India, Germany, Denmark, Colombia, and Argentina. Again, it's best to do some research before our travel. Be aware and always put our safety first.

Meeting the locals

These days apps are the way to go. Make sure our profile is friendly and mention that our are a tourist and interested in finding out about the best LGBTQ venues or off-the-beaten-track attractions. If our make plans to meet up with a new-found friend, make sure it's in a safe space. Although most people our meet will be genuine, don't take any risks.

Public Displays of Affection

Whilst most heterosexual couples don't think twice about holding hands in the street or showing affection towards one another, LGBTQ couples have to think about every move they make. Obviously, if we are strolling through the Castro in San Francisco our would feel reasonably safe, but if our are exploring the backstreets of Marrakech, it wouldn't be such a great idea. Again, it's a case of assessing the situation, taking into account the neighbourhood, how crowded the area is and the local attitude. If in doubt, play it safe.

The Bed Situation

This one comes up time and time again, especially for long-term LGBTQ travelers. Even if our have booked a double bed prior to arrival, our will often be offered two singles when our arrive and are discovered to be a same-sex couple. Usually, our wishes will be complied with, but occasionally there have been cases of same-sex couples being denied a double bed. If this is the case, take our business elsewhere if it doesn't cause too much inconvenience. Another option is to check out LGBTQ-friendly accommodation websites – at least they will be assured of a friendly welcome.

3.19 INDIA AS A LGBT DESTINATION

As with many things, there is one rule for Indians and another for tourists. It is highly unlikely that travellers here will face any discrimination on the street or from hotel staff. In higher end accommodation in particular, guests tend to get treated like royalty and sexual preferences are overlooked. Same sex travellers booking a room together will not be questioned, and gay and lesbian groups are likely to be welcomed. While harassment is unlikely, we still advise avoiding public displays of affection in order to avoid any unwanted attention. However, this is recommended for couples of any orientation, as India is very conservative in this regard, and couples rarely show affection in public. In fact, if we do see men with their arms around each other or embracing publicly, this is a sign of friendship; we are far more likely to observe this between two men than between a man and a woman. As with many outwardly homophobic countries, lesbian couples are unlikely to draw any attention; a far greater issue for female travellers here is, sadly, harassment and personal safety. All women are advised to be cautious. Many cities have gay scenes, with Mumbai considered India's gay capital. Although same sex couples are likely to be welcomed anywhere, there are also a number of specifically gay friendly hotels and guesthouses around the country, particularly in Kerala.

India is enormously a big and diverse country that there are thousands of places to explore, whether the travellers are interested in making their holidays adventurous or by finding some special interest packages in the country to enjoy their journey to the fullest. Usually, gay travellers often desire to get comfortable going all and not hesitate out of fear. The bigger and more cosmopolitan cities are the place to be heard of for more liberal attitudes - Delhi, Mumbai, and Bangalore all have thriving gay scenes which hopefully will continue to flourish for legal protection. For more relaxed tours in India, places like Jaipur, Delhi, Kerala, Goa, Mumbai, Kolkata, and Pune are considered as LGBT friendly where they can spend their memorable holidays without any hassle. Besides these, all the destinations of India are safe for LGBT travel but it would be great enough when other places of the country are traversed with a renowned tour service provider who can manage each and everything to make it comfortable.

Accommodation facilities

Delhi, has already gained a reputation for being one of the most queer-friendly cities in the country. The Mister & Art House, India's first boutique hotel for gay men (located in Delhi and Jaipur, both), and IndjaPink, a travel company that customizes itineraries for LGBTQ tourists, are some of the organisations contributing towards building a dynamic queer culture in India. Delhi also has a spa specifically for gay men — Mykonos. Other LGBTQ-centric facilities include Serene Journeys, a Delhi-based LGBT-inclusive travel company, and Pink Vibgyor, which specialises in arranging honeymoons and gay travel in countries such as Nepal, India, Bhutan, Sri Lanka, and Indian Ocean by picking out LGBTQ-friendly stays that are inclusive and safe for travellers. Other cities are also catching up. Sofitel Mumbai and The LaLit chain of hotels are both extremely queer-friendly in their approach. Vagator Eco Resort, run by Varun Singal, is an inclusive holiday resort. Also, the founder of India's first LGBTQ friendly yoga retreat called Simply Yoga, Varun chose the state for a very specific reason. "Being in Goa helps as it's a society that doesn't bother too much with other people's lives as long as we don't interfere with theirs. Families, as we can imagine, are another matter and so is Section 377, which results in us working under the radar since we aren't really doing anything that is illegal," he tells Homegrown. The staff at most of these hotels is trained to follow a 'don't ask, don't tell' policy, and is, sometimes, from the LGBTQ+ community itself. This not only ensures sensitivity on behalf of the employees but also provides them with an employment space that is free of any kind of discrimination.

While cafes like JugmugThela in Delhi, The Humming Tree in Bangalore, and Kitty Su are known for their LGBTQ-friendly events and parties, Chez Jerome Q in Delhi has openly declared itself as an LGBTQ cafe (sans the 'friendly'). Nomenclature, it seems, is an important pillar of long-term growth in the society. Many cafes and hotels might refer to themselves as 'gay-friendly' instead of 'LGBTQ friendly', as the word 'gay' is often used as an umbrella term for various queer identities. However, there does seem to be an inherent bias in the queer tourism culture that seems to be developing in the country. While there are hotels and spas for gay men exclusively, there are no such options available for women who identify as lesbians.

The gay tourism market both local and international is increasingly becoming lucrative for hotels and tour operators and so as the staff is trained in a broad-minded way. All the international brand luxury hotels in India are ensuring a decent atmosphere for LGBT guests to be welcomed in a cordial way. Whether, if travelling as a couple or solo traveller, the top luxury heritage hotels or 5-star hotels, are the best option for staying 100% stress-free while being in India. Although, many boutique hotels and even high-end guesthouses are increasingly welcoming to LGBT tourists by providing them a safe and secure environment. It is worth advisable for contacting them before arrival and asking if they'll accept a gay or lesbian couple if they ensure ourr comfortable stay in India, book ourr stay instantly. Private apartments are also a great option for gay guests who would like to have some private space while accommodating. Specifically good for singles hoping to meet new people to learn more about their lifestyles and traditions.

3.20 BEST LGBT-FRIENDLY HOTELS IN INDIA

- Andaz, Delhi(A concept by Hyatt)
- The LalitNew Delhi
- Mister and arthouse
- Hilton Mumbai international airport
- Royal orchid suites
- The park Bangalore
- The banyan soul
- Courtyard by MarriottChennai

3.21 BEST TOUR OPERATORS FOR LGBT TRAVELERS IN INDIA

- PlanetaRosa,Delhi
- Pink Vibgyor
- Pink Escapes
- Indjapink

3.22 LGBT FESTIVALS AND EVENTS IN INDIA

As befits a country of 1.3 billion people, there is an unbelievable number of LGBT events, marches and festivals taking place across the country. For information and listings, look at the comprehensive Pink Pages, India's national LGBT magazine, which also has personal stories on being LGBT in India as well as articles on gender politics.

Delhi Queer Pride Parade was established in 2008, originally as a very small protest event against the country's anti homosexuality laws. It has grown in popularity since then, and now takes place on the last Sunday of November. The march calls for freedom from discrimination for all persecuted people, including the Dalit caste, women, the disabled and Kashmiris. Mumbai's annual Queer Azaadi March has also taken place since 2008. It occurs at the end of January or beginning of February, and the march in 2017 attracted around 14,000 participants, making it India's largest. Azaadi means 'freedom' in Hindi and Urdu.

The longest standing LGBT march in India is Kolkata's Rainbow Pride Walk, which first took place in 1999, and calls for tolerance and equality for all people. There are several years when the march did not take place, and women did not join the parade until 2011. The dates of Rainbow Pride Walk change each year; more recently it has been held in mid-December. KASHISH is Mumbai's International Queer Film Festival. As well as showing Indian LGBT films locally, it screens them overseas, raising the profile of this very niche industry and of the artists involved.

3.23 KERALA AS LGBT- FRIENDLY TRAVEL DESTINATION

LGBT people in Kerala face legal and social difficulties not experienced by non-LGBT persons. However, Kerala has been at the forefront of LGBT issues in India. It became one of the first states of India to establish a welfare policy for the transgender community and in 2016, introduced free sex reassignment surgery through government hospitals. Until very recently, LGBT people were "invisible" in Kerala society. Despite Kerala being the most literate Indian state, ignorance concerning homosexuality was very high; with few LGBT people opting

to come out, in fear that family members would "take them to a psychiatrist or file a police complaint against friends." Local activists associate these attitudes as "the result of the Victorian sense of morality that treats sex as sin". This climate has eased in recent years. Gay conversion therapy is widely practiced by both licensed psychiatrists/psychologists as well as quacks despite position statements by multiple psychiatrist/psychologist organizations condemning the practice as unscientific and illegal.

Lesbian, gay, bisexual and transgender people are more likely to experience intolerance, discrimination, harassment, and the threat of violence due to their sexual orientation, than those that identify themselves as heterosexual in Kerala. This is due to homophobia (the fear or hatred of homosexuality). Some of the factors that may reinforce homophobia on a larger scale are moral, religious, and political beliefs of a dominant group. In some countries, homosexuality is illegal and punishable by fines, imprisonment, life imprisonment and even the death penalty. Human sexuality is diversely experienced, and can be fixed or fluid. Male/female sexuality is blurred further with the existence of transgender, transsexual and intersex identified people. Heterosexuality should no longer be assumed; this assumption is called heterosexism. Although many societies have made significant strides in human rights advocacy, LGBT rights struggle to find universal acceptance. The fact that the Universal Declaration for Human Rights, drafted in 1948, does not specifically include sexual orientation allows some people to consider LGBT rights debatable. The declaration does however state: —Everyone is entitled to all the rights and freedoms set forth in this Declaration without distinction of any kind. Now more and more people are openly expressing their sexual orientation, and organizing and demanding their rights. Because of the work of these groups and their allies, acceptance of LGBT rights around the world is growing, and governments in certain countries are beginning to legislate in favor of LGBT rights and anti-discrimination laws. Influential international human rights organizations such as Amnesty International and Human Rights Watch continue to run effective campaigns. In the coming years the major issues for LGBT rights in Kerala will be eradicating persecution based on sexual orientation; protection in the law from hate crimes and hate propaganda equal rights and privileges (marriage, common law partnerships, medical-decision making, wills and estates, parenting and adoption) and to work and educate others on homophobia and heterosexism.

I have done my data collection successfully through the questionnaire and observation method. This section helps in easy reviewing of data for the purpose of arriving at a conclusion. For analysis and interpretation of data I am using pie Chart. Table 4.1 to 4.23 deals with viewers data.

4.1 Type of tourist

RESPONSE	RESPONDENCE	PERCENTAGE
Adventure tourist	7	30
Eco tourist	7	35
Backpacker	6	35
Others	0	0
Total	0	100

Table 4.1 Type of tourist

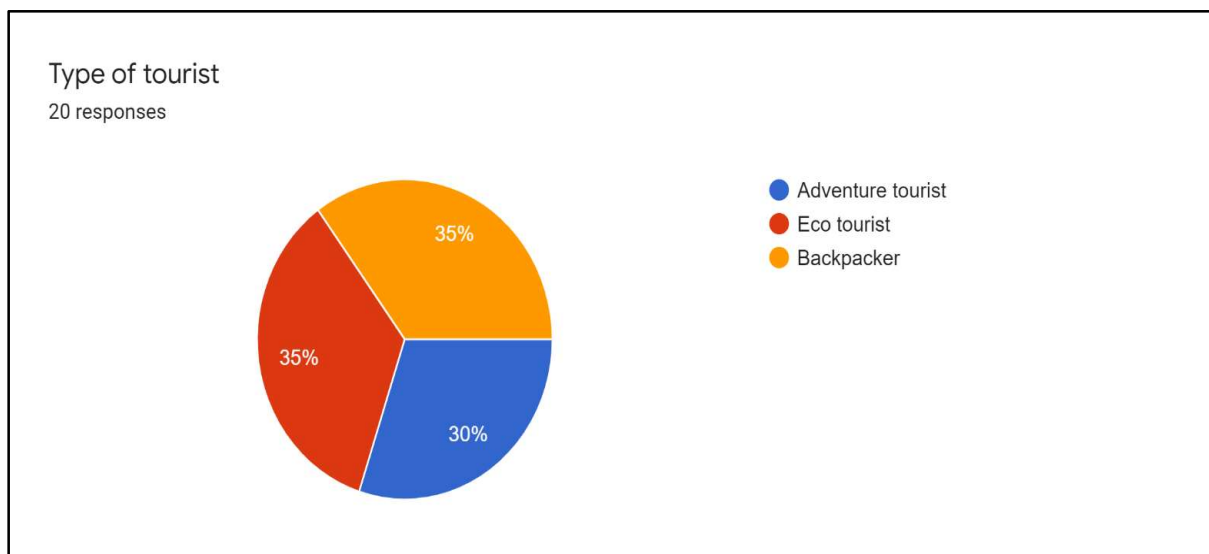


Figure 4.1 Type of tourist

Interpretation

Here, the graph indicates that over 30% of travelers are adventure tourist who likes to do adventure thing while travelling whereas there is 35% of tourists who like to become eco tourists and backpacker.

4.2 Preference

RESPONSE	RESPONDANT	PERCENTAGE
Solo trips	9	30
Group trips	6	45
Couple trips	5	25
Total	20	100

Table 4.2 Preference

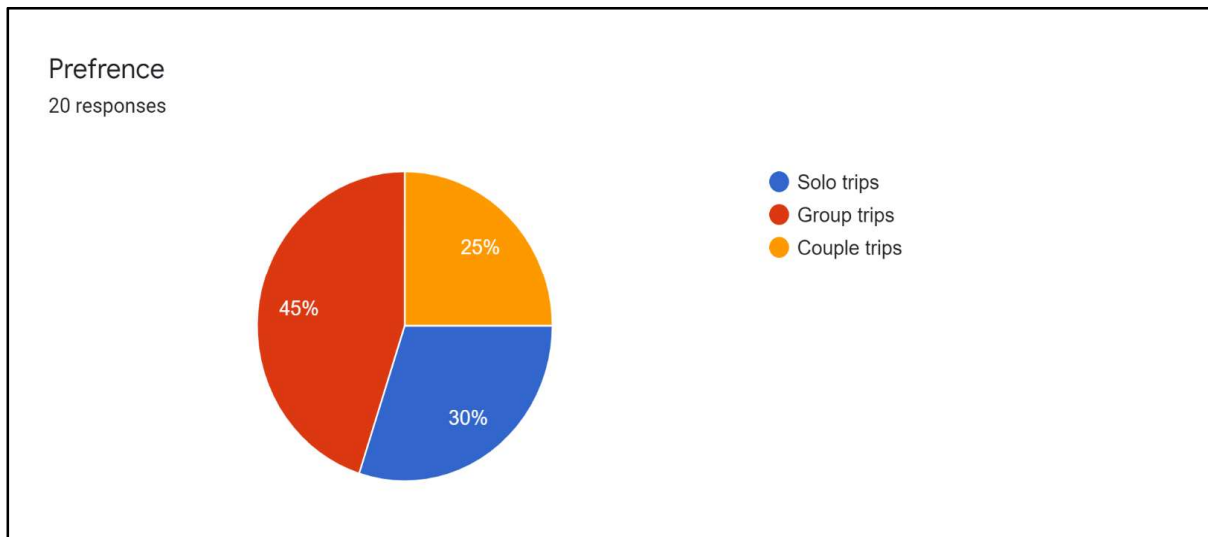


Figure 4.2 Preference

Interpretation

Here, the figure shows the result of how a traveler likes to travel it can be solo trip. Group trip, couple trips and 45% of them like to do group trips with his friends and family. Whereas 30% travelers like to travel alone as a solo traveler and 25% of them like to travel as couple.

4.3 India a LGBT Friendly country

RESPONSE	RESPONDENT	PERCENTAGE
Yes	14	30
No	6	70
Total	20	100

Table 4.3 India a LGBT Friendly country

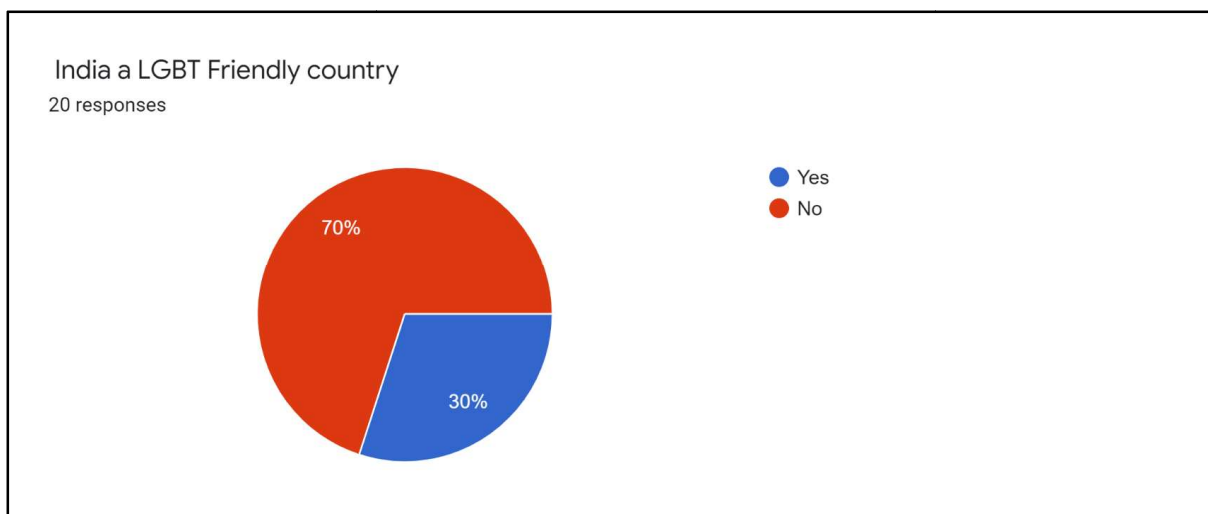


Figure 4.3 India a LGBT Friendly country

Interpretation

Here the table and graph indicates only 30% of respondents agrees that India is an LGBT Friendly country where as , 70% of respondents disagrees that India is not an LGBT friendly country where there is no support to LGBT community by Indian government and peoples in india.

4.4 Kerala a safe place to travel for LGBT Community

RESPONSE	RESPONDENT	PERCENTAGE
Highly agree	0	0
Agree	6	30
Disagree	8	30
Highly disagree	6	40
Total	20	100

Table 4.4 Kerala a safe place to travel for LGBT Community

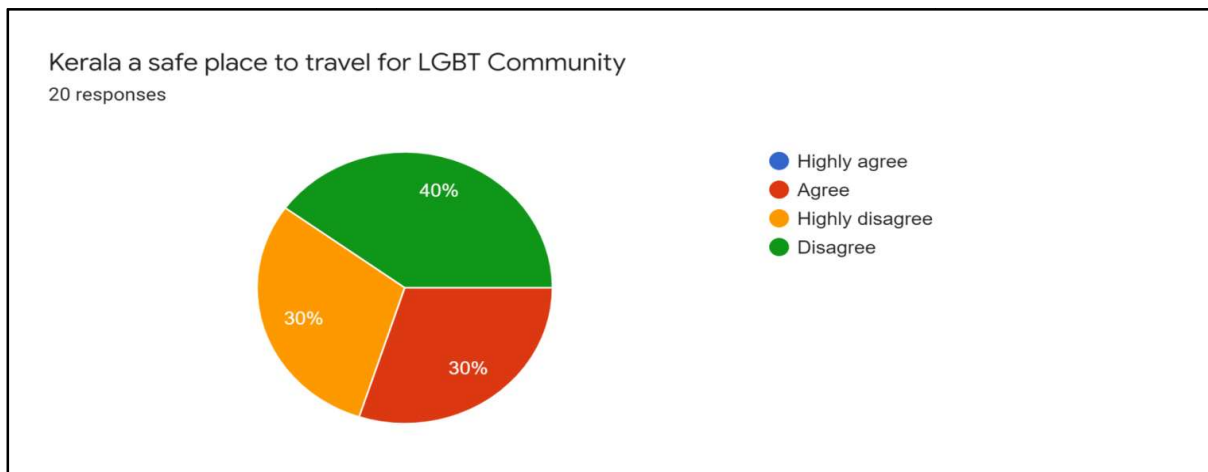


Figure 4.4 Kerala a safe place to travel for LGBT Community

Interpretation

Through the table and figure we can assume that no one highly agrees that Kerala is a safe place to travel for people from LGBT community where they are safe to travel within Kerala whereas, 30% agrees that Kerala is a safe place to travel. over 30% of respondents disagrees that Kerala it is not at all safe to travel by a LGBT Person and over 40% disagree to the statement Kerala is a safe place to travel for LGBT Community which shows Kerala is not a safe place for this community.

4.5 Kerala government is supportive to the LGBT Community

RESPONSE	RESPONDANT	PERCENTAGE
Highly agree	0	0
Agree	10	50
Highly disagree	4	20
Disagree	6	30
Total	20	100

Table 4.5 Kerala government is supportive to the LGBT Community

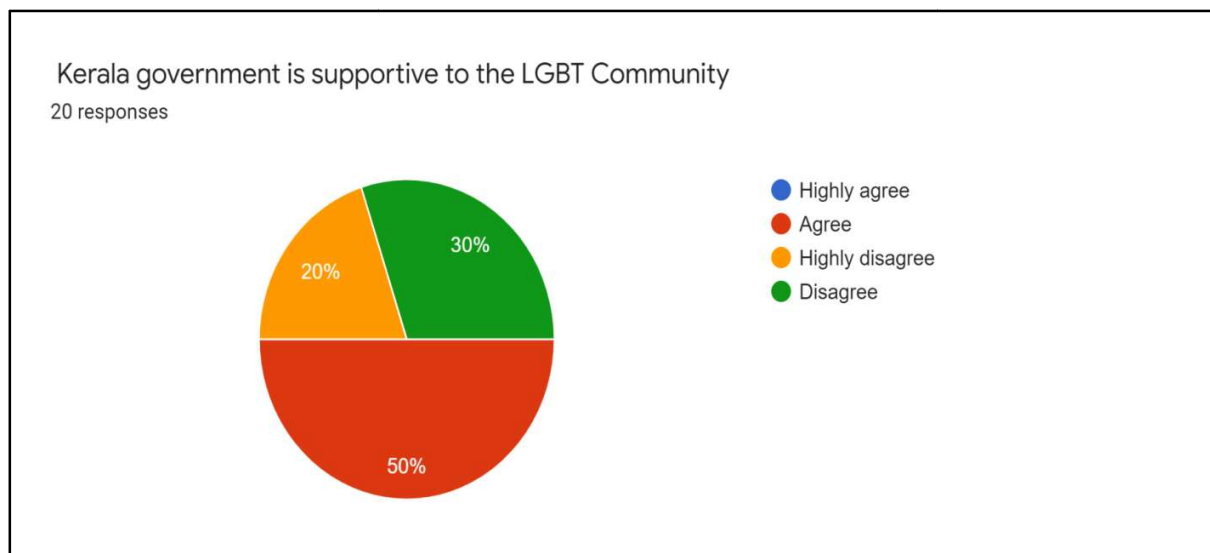


Figure 4.5 Kerala government is supportive to the LGBT Community

Interpretation

This table and figure shows whether Kerala government is supportive to the LGBT community legally or in other terms. there is no one who highly agree to the statement that Kerala government is providing support to LGBT People where 50% of them responded that they are agreeing to this statement where half of the responded that they agree to the statement. over 20% highly disagrees to the statement where government is not supportive and 30% of them disagree to the statement where half of the respondents agrees and another half disagrees to this statement.

4.6 Attitude of Keralites towards LGBT travelers

RESPONSE	RESPONDANTS	PERCENTAGE
Satisfactory	2	10
Not Satisfactory	18	90
Excellent	0	0
Total	20	100

Table 4.6 Attitude of Keralites towards LGBT travelers

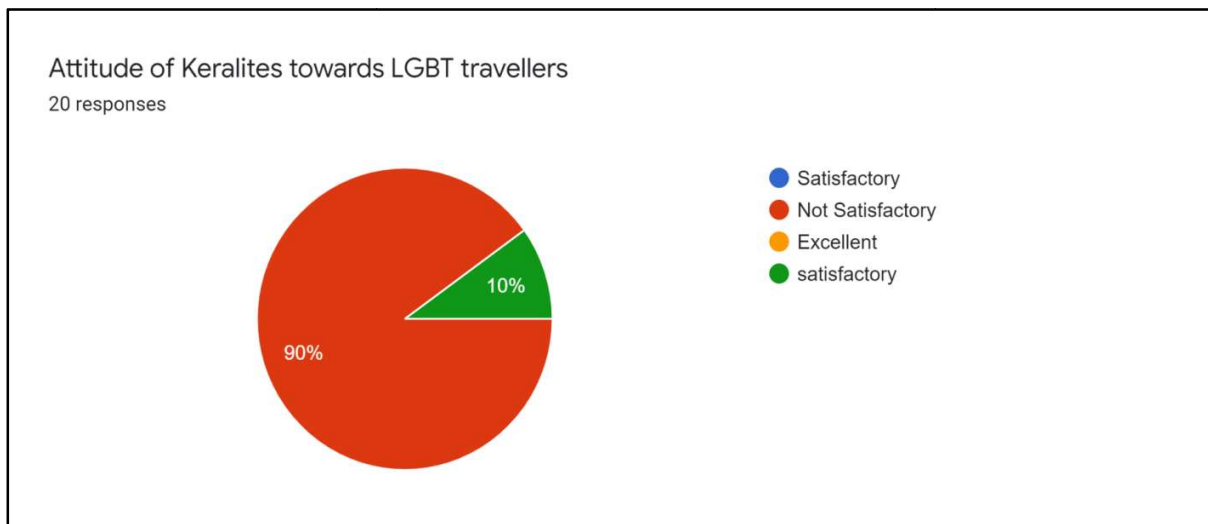


Figure 4.6 Attitude of Keralites towards LGBT travelers

Interpretation

The table and figure shows that how much satisfactory is the attitude of Kerala peoples towards the LGBT Travelers. 10% of them responded that the attitude towards the LGBT Travelers by the keralalites are satisfactory where as 90% of them responded that the attitude is not at all satisfactory. so, the graphs indicates that only few of them responded that attitude towards the LGBT travelers are satisfactory and most of them said that attitude is not satisfactory.

4.7 Bad experience while travelling within Kerala

RESPONSE	RESPONDANTS	PERCENTAGE
Yes	12	60
No	8	40
Total	20	100

Table 4.7 Bad experience while travelling within Kerala

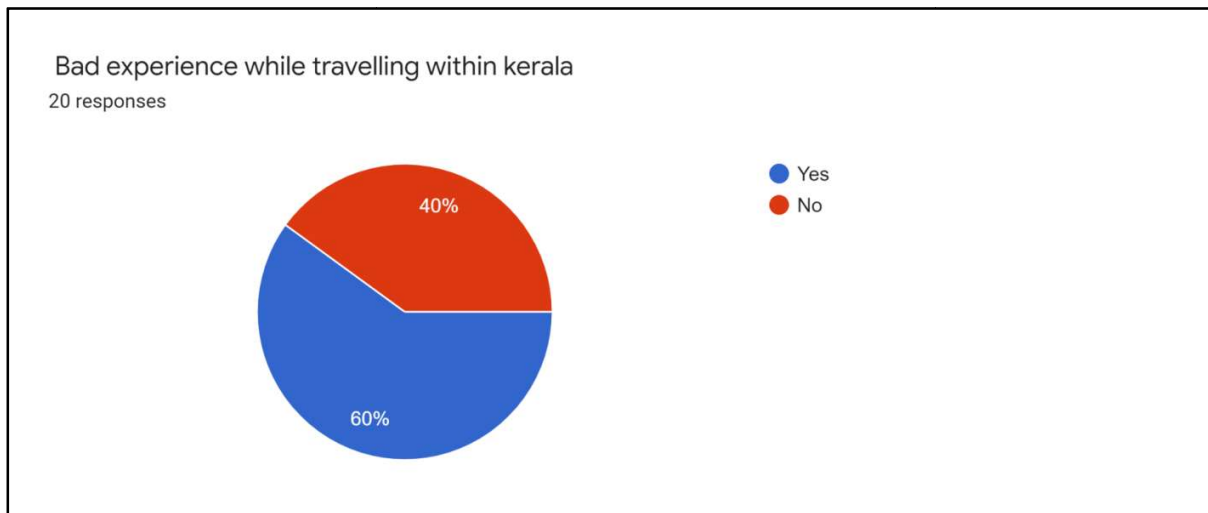


Figure 4.7 Bad experiences while travelling within Kerala

Interpretation

Through this data we are informed that over 60% of respondents who are from LGBT community responded that they have faced bad experience while travelling within Kerala and over 40% of them responded that they haven't faced any type of bad experience while travelling within Kerala.

4.8 Disclose that our are from LGBT community while travelling

RESPONSE	RESPONDANT	PERCENTAGE
Yes	2	10
No	10	50
Maybe	8	40
Total	20	100

Table 4.8 Disclose that our are from LGBT community while travelling

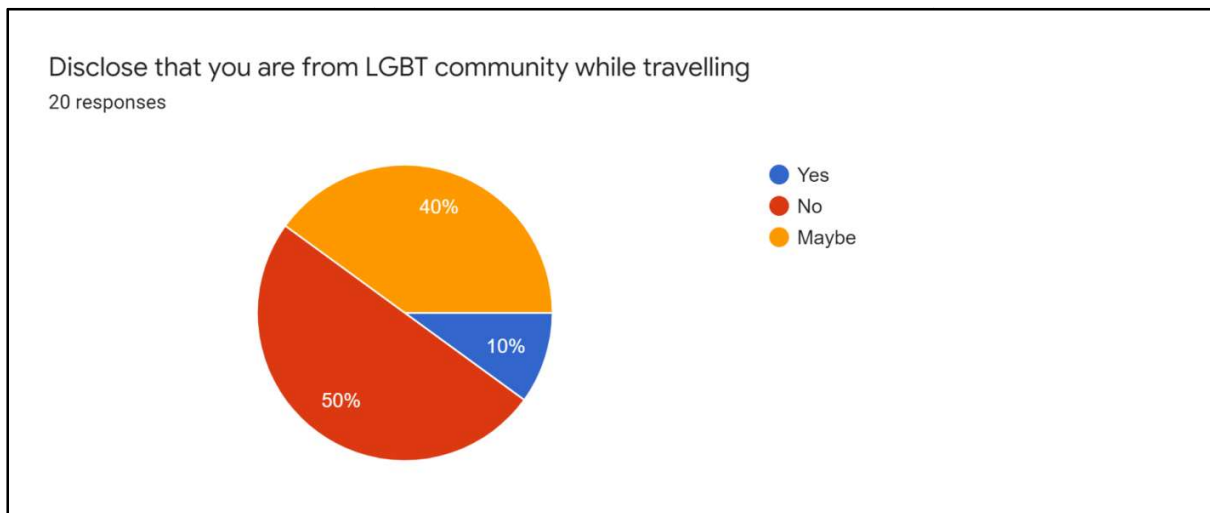


Figure 4.8 Disclose that our are from LGBT community while travelling

Interpretation

Here the data indicates over 10% of LGBT Travelers try to disclose that they are from LGBT community while travelling whereas 50% of them doesn't discloses that they are from LGBT Community.40% responded they may or may not discloses they are from LGBT Community it depends upon the situation and the place they choose to travel.

4.9 Feel unsafe while staying in a hotel at an unknown place

RESPONSE	RESPONDANTS	PERCENTAGE
Yes	12	60
No	8	40
Total	20	100

Table 4.9 Feel unsafe while staying in a hotel at an unknown place

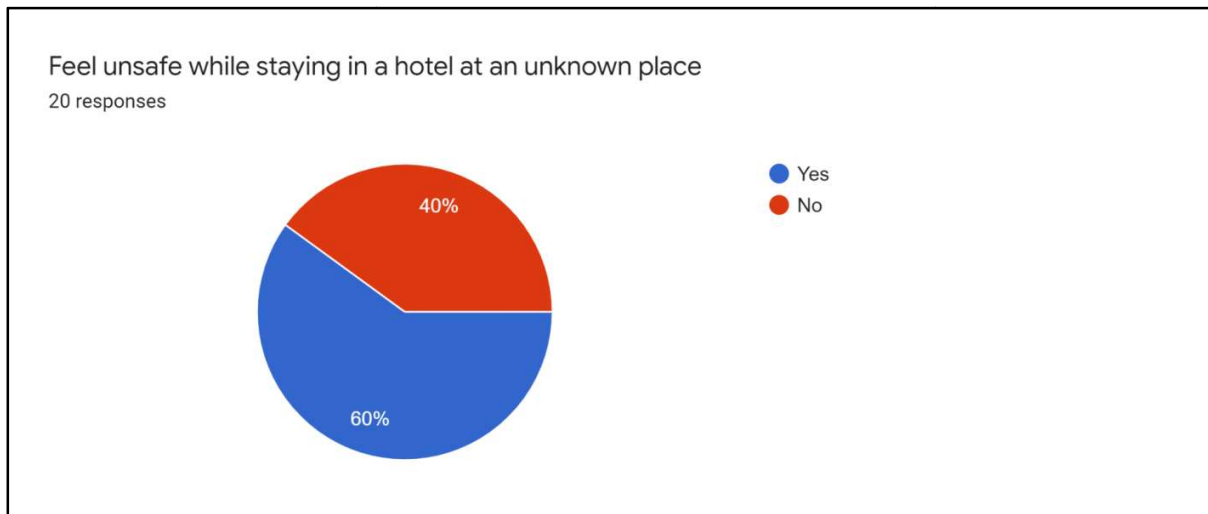


Figure 4.9 Feel unsafe while staying in a hotel at an unknown place

Interpretation

Through the table and figure 60% of respondents responded that they feel unsafe while staying in a hotel at an unknown place where they are afraid of the attitude towards the LGBT community in different places. 40% of them responded that they don't feel unsafe to stay in a hotel at unknown destination.

4.10 "Not all hotels accept your community to accommodate in their hotel" do our agree?

RESPONSE	RESPONDENTS	PERCENTAGE
Highly agree	5	25
Agree	10	50
Disagree	5	25
Highly disagree	0	0
Total	20	100

Table 4.10 "Not all hotels accept ourr community to accommodate in their hotel" do our agree?

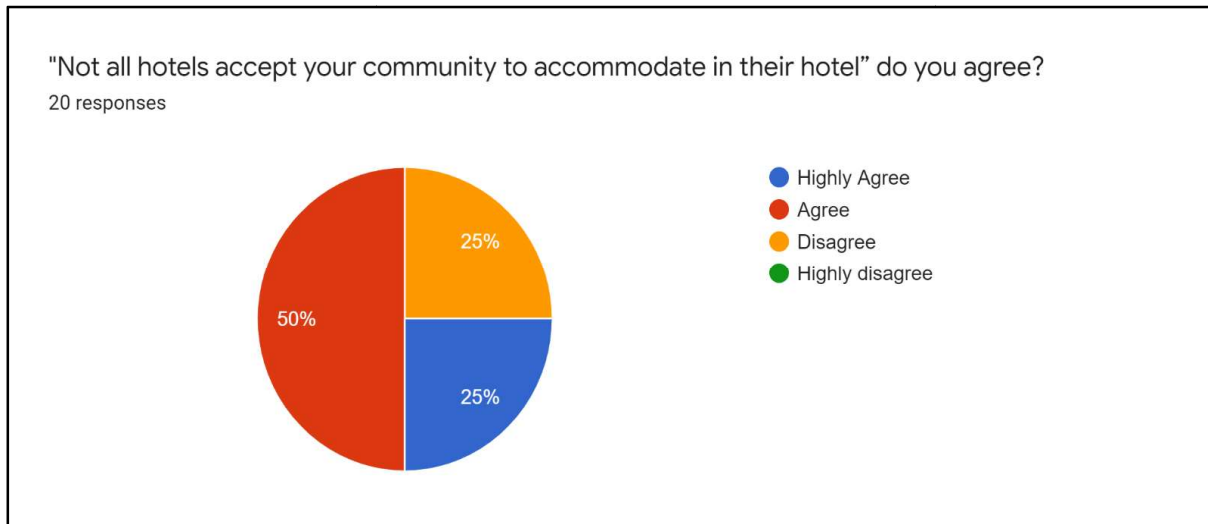


Figure 4.10 "Not all hotels accept ourr community to accommodate in their hotel" do our agree?

Interpretation

Through the data we can indicate that 25% of respondents highly agrees to the fact that all hotels won't accept LGBT Community to accommodate them in their hotels Where, 50% of respondents responded that they agrees to the statement.25% of respondents responded that they are disagreeing to the statement that all hotels are accepting their community to accommodate in their hotel and none of them highly disagrees to the statement.

4.11 Seek any help from travel agencies for organizing travel packages

RESPONSE	RESPONDANTS	PERCENTAGE
Yes	4	20
No	11	55
Maybe	5	25
Total	20	100

Table 4.11 Seek any help from travel agencies for organizing travel packages

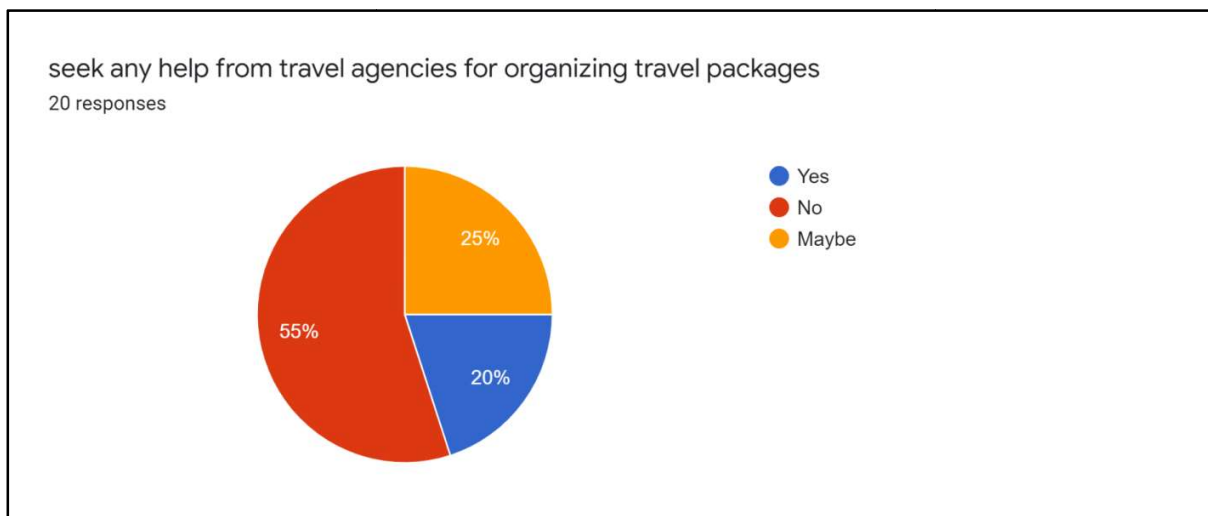


Figure 4.11 Seek any help from travel agencies for organizing travel packages

Interpretation

Through the data 20% of them seeks assistance from travel agencies for their travel packages while traveling where 55% of them are only seeking assistance from travel agencies for the tour packages .25% of them may or may not choose travel agencies help for their tour packages.

4.12 Any change after the lgbt bill has passed in india

RESPONSE	RESPONDENTS	PERCENTAGE
Yes	12	60
No	8	40
Total	20	100

Table 4.12 Any change after the lgbt bill has passed in india

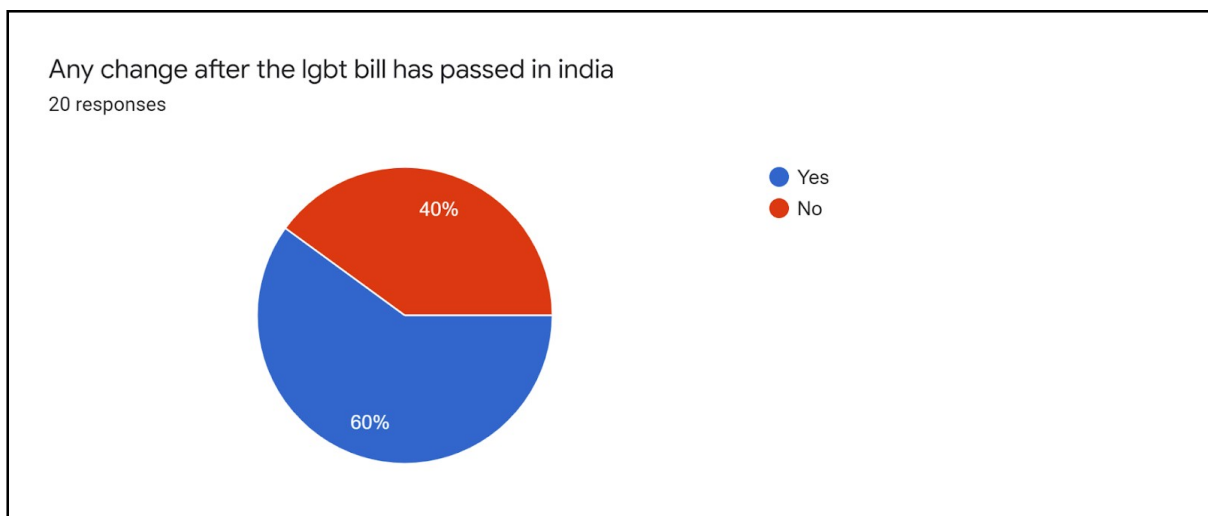


Figure 4.12 Any change after the lgbt bill has passed in india

Interpretation

Here the data indicates 60% of them agrees that there are change in india after the LGBT Bill have got approved in india.40% of them responded that there is no change in india after the LGBT bill had approved in india

4.13 Aware of LGBT Community

RESPONSE	RESPONDENTS	PERCENTAGE
Yes	8	80
No	2	20
Total	10	100

Table 4.13 Aware of LGBT Community

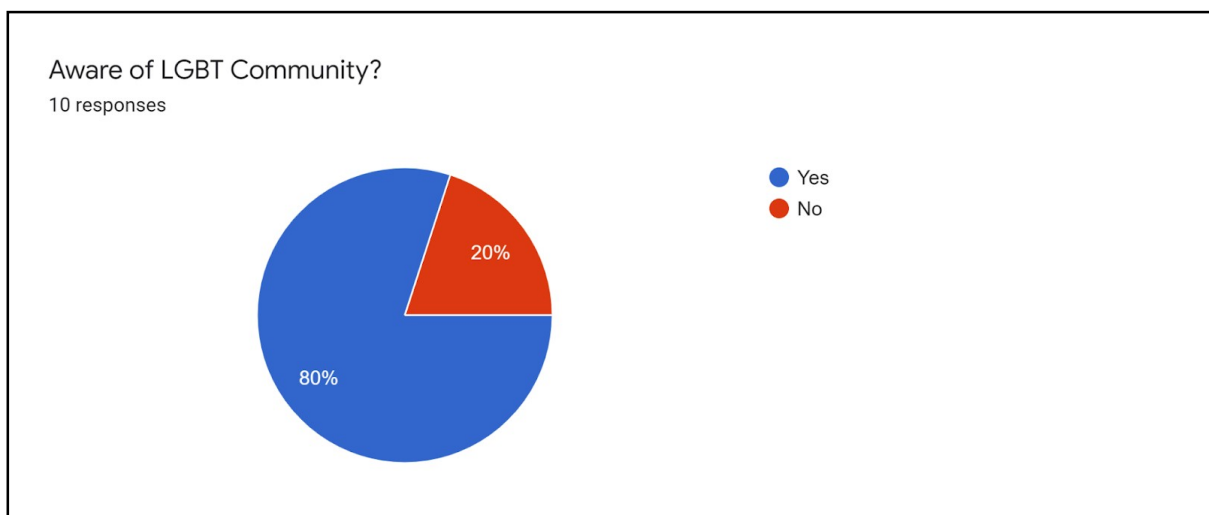


Figure 4.13 Aware of LGBT Community

Interpretation

Through the data 80% of respondents from stakeholders were't aware of the LGBT Community whereas, only 20% them are only aware of the LGBT Community. It shows that most of rhe people are not aware of this community.

4.14 Provide any services to LGBT Community

RESPONSE	RESPONDENTS	PERCENTAGE
Yes	7	70
No	3	30
Total	10	100

Table 4.14 Provide any services to LGBT Community

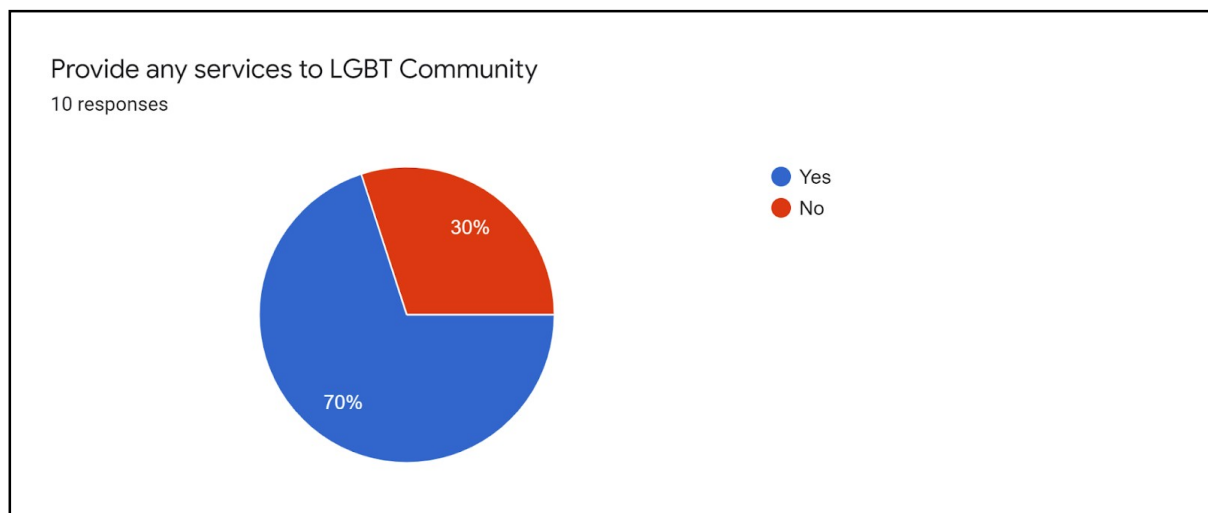


Figure 4.14 Provide any services to LGBT Community

Interpretation

The data reveals that only 70% of stakeholders are providing services to the LGBT Community and the other half 30% of them are not providing such accommodation and travel assistances from travel agencies and hotels etc..

4.15 Regular customer from LGBT community

RESPONSE	RECONDENCE	PERCENTAGE
Yes	3	30
No	7	70
TOTAL	10	100

Table 4.15 Regular customer from LGBT community

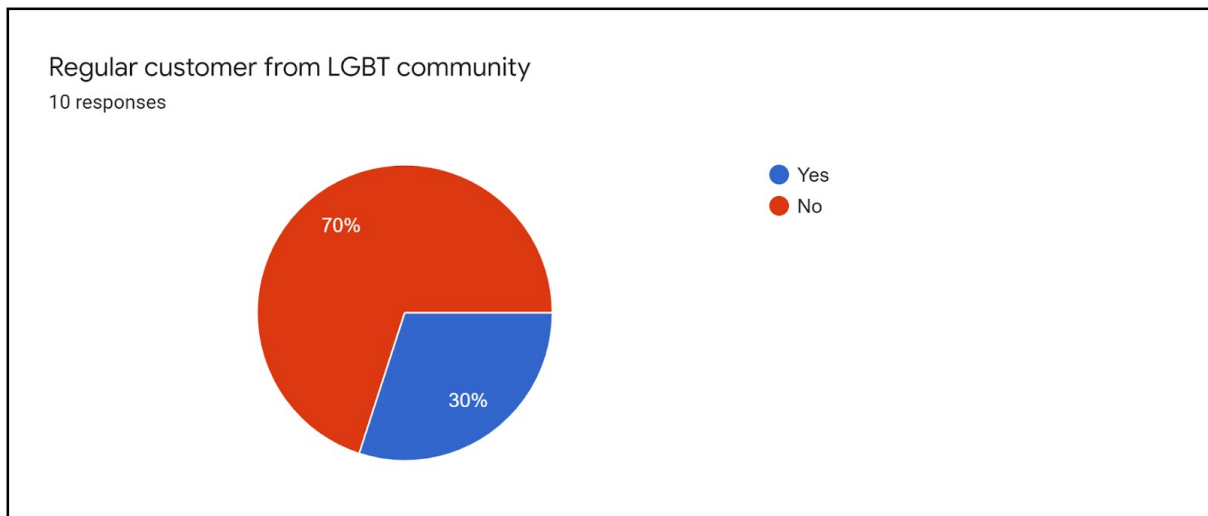


Figure 4.15 Regular customer from LGBT community

Interpretation

The table and figure indicates that whether there is any regular customers from LGBT community to attain certain services from the stakeholders where 30% responded that there are certain regular customers from this community and 70% of them responded that there is no regular customers from this community to attain their services.

4.16 Any extra promotional activities to attract LGBT Community

RESPONSE	RESPONDENTS	PERCENTAGE
Yes	3	30
No	2	20
Maybe	5	50
Total	10	100

Table 4.16 Any extra promotional activities to attract LGBT Community

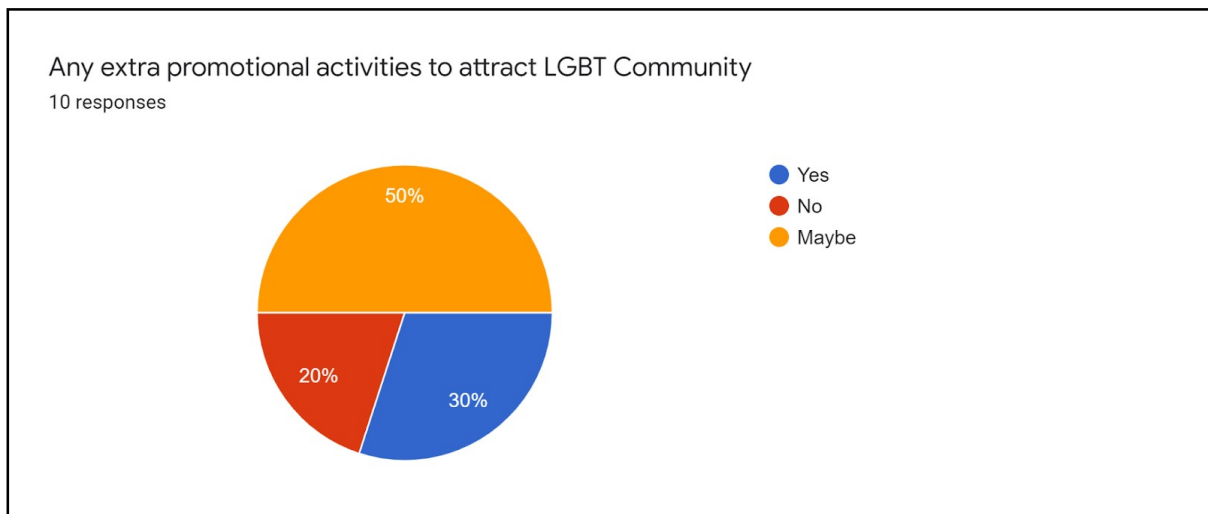


Figure 4.16 Any extra promotional activities to attract LGBT Community

Interpretation

Through the data the table and figure indicates that whether the stakeholders are providing any promotional activities to specially attract the LGBT community to increase their safe and showcasing their support to their community where 30% of them responded that they are providing certain promotional activities to attract the LGBT Community.20% of them are not providing any promotional activities to attract LGBT customers.50% of them responded that they maybe providing certain promotional activities to attract this community

4.17 Travel package specially organized for LGBT travelers

RESPONSE	RESPONDENTS	PERCENTAGE
Yes	3	30
No	1	10
Maybe	6	60
Total	10	100

Table 4.17 Travel package specially organized for LGBT travelers

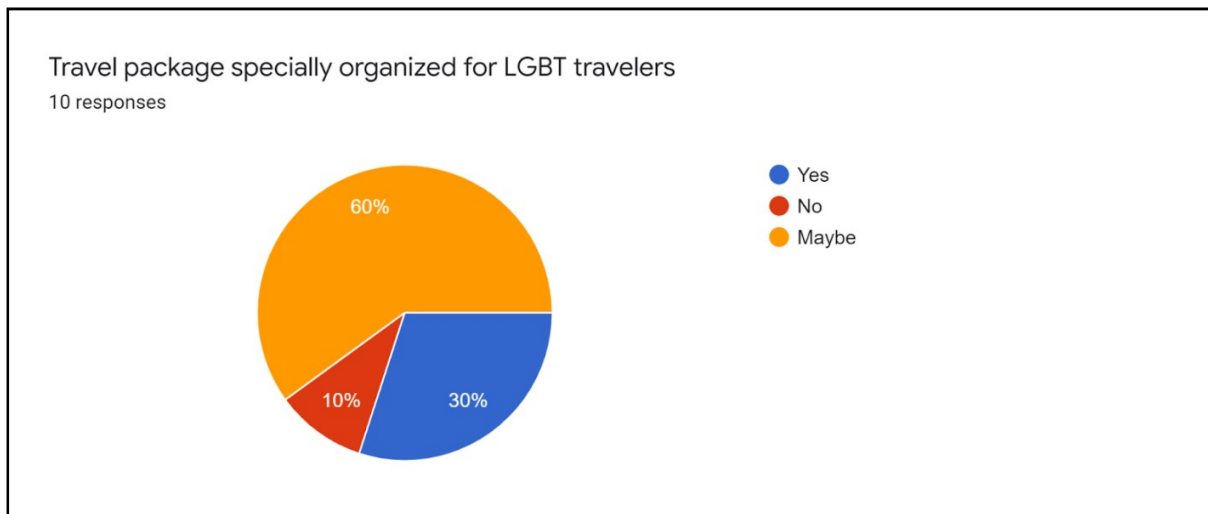


Figure 4.17 Travel package specially organized for LGBT travelers

Interpretation

The data here indicates 30% of stakeholders are providing certain travel packages which is specially organized for the LGBT travelers.10% of them responded that they are not providing any such travel packages to the LGBT travelers where 60% of them responded that they maybe providing or will provide certain package in the future.

4.18 Type of accommodation is mostly chosen by them

RESPONSE	RESPONDENCE	PERCENTAGE
Budget hotel	5	50
Luxury hotel	3	30
Resorts	2	20
Total	10	100

Table 4.18 Type of accommodation is mostly chosen by them

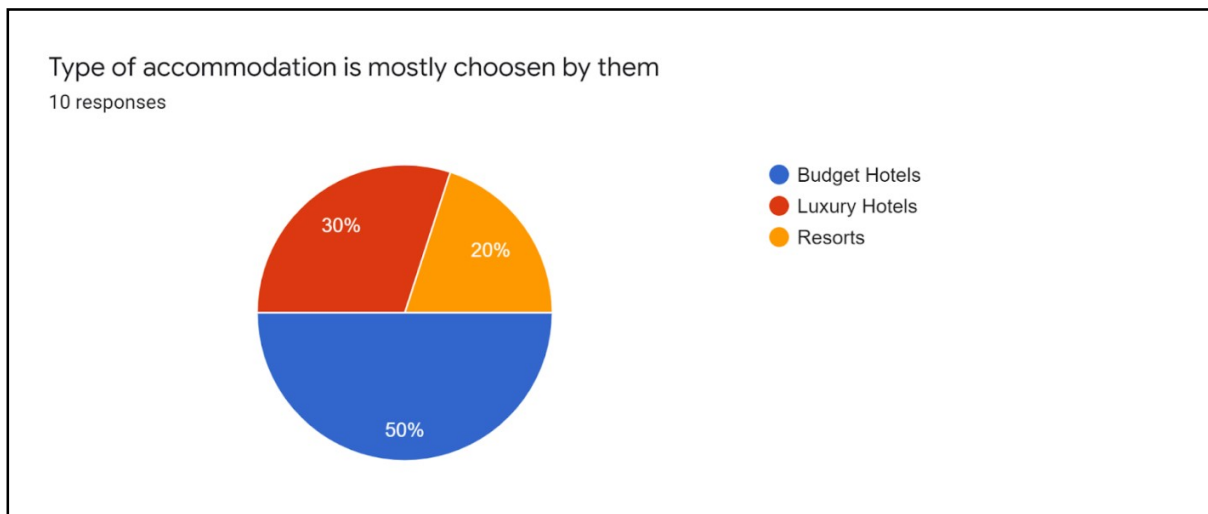


Figure 4.18 Type of accommodation is mostly chosen by them

Interpretation

Through the data we can analyze that 50% of the LGBT travelers are choosing budget hotels for their stay and over 30% of them are choosing the luxury hotels for their stay. And 20% of LGBT peoples are choosing resorts for their stay.

4.19 Ensure any extra care while accommodating LGBT Travelers

RESPONSE	RESPONDENTS	PERCENTAGE
Agree	7	70
Disagree	3	30
Total	10	100

Table 4.19 Ensure any extra care while accommodating LGBT Travelers

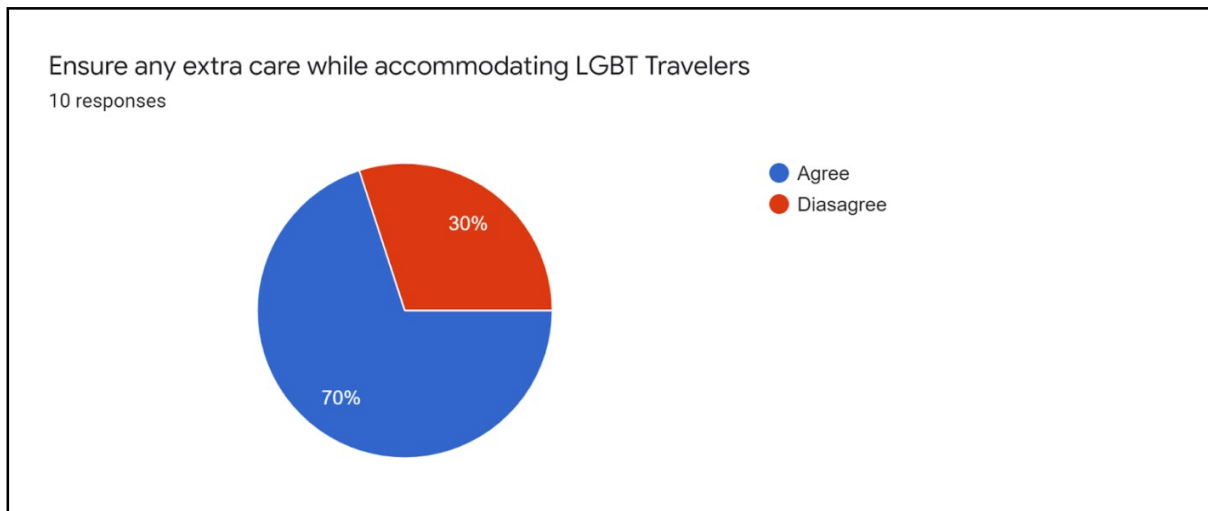


Figure 4.19 Ensure any extra care while accommodating LGBT Travelers

Interpretation

Through this data, 70% of respondents responded that 70% of stakeholders agrees that they are providing extra care while accommodating the LGBT Travelers to ensure their safety. 30% of them disagrees that they aren't providing any extra care for the LGBT travelers during their stay.

4.20 Ensure any extra care while preparing itineraries for LGBT Travelers

RESPONSE	RESPONDENTS	PERCENTAGE
Agree	7	70
Disagree	3	30
Total	10	100

Table 4.20 Ensure any extra care while preparing itineraries for LGBT Travelers

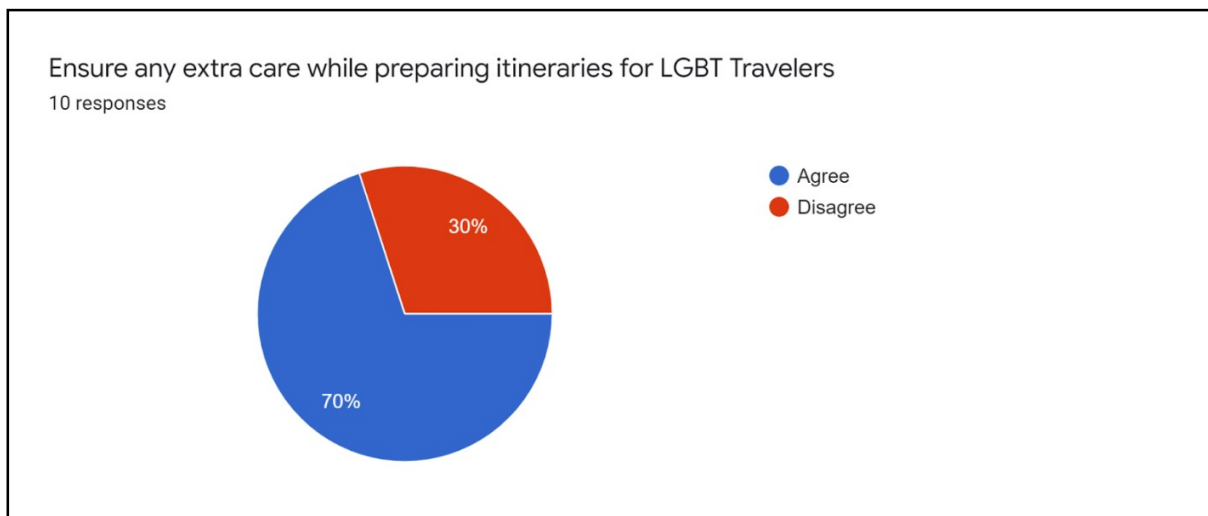


Figure 4.20 Ensure any extra care while preparing itineraries for LGBT Travelers

Interpretation

Through this data, 70% of stakeholders agrees that they are providing extra care while preparing itineraries for LGBT Travelers where certain places are not at all safe for them whereas, 30% of them responded that they aren't providing any extra care to them while preparing itineraries

4.21 Staffs co-operation and good relation with LGBT Travelers

RESPONSE	RESPONDENTS	PERCENTAGE
Agree	8	80
Disagree	2	20
Total	10	100

Table 4.21 Staffs co-operation and good relation with LGBT Travelers

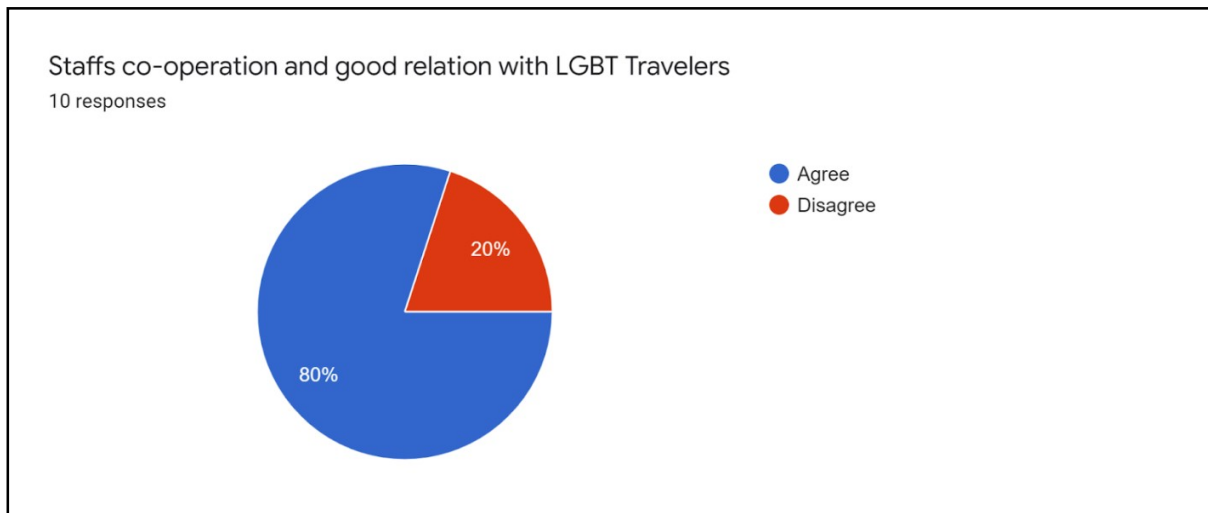


Figure 4.21 Staffs co-operation and good relation with LGBT Travelers

Interpretation

The data here shows how the staffs are co-operative with the LGBT customers and maintain a good relation with them 80% of them agrees to this statement whereas 20%of them disagrees that their staffs are cooperating with LGBT Customers and try to maintain a good relation with them.

SWOT ANALYSIS

STRENGTH

- Economic development in host countries
- Peoples come out from their comfort zone
- Increase inflow of international tourists

WEAKNESS

- Not everyone will be understanding or accepting
- Chances of misbehaving from locals
- An individual may experience harassment or discrimination.
- Not safe to travel around

OPPORTUNITIES

- Implement new travel associations for LGBT community
- Conduct events regionally.
- Promote LGBTQ-owned businesses.

THREATS

- Level of antagonism, where the irritation of host peoples will be shown physically and verbally.
- Local police may not respond, when an LGBTQ individual is in danger or is the victim of a crime
- local social groups have strident anti-LGBTQ beliefs.

5.1 FINDINGS

- Most of them drop-off their travel plans because of safety issues, The risk of being harassed and violated during holidays is something that the LGBT+ community acknowledges in ways that straight tourists do not
- According to the guests opinion most of them doesn't hesitate to disclose they are from LGBT community
- Certain percentage of travelers are traveling to attend LGBT events, conventions etc
- .The travel habits of lesbians and gays differ from each other, with lesbians behaving more like straight women than gays behave like straight men
- Many couples are now travelling with dependent children, which makes gay and especially lesbian tourists more like straight tourists with families.
- Some destinations are still listed as unsafe for LGBT+ tourists
- Motivations like weather, nightlife, shopping, and so on are listed as some of the primary reasons of both LGBT+ and straight tourists, but the choices of LGBT+ tourists are slightly more limited if they wish to express their sexuality during their travelling
- Tourism providers and destinations are starting to recognize the potential of showing tolerance, and advertising that targets the LGBT+ tourists is becoming more common
- It is financially, ethically, and socio-politically beneficial for a destination to attract the LGBT+ market
- Most of them like to travel but, they hesitate to travel because of the locals attitude towards them.
- LGBT Tourism can be an upcoming tourism trend

5.2 SUGGESTIONS

- Educate locals about the community and try to improve locals attitudes towards LGBT community
- Initiate promotional techniques to attract more LGBT Travelers.
- It is required to arrange some more LGBT Events
- Avoid gender discrimination
- Provide safe stays and accommodation facilities
- Provide better travel itineraries to LGBT Travelers because some places are still not safe for them

6.1 CONCLUSION

LGBT tourism is now playing an important role in global tourism. More and more LGBT people decide to take holidays in other countries, making the economy turn. It is therefore essential to harness the energy provided by this new flow and exploit it to renew the infrastructures dedicated to tourism, making it truly accessible to anyone. To do this, however, it is not enough to hang some multicolored flags. It is necessary to pay attention to several factors, first of all: perception.

A bad perception of experience could seriously damage the reputation of a region in the long run and compromise its profit, even if only to a small extent. Intolerance and violence are almost never frowned upon, and things are unlikely to change in the future. So to have a good reputation it is necessary that the locals are able to behave civilly, maintaining their opinions but without injuring anyone. This is the most complex part since it would be useless, if not counterproductive, to build a completely LGBT friendly hotel in the center of a completely homophobic city. If we really want to transform a region we cannot work on adults, because it is very difficult for them to change their mind, instead we have to work on children and teach them that the different is not wrong. And that is what is happening in Brazil where because of poverty and despair, attacks perpetrated against LGBT people are frequent (Mountian, I.(2014))

However, it is necessary to keep in mind how much LGBT families are really able to spend, so as not to exceed with prices. And above all it is necessary to keep in mind the value for money, people do not like to spend more than they should. An excessively high price could result in a huge gap between perceived quality and assumed quality. Again bringing the tourist to be dissatisfied to the point of choosing other destinations for his future travels and, worse, advising against the destination and undermining its reputation. While early research suggests that gay travelers have more finances and travel more than straight tourists, this conclusion of their travel habits has started to turn due to more recent research. Also, more and more studies are now also focusing on lesbian tourists as opposed to all research being about gay men. The travel habits of

lesbians and gays differ from each other, with lesbians behaving more like straight women than gays behave like straight men. While research still shows that adult homosexuals are financially well off, the lifestyles of homosexuals are changing with it becoming more tolerated all around the world. Many couples are now travelling with dependent children, which makes gay and especially lesbian tourists more like straight tourists with families. Even if the motives of gay and lesbian tourists are quite consistent with the motives of straight tourists, as is clear from both literature and the results of the survey, it is also notable how big of a factor safety and tolerance is while travelling. Some destinations are still listed as unsafe for LGBT+ tourists, though they are considered tourism destinations in general. Motivations like weather, nightlife, shopping, and so on are listed as some of the primary reasons of both LGBT+ and straight tourists, but the choices of LGBT+ tourists are slightly more limited if they wish to express their sexuality during their travelling. The survey results also show clearly that tolerance is an important factor while making travel decisions. The risk of being harassed and violated during holidays is something that the LGBT+ community acknowledges in ways that straight tourists do not. While it has been stated that LGBT+ tourism is not as affected by major events that affect tourism in general, news of intolerance towards a member of the community can lead to avoidance and loss of business to the company. Tourism providers and destinations are starting to recognize the potential of showing tolerance, and advertising that targets the LGBT+ tourists is becoming more common. The next step would be mixing LGBT+ members and straight tourists in advertising to show that there is no difference in how they are treated. With the status of LGBT+ community getting better everywhere, it is not only the community itself that takes notice of 39 negative reputation of a destination regarding gays, lesbians, bisexuals, transgendered, and other sexual minorities. A gay friendly destination is one where the attitudes of tourism providers as well as locals are welcoming and accepting. The legislation of the country does not always count, but this means the destination must already have a reputation of being gay friendly. Some parts of Greece are a good example of this. LGBT+ tourism grows as tolerance is spread around the world, and tolerance is spread as LGBT+ tourism continues to grow. It is financially, ethically, and socio-politically beneficial for a destination to attract the LGBT+ market. However, the reputation of the country or company is not only up the leaders, but the locals and employees as well. LGBT+ market is a market that has grown through the years, and continues to grow. The research found and conducted shows nothing but positive effects to tourism providers with a tolerant reputation.

The only negative comes from hostility, as it leads to avoidance. Travelling in general is becoming easier, and tourists are reaching new parts of the world. Previously unknown places have the opportunity to get a reputation of LGBT+ friendly from the start and thus gain the trust of the community. History, numbers, statistics, and research can show the benefit of this trust. In practice, it shows as a steady flow of tourists that would otherwise choose to go elsewhere. The most challenging part of this Bachelor's thesis was finding research that could be considered valid. Enough data was collected to understand that the LGBT+ market has more potential than a lot of tourism providers realize. This data can potentially be what will help the writer with finding a job in the tourism and hospitality industry. Connections between the literary research and online survey were easy to spot, and the amount of participants in the online survey was surprising but welcomed. In the future, the next area to investigate would be the groups that have been left without any research so far: Transgendered, bisexuals, and other sexual and gender minority groups.

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Handbook of LGBT Tourism and Hospitality: A Guide for Business Practice Paperback by Jeff

Guaracino (Author), Ed Salvato (Author)

News paper

<https://www.news18.com/news/india/pink-tourism-india-now-a-hot-spot-for-lgbt-travellers-522973.html>

QUESTIONNAIRE

I Himani G,MTTM student at St.Teresa's college (Autonomous) Ernakulam writing my final semester dissertation on " The Study On Promotion Of Pink Dollar Tourism In Kerala; The Challenges Of Identifying And Safety Of LGBT Tourists" your're kindly requested to spare some minutes and fill the following questionnaire. The research is purely academic and any information provided will be treated with a at most confidencetally.

NAME:

AGE:

PLACE:

NATIONALITY:

OCCUPATION:

1.Would you like to travel?

YES

NO

2.Would you like to travel outside India?

YES

NO

3.Which type of tourist are you?

Adventure tourist

Eco tourist

Backpack Tourist

Others Specify:

4. What do you prefer?

Solo

Group

Couple

5. What source of information have you consulted after you arrive in a destination?

Internet

Newspapers/magazines

Family/Friends

others: specify:

6. Do you think India is an LGBT Friendly country?

YES

NO

7. In your opinion, Do you think Kerala is a safe place for LGBT Travelers?

Highly Agree

Agree

Disagree

Highly Disagree

8. "Kerala government is supportive to LGBT Community"?

Highly Agree

Agree

Disagree

Highly Disagree

9. Attitude of Keralites towards LGBT travelers

satisfactory

not satisfactory

excellent

10. faced any bad experience while travelling within kerala?

YES

NO

11. How local peoples respond and interact to your community?

Satisfactory

Good

Not Satisfactory

Excellent

12. Does your local LGBT community help you to travel?

YES

NO

13. Did you organized any group tour with your local community members?

YES

NO

14. Are you afraid to disclose that you are from LGBT community while travelling?

Agree

Disagree

15. As a traveler from LGBT Community how do our think society is accepting you as a traveler ?

Agree

Disagree

16. Which type of accommodation do our prefer while traveling?

Budget Hotels

Resorts

Luxury Hotel

others: Specify:

17. What is your overall opinion about the services they're providing to your community?

Very good

Good

Average

Below average

18 .Do youfeel unsafe while staying in a hotel at an unknown place?

YES

NO

19. "Not all hotels accept your community to accommodate in their hotel do you agree"?

Highly Agree

Agree

Disagree

Highly Disagree

20 . Do you seek any help from travel agencies for organizing travel packages?

YES

NO

21 . Do our feel any change after the lgbt bill has passed in india?

YES

NO

Questionnaire to Hosts

NAME:

GENDER:

AGE:

PLACE:

CO.NAME:

1.Are our aware of LGBT Community?

YES

NO

2.Do you provide an services to them?

YES

NO

3. Is there any regular customer from this community?

YES

NO

4. Do you provide any extra promotional activities to attract them?

YES

NO

5. Is there any travel package specially created for LGBT Community?

YES

NO

6. Which type of accommodation is mostly chosen by them?

Budget Hotel

Luxury Hotels

Motels

Others: Specify:

7. Do you ensure any extra care while accommodating?

Agree

Disagree

8. Do you ensure any extra care while preparing itineraries for the people from LGBT community?

Agree

Disagree

9.Does your staffs are co-operative and maintain a good relation with them?

Agree

Disagree

10.Are you planning to expand the services especially for LGBT Community?

Agree

Disagree

