



An Analysis of How a Destination builds the LGBT Friendly Image to Attract LGBT Community's Awareness: The Case of Amsterdam and Barcelona

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Abstract

LGBT tourism market from a niche is gradually becoming one of the spearhead segments of tourism in a city or a country. In order to build an LGBT-friendly destination image, that destination needs to prepare in-depth knowledge and understanding of the formation of the LGBT market to know the desires and aspirations of LGBT tourists. There are many studies conducted about the formation and development of the LGBT market in general, but there is very limited research about LGBT-friendly images, as part of the tourism industry in a destination. The aim of this research is to investigate an analysis of how LGBT tourists' perceptions are attracted to the LGBT-friendly image that Amsterdam and Barcelona are building in their tourism industry. Theoretical background about knowledge, destination image and the role of psychological motivations and culture values are applied to support the achievement of the paper's aim. Quantitative method is implemented with a use of internet surveys for two aspects and from two perspectives, the first is for experts of Amsterdam and Barcelona's DMO, the second is for LGBT tourists who have chosen these two cities as their tourist destinations. The results determined that the LGBT community is always looking for destinations that welcome them as a second home, and DMOs experts must have in-depth knowledge of the LGBT market to build friendly images and build trust. The tourism industry of Amsterdam and Barcelona still needs to improve the quality of aspects of the image of LGBT-friendly destinations in order to maintain and improve its effectiveness in developing attractiveness with LGBT tourists in particular and the LGBT tourism industry in general.

Key Words: LGBT tourism market, Destination Image, LGBT-friendly image, LGBT tourist's awareness, psychological motivations.

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Chapter 1: Introduction

1.1. Background information

Travel and tourism sector is one of the industries with continuous growth for many years and contributes the most to the GDP of the world with 8.9 trillion USD in 2019 (Statista, 2020). LGBT tourism is a type of tourism that has overcome many difficulties, challenges and barriers for many years (Johnston, 2005) to achieve success as it is now. Currently, LGBT

tourism is considered a large and important market, which is estimated to be worth 76.5 billion USD in 2006 and account for 6 percent of the global tourism industry (Out Now, 2012). Therefore, there are more and more destinations associated with the LGBT community, along with businesses with tourism products targeting LGBT people (Robinson et al., 2011). In the past, the LGBT community had suffered a lot of prejudices, rejection, and discrimination, which created hostile and stressful environments (Meyer, 2003). They always want to receive acceptance from everyone, for them, LGBT

tourism is a new opportunity for them to explore new places with new experiences, which are still friendly and give them a sense of comfort. and as free as at home (Hughes & Deutsch, 2010). Consequently, most LGBT communities like destinations associated with LGBT-friendly images. Ginder and Byun (2015) state that by using symbols such as a rainbow or pink triangle, travel strategies and plans, destinations can build LGBT-friendly images. And that's how a country uses a friendly LGBT image to develop tourism in the country.

Spain is the pioneer European country for the friendly image of lgbt, considered a prestigious destination for the LGBT community (UNWTO, 2017). To be that ideal destination, Barcelona was the site of the country's first LGBT protest in 1977 (Calvor, 2001). Furthermore, Spain enacted the same-sex marriage and adoption law in 2005, It has been used as a reference for many other European countries. Those were the first steps in the history of forming a friendly LGBT image, followed by the organization of two major festivals in Barcelona, the Pride Barcelona and Circuit Festival.

Amsterdam is a port city and the largest city in the Netherlands, it has been a popular tourist destination since the 2000s (UNWTO,2019). The city's tourist attraction is the cultural heritage of the buildings and canals, especially the welcoming attitude towards sex and drug use. The city enacted many special laws to create tolerance for homosexuality, attracting many foreign tourists to come here to experience it (Puar, 2002). Openness to gay and lesbian life is evident through bars, restaurants, hotels, saunas and dances as well as sex clubs (Jeffries, 2004).

1.2. Rationale

LGBT Tourism has become a very vibrant segment of tourism research articles, which have been chosen as the topics to explore and analyze by researchers based on many aspects such as economic, social or environmental (Lasala, 2008; Khan, 2013; Lubowiecki-Vikuk and Borzyszkowski, 2015; Ram et al., 2019). Khan (2013) assessed tourism market perception of the LGBT tourism segment through a range of motivation theories. Lubowiecki-Vikuk and Borzyszkowski (2015) have comprehensively investigated the tourism activity rate of LGBT communities in postcommunist countries, especially Poland, through tourism behavior and preferences. Furthermore, Ram et al., (2019) explored the link between the safe awareness of the LGBT community and their tourism behavior and their satisfaction in an LGBT-friendly destination. All of these research articles aimed at raising awareness about the issue of LGBT

Tourism have become a lucrative market segment coupled with the needs of the LGBT community. However, there are still limitations on the tangible view of the importance and benefits to be generated from this market. This research paper will explore in depth how building an LGBT-friendly image at a destination is a key factor in driving tourists to the site. The author will have a perspective on every aspect from the tourism market in LGBT-friendly destinations, with a focus on the effectiveness and importance of LGBT images leading to development and attracting tourists. The paper will be a major contributor to previous studies (Lasala, 2008; Khan, 2013; Lubowiecki-Vikuk and Borzyszkowski, 2015; Ram et al., 2019) that also highlight the influence of LGBT-friendly images and will use other effective theories and methods.

1.3. Aim & Objectives

The purpose of this research paper is to investigate how building an LGBT-friendly image for a destination affects the perceptions and thoughts of LGBT people to entice and attract them: the case of Amsterdam and Barcelona.

To achieve the aim, followed Objectives will be considered:

- To evaluate the effectiveness of recognizing and understanding the LGBT market to form and build an LGBT-friendly image for a destination.
- To identify the destination image has been built by Barcelona and Amsterdam impact on LGBT tourists.
- To investigate the nature of the development of LGBT-friendly destination practices after building an LGBT-friendly image in Amsterdam and Barcelona.

Chapter 2: Literature Review

2.1. Introduction

This chapter will be divided into two main sections with some subsections for further analysis and clarification. In the first part, the author will present definitions, concepts and theories about the destination image to help readers understand and have an overview of its meaning and role. At the same time, the author seriously analyzes and discusses the LGBT segment and destinations with LGBT-friendly images. It helps readers best understand this segment and see how a destination deserves an LGBT-friendly image. These definitions and concepts will help readers see how a destination defines the role of a destination image, then builds it into an LGBT-friendly place, and from

there, this image in the perception of tourists and attracts them. The second part will focus on empirical studies conducted in the field of LGBT tourism and show the most authentic way of shaping a destination's image, more specifically, its LGBT-friendly image.

2.2. Theoretical background

2.2.1. LGBT Tourism Segment

In the 1970s and on, LGBT Tourism was a concept that was considered and defined based on its development, which involved commercial recognition and was first named "gay travel market" (Kates & Belk, 2001). It was not until the 1990s that the concept of gay tourism became more popular and officially put into operation in the tourism industry in many different forms. However, it is still difficult when facing the fear of many businesses, who are afraid that the products they provide to the gay community will likely be boycotted and opposed by many other consumers (Waitt & Markwell, 2006). Therefore, Ginder and Buyn (2015) note that there are still many reasons why the definition of LGBT becomes ambiguous and difficult to define. They argue that the definition can be derived by self-identifying behaviors, such as self-forming homosexual acts, same-sex attraction or any combination thereof. The LGBT community is still not fully recognized and supported in many parts of the world, and prejudice and discrimination are still very common; it has become the politically and culturally influential reasons of this definition. On the other hand, with the success and continuing development of many products and businesses that support the LGBT community, Stuber (2002) asserted that LGBT was qualified to become a market segment and he confirmed that social acceptance for the community as well as the LGBT market is on the rise. Especially Hughes (2006) developed Stuber's research (2002) and said that the LGBT market has great potential for exploitation and development in tourism. Finally, it was concluded that the concept of LGBT Tourism with its very complex and multifaceted nature has been studied deeply by Peter et al (2016) to come up with its definition. LGBT Tourism Segment is any tourism activities of all different forms that are specifically researched, designed and effectuate to entice consumers in the LGBT market (lesbian, gay, bisexual and transgender). In addition, the connection, interaction and work between suppliers, regulators, operators and consumers of LGBT tourism products and services is also an important and indispensable part of this concept (Peter et al, 2016). He also noted that readers need to know and understand that LGBT Tourism is a phenomenon that can be called and replaced by other terms in different

contexts. For example, Hughes (2006) observed that the term "pink tourism" with a pink triangle is used to denote gay men in concentration camps in Nazi Germany and it has become a symbolic community. Tebje (2004) has noted the use of "queer tourism" instead of LGBT Tourism to further emphasize the difference between the ordinary area and the LGBT communities in South Africa. More specifically, the development of LGBT tourism over time with different terms is recognized under Graham (2002). He believes that "Homosexual tourism" is a suitable term and can be used as an alternative to LGBT Tourism, which demonstrates the purpose of tourism is to enjoy sensual and sexual freedom more than at home. The 18th century tour from Europe to Mediterranean by homosexual males contributed to this point. Graham (2002) found that gay and lesbian travel destinations in European and American countries for activities such as travel events and festivals, they only use the term "Gay Tourism" instead of the LGBT Tourism. And it is also a phenomenon that shows that the number of lesbians are less than gay and bisexual and transgender people are not much interested in the tourism industry (Southall, 2009). Therefore, most research is about tourism behavior of gay men and lesbians, while research on bisexual and transgender tourism is still limited (Collins, 2008). Over and above, Blichfeldt, Chor and Milan (2011) pointed out and recommended a very interesting issue related to the concept of LGBT Tourism. When deciding to travel, people in the LGBT community have many different purposes, sometimes they want to show their gender rights but sometimes they also want to suppress it. So, "there's no such thing as an "LGBT tourist" here, instead based on the variety of purposes these "LGBT tourists" choose to be sports tourists, food tourists, cultural tourists, etc" (Blichfeldt et al., 2011, p.22). In summary, with prior in-depth assessments of different, sometimes conflicting perspectives, it can help to better identify gaps that have occurred between these hypotheses.

2.2.2. Destination Image and the LGBT-friendly image destination

Over the past three decades, tourism research has focused on many different fields and among them the one that has received a lot of attention, to a large extent, is the destination image (Hosany et al., 2006). This concern for destination image is similar to that of brand image, which carries definitions and concepts that are extremely important in analyzing consumer behavior (Dobni and Zinkhan, 1990). According to Hunt (1975) defined that destination image is "an impression of people, places, climates and attractions", this is an inclusive definition of the important role of images in tourism development, and is the starting point for the definition of

destination image later. Based on Hunt's (1975) definition, Lawson and Baud Bovy (1977) developed it as "the harmonious and quintessential combination of all the emotional thoughts, knowledge and prejudices of a destination." And to conclude the definition of destination image in the 1970s, Crompton (1979) simplified it to "a sum total of all impressions, ideas and beliefs associated with a destination." These researchers made the first discoveries to create a hinge for the definition of image destination, which they consider to be the smallest things that stem from human nature itself: impressions, beliefs, prejudices, feelings, thoughts and ideas.

From 1990 onwards, this definition was once again studied and explored further to arrive at an answer that is said to be the most comprehensive and accepted by all. Thus, Fakeye and Crompton (1991) further stated that it is "accumulated Ideas, expectations, Impressions, beliefs and feelings towards a destination." And Echtner and Richie (1991; 1993) stated that destination image is a multidimensional concept, bearing many different aspects, which derives from both symbolic and intangible features. This definition has since been taken as a good point contribution and is widely used and cited (Baloglu & Brinberg 1997; Walmsley & Young 1998). On the other hand, Baloglu and McCleary (1999) concretize this definition with more details that are easier to understand and perceive as "the quality of experience, attractions, value/environment, relaxation/escape, excitement/adventure, knowledge, social and prestige." From this, later studies (Beerli & Martin, 2004; Chen and Tsai, 2007) have added finer details with Kim's latest definition (2014), destination image is "a favourable image" of a destination formed by a combination of the destination's attributes (eg, beautiful landscape, shopping opportunities, cultural exchange, infrastructure, safety, and activities)".

Most of the major studies on the definition of destination image have considered and relied on two main components, cognitive image and affective image (San Martín & Del Bosque, 2008; Smith et al., 2015; Tan & Wu, 2016). Because they assume that when tourists perceive and form opinions about the image of a destination, it is a subjective view and thought. Royo-Vela (2009) states that in the minds of tourists, prejudices, knowledge, and beliefs come from cognitive images; affective images show their thoughts and feelings towards that destination. And the process of forming destination image in tourists' perception is the combination of cognitive and affective image to create an overall image of the destination (Baloglu & McCleary, 1999). Even though there are many definitions and

generalizations about the internal components of the destination image, there is still a gap between studies, which creates an opportunity for the development of this definition in the future. It helps to give new directions to a more universal definition, and to gain acceptance by all.

Johnston (2005) argues that a destination has two ways to show friendliness and support to gays and lesbians. The first way is that the destination needs to build visible signs associated with the LGBT community, it can be symbols like rainbow flags or pink triangles). And the second way is to implicitly show the sympathy and support of that LGBT destination by concentrating in particular areas of a city or country, which are isolated and hidden from the community that is not LGBT. According to Jeffrey, Vorobjovas-Pinta and Sposato (2017) suggest that expressing things in a tangible way is the most appropriate. But it is not a simple thing, for a destination to be dubbed a beautiful image from the perspective of the LGBT community, it takes a lot of time and action with the aim of focusing on building and clarifying the image of the LGBT community (Haslop et al. 1998). And in order to attract tourists in this segment, the destination must understand the underpinning about the foundation of the social structures in it.

2.3. Review of existing empirical research

2.3.1. The formation of the LGBT Market

Based on the analysis of market segmentation criteria, Stuber (2002) used the four most popular metrics: accessibility, measureability, profitability and stability. And he reached out to the community and media platforms to dig deep into this market in a powerful way. In addition, he also searches and collects the necessary data of a considerable number of people. And he asserts that LGBT is qualified and has the possibility to become a market segment that brings high efficiency to the economy.

However, the research and development of tourism based on the LGBT community still faces difficulties and contradictions because it is a new form of service and is especially based on the spatial nature of tourism (Coon, 2012). Like Kinnaird & Hall (2000) said that in a dichotomous situation, LGBT are sought and exploited by the tourism industry as a potential customer group, but it can cause discomfort and friction when they are present in an asynchronous environment. So, Coon (2012) explains this phenomenon by measuring the social acceptance of LGBT travelers, to determine whether a tourist destination is heterosexual or homosexual. In addition, Kinnaird & Hall (2000) argues that tourism research in the LGBT community is

viewed by some as biased because it focuses on exploiting men's experiences rather than women's. Meanwhile, *Curve* - America's largest less-popular magazine, collected nearly 1000 responses to a travel survey and found that 29% fewer people spent \$2000 on travel and 33% spent less on travel, over 1000 dollars in 2011.

At the same time, research by Ginder and Buyn (2015) also shows that the LGBT community is divided into many subgroups with different classes, such as upper-class LGBT people and lower-class LGBT people. Therefore, there have been a few studies on the LGBT community but mainly focused on white people, educated and wealthy sympathizers. Meanwhile, non-white LGBT people tend to be overlooked and forgotten during data collection and research on this market (Berezan, Raab, Krishen, & Love, 2015; Clift & Forrest, 1999; Melián-González, Moreno-Gil, & Araña, 2011; Ro, Olson, & Choi, 2017). Johnston (2015) commented that, in order to continue to exploit and develop this growing market, all LGBT people need to be understood and treated fairly. Like, Levitt (1960) defines that every market segment that wants to connect strongly with consumers in order to thrive and stay long-term needs to understand and target the right consumers. "Sales is focused on the needs of the seller, marketing is based on the needs of the buyer", Levitt (1960, p.314) proves that a deep understanding of the target market is key and essential, to be able to manufacture and provide suitable products and services. Therefore, the tourism industry in general and tourist destinations in particular must always update and seek to better understand this market segment so that it can easily come up with effective strategies in attracting tourists. LGBT community (Waitt & Markwell, 2006). To demonstrate this, the leading countries in the LGBT market movement, 14 countries across Latin America and Europe have attracted 35 million tourists with the purpose of LGBT tourism and still is increasing (Out Now, 2015). It is also a number that confirms the profound importance of this market.

2.3.2. Formation of destination image: the role of psychological motivations and culture values

Tourism is an industry that presents fierce competition between tourist destinations. When a destination understands the image formation process, it will help increase its attractiveness and attract tourists' attention in this market (Yoon & Kim, 2000). According to Reynolds (1965), image formation is defined as the construction, embellishment, and arrangement of a few impressions selected by the individual mind over multiple impressions. In a similar way, perceptions of a destination are also established from sources of information, which are processed over time (Court & Lupton, 1997). And when this

information is fully organized and forms a concept that is meaningful to the individual, that is the formation of the destination image (Leisen, 2001).

Furthermore, to understand and study this formation process, it is necessary to have a holistic understanding (Jenkins, 1999) and apply the model of Baloglu and McCleary (1999). Accordingly, stimulus and personal factors are the two main factors, which play a very important role in this process. Stimulus factors are often understood as the variety of a physical object and previous experiences, which belong to the image of the tourist destination and are left with an impression in the mind of the visitor (Hsu, Wolfe, & Kang, 2004; Litvin & Ling, 2001; Vogt & Andereck, 2003). And as has been found in the travel literature (Chen & Kerstetter, 1999; Hui & Wan, 2003; MacKay & Fesenmaier, 1997; Rittichainuwat et al., 2000), individual factors are expressed through social (sex, age, education and others) and psychological characteristics of the individual. Based on studies with these two main factors, the perceived image of a tourist destination is influenced by psychological motivations and cultural values, which play a key role in this formation (Hawkins, Best, & Coney, 2003).

Traditionally, a person's psychological motivation comes from their own needs (Oliver, 1997). Motivation is described as an internal force that particular drives from an unmet need that people to engage in a behavior (Schiffman & Kanuk, 2004) or, more specifically, to undertake need-satisfying behaviors (Oliver, 1997). In tourism research, the push-pull model has been used as a premise to explain the motivations in tourist behavior (Hudson, 1999; Klenosky, 2002). Factors that lead to the decision to take vacation are push factors, that can be defined as "psycho-social motivations that lead individuals to travel" (Baloglu & Uysal, 1996) or "psychological needs that cause a disequilibrium that can be corrected through tourism experience" (Kim & Lee, 2002). On the other hand, pull factors are the characteristics or attributes of a destination that influence an individual's travel decision to entice them to go to that destination instead of somewhere else (Klenosky, 2002). And in short, people travel because their internal forces drive them and the external forces of a tourist destination drag them. Therefore, according to the empirical application of this theory made by Klenosky (2002) in the tourism industry, tourists will be more motivated when the attributes and nature of the destination are fully responsive to wants and then their individual needs.

Furthermore, culture is an essential element, which is defined as embracing beliefs, values,

habits, and ideas in an individual's perception (Sherry, 1986). Therefore, cultural values play an important role in the tourism industry because it directly affects and has a profound influence on the behavior of tourists, as well as the process of forming the image of a destination in the tourist's minds (Litvin, Crotts, & Hefner, 2004). To further develop this multidimensional concept in a subjective field, Rittichaunuwat et al. (2001) found that the perception of Asian, European and American tourists about Thailand is completely different. In addition, Hun and Wan (2003) also show a significant difference between the perception of a destination's image in the perception of Asian and international tourists about Singapore. And the reason here is that the destination image in the perception of each individual is influenced by their country of origin and their similar and different cultures (Fuchs & Reichel, 2004). With these in mind, Elsrud (2001) asserts that individuals with shorter cultural distance have higher levels of trust, aspiration, and a more favorable image of a destination before visiting.

2.4. Background to the primary research context

The main purpose of this study is to explore and investigate the issue of a destination that wants to research and exploit the LGBT community by building an LGBT-friendly image as a tourism brand of that destination image. According to Ian Johnson, CEO of Out Now (a marketing agency for LGBT consumers), "LGBT Tourism has begun to be exploited, explored and developed in major ways over the past 20 years." And from there, it has become a market worthy of attention and also profitable for the tourism industry of a destination. Obviously, the Destination Marketing Organization (DMO) cannot ignore this market, they also want to own this market in their destination, and this starts with building an LGBT-friendly image for that destination (Reshma, 2013). According to UNWTO (2020), starting from 2014, pursuing an LGBT-friendly image in European countries has become a movement, it originated in France, followed by Italy, the Netherlands, Germany, Czech Republic and most recently and most successfully in Spain, more specifically Barcelona. Thereby, this study will be followed by a case study on LGBT-friendly image in Barcelona, Spain with in-depth analysis on the formation of this image in the perception of LGBT tourists with two main reasons. Firstly, Barcelona has identified the destination's strengths in iconic historical destination, cultural value since being the site of the first LGBT demonstration in 1977 (UNWTO, 2020). Therefore, the author wants to assess whether the cultural value of a destination really creates success in building an image in the minds of LGBT tourists. Secondly, Amsterdam has

incorporated the LGBT scene as a natural part of the city's everyday life, with rainbow flags being hung and depicted everywhere, moreover in its bars, restaurants, and hotels, that was built specifically for the LGBT community (UNWTO, 2020). The author wanted to investigate whether by understanding the wishes and beliefs of LGBT tourists like this, it is possible to influence the psychological motivation to attract them. Overall, the author hopes that this research will assist in helping a destination realize the benefits brought by LGBT Tourism, and will contribute to shaping, building and developing an LGBT-friendly image at that destination.

2.5. Conclusion

To conclude, the theories relevant to the aim of the study and the existing studies have been discussed in the literature review. The author proposes that there is a linkage between the theories and concept used in the study and assumes that, all theories about destination image and the process of forming it need to be applied by a destination, and especially must understand and catch up all the information, concept of the LGBT market, as well as the LGBT tourism industry to form a best destination image from the perspective of the LGBT community. Meanwhile, it can be seen that LGBT tourism is becoming a very popular industry and attracts both LGBT and non-LGBT people. However, the main research of this paper is to build a destination image and impact on the perception of LGBT people. Like Barcelona and Amsterdam found strength in this area, and built it to become stronger and attract uncut diamonds, who are LGBT tourists with an average expenditure superior to other travelers, are generally highly educated and likely to travel more frequently.

Chapter 3: Methodology

3.1. Research aim and objectives

The purpose of this research paper is to investigate how building an LGBT-friendly image for a destination affects the perceptions and thoughts of LGBT people to entice and attract them: the case of Amsterdam and Barcelona.

To achieve the aim, followed Objectives will be considered:

- To evaluate the effectiveness of recognizing and understanding the LGBT market to form and build an LGBT-friendly image for a destination.
- To identify the destination image has been built by Barcelona and Amsterdam impact on LGBT tourists.
- To investigate the nature of the development of LGBT-friendly

destination practices after building an LGBT-friendly image in Amsterdam and Barcelona.

Hypotheses

Hypothesis 1

Ha The recognition and understanding of the LGBT market has a positive impact on the formation and building of an LGBT-friendly image for a destination.

Ho The recognition and understanding of the LGBT market has a negative impact on the formation and building of an LGBT-friendly image for a destination.

Hypothesis 2

Ha The destination image has been built by Barcelona and Amsterdam positively influence on LGBT tourists.

Ho The destination image has been built by Barcelona and Amsterdam negatively influence on LGBT tourists.

Hypothesis 3

Ha After building an LGBT-friendly image has a positive effect on the nature of the development of LGBT-friendly destination practices in Amsterdam and Barcelona.

Ho After building an LGBT-friendly image has a negative effect on the nature of the development of LGBT-friendly destination practices in Amsterdam and Barcelona.

3.2. Research approach

The author wants to assess the impact of a destination trying to build a new destination image, specifically an LGBT-friendly image, on the perception of tourists in this community. And to achieve the purpose, aim and objective of this paper, a quantitative approach is chosen for implementation. According to Muijs (2011), a quantitative approach focuses on the collection of numerical data that is being analyzed using mathematical (statistical) methods to explain a particular phenomenon and it is used to examine theories and hypotheses that lead to their rejection or acceptance. Research is focusing on the relationship between destination image, the formation of LGBT-friendly images and LGBT people's perception and feelings of attraction; therefore the collected data will be used to determine the relationship between the variables. Jean Lee (1992) argues that quantitative methods are objective, often using surveys and questionnaires to investigate, so the researcher's participation is insignificant and kept a discreet distance, differs from qualitative methods where individual researcher involvement is necessary and thus creates subjectivity.

3.3. Sampling

To achieve the objective of this study, the author believes that internet survey would be the most appropriate method. According to Nayak and Narayan (2019), there are several advantages of internet surveys, as they are quick and easy, cost-effective, and many people can access the internet, resulting in a large amount of coverage. more population. As mentioned above, the author will use a quantitative approach and will apply probability sampling, focusing on two aspects and from two perspectives. The first is from the perspective of the city of Barcelona, Spain, more specifically the experts of this city's DMO, have the ability and authority to build the image of a destination. They must be strategic planners to build and develop tourism destination images, have at least 4 years of working experience in the tourism industry with special understanding and knowledge of LGBT-friendly image. Secondly, from the perspective of tourists in the LGBT community, provided that they have come out into society, and choose Barcelona or Amsterdam as a tourist destination with the main reason is the LGBT-friendly image here. According to Taherdoost (2016), probability sampling is targeting a larger population and giving everyone in the population an equal chance to be part of the sample and thus allowing generalization.

3.4. Data Collection

It will also be divided into two categories under 2 aspects with questionnaires. These questionnaires will be emailed and contain rating scale questions and respondents must respond by choosing from 1 to 7, where 1 indicates strongly disagree and 7 means completely agree.

From a tourist's point of view, there will be two types of questionnaires, one for LGBT travelers who wish with their intentions and plans to go to Barcelona and Amsterdam and the other for LGBT travelers who have traveled and completed their holiday in Barcelona and Amsterdam. Both are for tourism purposes because of the LGBT-friendly beauty image here. The first questionnaire measures the level of awareness of the LGBT image in Barcelona, whether it is effective and capable enough to boost an individual's motivation. The following questionnaire is used to measure the level of acceptance, satisfaction and trust, and the desire to travel again in Barcelona in the future.

From a DMO of the destination perspective, the questionnaire will be conducted using the same process as above, and to measure the effectiveness of tourism aspects in before and after building an LGBT-friendly image in Barcelona.

3.5. Data analysis

The questionnaires that will collect information from tourists in Amsterdam and Barcelona who are openly participating in the LGBT community will contain questions about the rating scale (Likert scale) and respondents are required to Answer by choosing from 1 to 7, where 1 indicates strongly disagree and 7 means strongly agree. To establish the relationship between variables, scatter plotted will be used because it graphically depicts the positive, negative or no association between variables to determine whether the hypotheses are confirmed or not. (Stockemer, 2019).

3.6. Validity

Validity explains the extent of match between the theories and frameworks with the outcomes of the tests suggested by the research and its process includes gathering evidence to support these outcomes (Braun et al., 2012). According to Muijs (2011), validity can be classified as content validity, criterion validity and construct validity. The content validity examines whether the content of the questionnaire corresponds with what is needed to be achieved (Muijs, 2011). The criterion validity requires proper theory knowledge and relies on prediction of the outcomes (Braun et al., 2012). The construct validity is measuring the test outcomes and its association with the construct (Braun et al., 2012). The author must have a theoretical base in order to create questionnaires that correlate with what is wanted to be measured and what matches the concept in order to attain the desired outcomes.

3.7. Generalisability

According to Bryman and Bell (2007), generality represents the applicability of a study when applying theories and finding results from one discipline and destination to another. If the results of the study are accepted in different forms in terms of the above mentioned aspects, then it can be said that the study has good generalizability and vice versa. The author is conducting research specific to the tourism sector and applies it specifically to LGBT-friendly destinations in Barcelona and Amsterdam, however the methodology, hypothesis and results could be used in other areas such as educational, technology, and in different cultures without regard to political or religious issues.

3.8. Ethical Issues

During this report, the author must consider certain ethical issues. Bias occurs in all forms of science, according to Smith and Noble (2014),

and it is difficult to eradicate. Due to randomization in sample selection and collection of numerical data, bias in study is minimized by using a quantitative method (Smith and Noble, 2014). Furthermore, according to Nayak and Narayan (2019), it is important for potential participants to be fully informed about their participation in the survey and to have the freedom to choose whether or not to participate. It is also important to obtain participant consent for the researcher to use the data obtained. Before beginning the online survey, Mahon (2013) recommends having an information page where participants must agree to the terms and give consent before beginning. To protect the participants' identities, the author must take into account their privacy and anonymity. As a result, the researcher will ensure that the answers are processed in an anonymous manner. Furthermore, the data will be kept in a secure location where no one else will be able to access it.

3.9. Limitations

According to Science (2001), the lack of knowledge and resources while conducting quantitative research can be a challenge in developing countries. Almeida et., (2017), quantitative researchers may face other issues such as difficulty in controlling variables during field experiments, certain simulations during conducting research requires a specific deep knowledge about that field, surveys do not capture the behavior and change of emotions from the participants. Almedia et al., (2017) continues that even though online surveys can help cost effectiveness and less time consuming, the data is very dependent on the structure and the respondents' answers. The activeness and willingness of the response from online surveys is considered to be a limitation. Other than that, the wrong target group of samples also inevitably occur during the research.

Chapter 4: Discussion

4.1. Introduction

In the following chapter, three objectives will be discussed in order to gain further comprehension of the impact of LGBT image formation and destination image in Amsterdam and Barcelona on tourists in the LGBT community. Moreover, not having employed primary research, the following section will examine and combine the existing findings in literature review in order to make a link between the nature of the development of LGBT-friendly destination practices and the success of LGBT tourism in a destination.

4.2. To evaluate the effectiveness of recognizing and understanding the LGBT market to form and build an LGBT-friendly image for a destination.

Levitt (1960) posits that “selling focuses on the needs of the seller, marketing on the needs of the buyer”, implying that without a thorough grasp of the consumer, one cannot reach the consumers or offer the proper goods and services. DMOs and the tourism industry in Amsterdam and Barcelona need to figure out how to comprehend this LGBT market niche better, to find a strong link connecting them to this rapidly growing market. In order to market to LGBT segment, Amsterdam and Barcelona must try to understand the underpinning of the segment’s social constructs to build and develop the LGBT-friendly destination image. Because heterosexuality is the norm in society (Dyer, 1997; Haslop et al., 1998) gay men and lesbians tend to feel marginalized and oppressed and therefore they feel the need to define and express their sexual identity more intentionally than most heterosexuals do (Haslop et al. 1998).

LGBT Tourism was once a niche market and has now become very popular and unique, which needs to be recognized and understood very clearly by DMOs for two reasons. The first, the LGBT consumers' "home" identities and their vacation identities may differ. When traveling, they might either be more likely to conceal their sexual orientation or feel more comfortable coming out in LGBT-friendly locations. To support this statement, homosexual men have opportunities to encounter LGBT cultures, traditions, and lifestyles when on vacation that they might not have access to at home (Hughes, 1977). As Hodges (1995) states succinctly, “Places are more than locations on maps, they are cultural creations with varying meanings to the different people who experience them”. Hence, all travel decisions that LGBT tourists make are chosen very carefully, because for them the destinations are more special and meaningful than for ordinary tourists. Secondly, According to Hughes (1997), being LGBT and travel are "inextricably intertwined" since many LGBT people are compelled to establish a "LGBT destination" due to social pressure. Tourists in this segment always have more demanding requirements and needs. So Amsterdam and Barcelona need to focus on them, have LGBT-specific tourist information instead of the usual information so that LGBT visitors can experience a great stay here.

The LGBT tourism market needs to be researched and understood not just as a niche but also in the context of the larger travel and tourism sector. It is expected that The LGBT-friendly image building and developing in Amsterdam and

Barcelona, Since it is highly sensitive to changes in these surroundings and has a significant influence on contemporary society, it must be understood within the contexts of politics, economics, culture, and law.

4.3. To identify the destination image has been built by Barcelona and Amsterdam impact on LGBT tourists.

To begin with, according to Madden et al. (2016), to be able to even form a destination image a tourist needs ideally both a pre-visit and post-visit image. These images stem from the Baloglu and McCleary’s (1999) levels of image stimulation (organic, induced, modified induced). For the first LGBT people to come to Barcelona and Amsterdam, especially the induced level, or otherwise the building of an LGBT-friendly image, will influence people's prior decision to visit the country (Phau et al., 2009). This is why Correia et al. (2007) research about exotic countries investigating their push elements are focused on leisure, knowledge and socialisation and pull elements; landscape and attractions that make a traveller visit a country. Therefore, it can be assumed that all these push and pull factors can be identified as induced pre-visit images which in order to influence the traveller, the perception or the image Barcelona and Amsterdam will need to be within the push and pull factors. On the other hand, regarding post-visit images which would be stimulated by modified induced level after having visited Barcelona and Amsterdam may differ, hence here connection between the images can be made. Depending on the image a LGBT traveller gets the pre-image and post-image can be both negative or positive and thus impact his or her first or last impression of the destination would decide whether or not to visit the country (first time or again).

Nevertheless, since trust is developed through familiarity it does not develop immediately but over a long period of time (McKnight et al., 1998; Lee and Choi, 2011). Moreover, Lewicky and McAllister (1995) have also defined trust as the degree of an individual's capability to take actions because of words or another individual's influence. For this occurrence Mellor (2010) conducted a study of LGBT destinations in terms of its image stability. As a result, these destinations started off with the same image, but with the diversification in the construction of the destination image, they still have similarities with each other yet different focus (physical; policy; human perception). Barcelona and Amsterdam presumably can be perceived as a leading image type of LGBT-friendly and growing cities; its image can be changed depending on which way the country will go.

The author suggests that In order for these cities to be trustful, credible, and a safe destination for the LGBT community, the image has to be constant and very alluring to attract travellers as well as other people's influence over the targeted traveller. However, once the image changes, the author assumes that the perception of the country will change as well and that in turn will attract different types of travellers.

4.4. To investigate the nature of the development of LGBT-friendly destination practices after building an LGBT-friendly image in Amsterdam and Barcelona.

The success that a tourist destination always wants to achieve is to satisfy tourists and understand their motivation to attract them back. Howard and Crompton (1980) have adapted Herzberg's (1959) theory of motivation about two types of hygiene factors and motivators affecting motivation into a theory of visitor satisfaction. Travelers' choice of destination and decision-making need to be guided by key ingredients for satisfaction (Howard and Crompton, 1980). Amsterdam and Barcelona have done a great job in shaping LGBT-friendly images and in 2012 were voted as the two leading cities in this tourism industry (Out Now, 2012). Barcelona has a vision for the development of the LGBT tourism industry and has set its own directions and plans to develop and promote an LGBT-friendly image to reach the satisfaction of tourists. In 2020, among the forms of tourism in Barcelona, LGBT tourism is very developed and accounts for about 17% of the total tourism market.

Moreover, the attribute of a destination is physical and tangible offering and basic level (Howard and Crompton, 1980), in particular there will always be a measure of visitor satisfaction here. If the quality of these services is above the threshold, it will lead to satisfaction and vice versa. Therefore, the DMOs of Amsterdam and Barcelona always find a certain threshold for themselves, and promote all strategies, policies and directions to surpass the threshold and achieve the aspirations of LGBT tourists. Even if these services are exceptional, it is unlikely that they will produce a same level of satisfaction because people will expect them and may even view them as standard (Howard and Crompton, 1980). All physical and intangible images and basic level must be continuously strived and upgraded to maintain LGBT tourists' confidence in the destination. Indeed, the Netherlands has been doing this very well; it has long been the first choice of destination in the world for the LGBT community, and especially the city of Amsterdam, which is always open and inclusive in all cultures and lifestyles with hospitality, tolerance and diversity. Especially the LGBT community, there are still many cases of hiding and not being true

to themselves in their own homeland. So they are always looking for a second home, where they can live comfortably in peace and freedom. Amsterdam is one of the most famous cities to meet such needs, it has also become a model country in the world for the peaceful coexistence of its residents, especially in the LGBT community. In addition, Barcelona is always upgrading LGBT-friendly images for the city and country, that is renowned for its open-air concerts, parties, art, culture, and sports during LGBT Pride Week, not to mention Barcelona's unmatched gay scene, which other cities across the world use as a model.

4.5. Conclusion

To conclude, the three objectives were discussed showing that for the hypothesis 1 it is assumed that the recognition and understanding of the LGBT market has a positive impact on the formation and building of an LGBT-friendly image for a destination confirming the Ha. Hypothesis 2 was discussed as the destination image has been built by Barcelona and Amsterdam positively influence on LGBT tourists verifying the Ha. For the hypothesis 3, after building an LGBT-friendly image has a positive effect on the nature of the development of LGBT-friendly destination practices in Amsterdam and Barcelona corroborating the Ha.

Chapter 5: Conclusion and Recommendations

5.1. Conclusion

The world is becoming more and more LGBT-friendly, by accepting and treating them as equals. As a result, the tourism industry has paid attention to the growing demands of the LGBT tourism market, which is expected to include 180 million LGBT travelers globally within the next 10 years (Thomas, 2020). Changing and especially building an LGBT-friendly image is the first and sustainable step for a destination to easily conquer the minds of people in this community. The author suggests the use of an excellent case study, the city of Barcelona in Spain and Amsterdam in Netherlands, to examine the impact of building an LGBT-friendly image of a destination tourist image on the tourism aspects of the destination, as well as the mind of visitors, will provide the right strategies and perspectives in shaping this destination image. To achieve the objective of the paper, all three ideal theories are used: destination image, LGBT tourism segment and LGBT-friendly image destination. The formation of the LGBT market indicates that this community's preference for a destination is based on the acceptance of the people living there. At the same time, the measure of consent to the LGBT

community is also a cultural and environmental factor in the definition of the destination image. Furthermore, the author has found that psychological motivations and cultural values play a role in driving the formation of a destination image. Meanwhile, the LGBT tourism segment can also be a cultural factor that drives the psychology of an individual, more specifically a tourist. The studies have verified that it is important that when a DMO wants to build an LGBT-friendly image for a destination, experts need to have an overview and insight into the LGBT market and LGBT tourism segment. However, the findings require further research. Therefore, the author elaborated the discoveries of the existing studies by using relevant theories in this paper.

The aim of the paper was reached when the three objectives have been discussed suggesting that the recognition and understanding of the LGBT market has a positive impact on the formation and building of an LGBT-friendly image and therefore benefit the destination tourism. Thus, the first objective was achieved confirming the hypotheses 1 (Ha). This hypothesis 1 (Ha) also suggests that LGBT tourists need to have a belief in a destination of their choice, which only DMOs can build when they have enough knowledge about LGBT market. The second objective has been answered by verifying the hypotheses 2 (Ha), that the in-depth understanding of the LGBT community and the destination image has been built by Barcelona and Amsterdam positively influenced on attracting LGBT tourists here. Because these are the two cities that have always been at the forefront of building an LGBT-friendly image for the destination image, and they have achieved a lot of success in increasing the number of LGBT tourists year by year and especially is income growth from LGBT tourism. However, it is questionable whether the continuous researching and absorption of the development of the LGBT community today is still applicable in the long term. The discussion of the third objectives gave a clear answer that the nature of the development of LGBT-friendly destination practices in Amsterdam and Barcelona has been positively impacted and received many successes in the city's tourism industry after building an LGBT-friendly image. According to the results, all visible and invisible images of LGBT-friendly images are being present and developed day by day in Amsterdam and Barcelona. This image is increasingly pleasing and attracting tourists in the LGBT community leading to growth in the LGBT tourism industry in particular and the tourism industry in general in Amsterdam and Barcelona. It is important that every aspect of the LGBT-friendly image needs to be clearly communicated by the cities to gain a comprehensive understanding and achieve the

wishes of LGBT tourists. This article has contributed to the understanding of the formation of the LGBT market and how to build an image of an LGBT destination that has a positive impact on the psychological motivations of LGBT tourists. In addition, through this study, the importance of a city seizing the opportunity to develop an LGBT-friendly image, as part of its destination image, was emphasized, which suggests that LGBT-friendly images not only bring a lot of advantages to the tourism industry but also require constant research to maintain the desire of the LGBT community.

5.2. Recommendations

As this study focuses on the analysis of how a destination can attract the perception of LGBT tourists by building an LGBT-friendly image by investigating factors as LGBT tourism segment, destination image and the role of psychological motivations and culture values; future researchers can contribute to the findings of this paper by including other external factors, for instance how LGBT travelers' psychology or cultural sensitivities in decision-making to go to a destination affect the LGBT-friendly destination image's development. Further research should also examine in more detail whether the LGBT community's travel expectations and how a destination offers image-forming strategies to meet these desires are still going to be relevant in the long-term period. This study also did not consider aspects such as financial issues, policies, tourism-planning and others which might have an impact on the tourism experience of the LGBT community. That could be considered while conducting a similar research in the future. Further research can also focus on other cities or countries that are trying to promote tourism through the development of the LGBT community to test the validity of the current research. This research is analyzing how a destination attracts the LGBT community's awareness using a quantitative approach. For further study, the author proposes to conduct the research with a qualitative approach in order to achieve deeper understanding of the topic. Qualitative approach enables the research to be conducted from another point of view and to elaborate the findings in a quantitative method, for instance using in-depth interviews to comprehend the experiences of the respondents from their personal perspective and giving more detail. And lastly, the tourism industry in Amsterdam and Barcelona is recommended to provide quality products not only in the nature of the development of LGBT-friendly destination practices but also in tourism strategies, policies and plans to match the demands of the LGBT tourists and to enhance the effectiveness of LGBT-friendly image's development. First of all,

for LGBT tourists to feel a warm welcome from the destination, all images or symbols of the LGBT community should be present everywhere, especially in the top tourist attractions. Moreover, for these actions to be realized, DMOs need to have clear plans, grasp the right goals and give the right directions.

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