

Reframing Gay Tourism Branding: Toward Inclusive and Sustainable Directions

Dr Sabari Shankar Ravichandran

Assistant Professor, Symbiosis Institute of Business Management (SIBM), Symbiosis, International (Deemed University) (SIU), Electronic City Phase 1, Hosur Road, Bengaluru, 560100, Karnataka

DOI: <https://dx.doi.org/10.47772/IJRISS.2026.10200445>

Received: 21 February 2026; Accepted: 27 February 2026; Published: 14 March 2026

ABSTRACT

This research note reconceptualizes gay tourism branding through the lenses of identity affirmation, digital mediation, and sustainability orientation. While existing scholarship has examined the motives and behaviours of gay tourists, limited attention has been paid to how inclusive branding, virtual spaces, and regenerative tourism practices intersect within this evolving domain. Adopting a structured narrative review approach, 56 peer-reviewed publications published between 2007 and 2023 were identified through searches in Scopus, Web of Science, and Google Scholar. Following defined inclusion criteria, 44 studies were retained for in-depth thematic analysis. The review identifies emerging research opportunities in areas including virtual gay tourism branding, digitally mediated destination image formation, inclusive policy frameworks, and sustainable travel behaviours. The paper proposes a conceptual framework illustrating the interconnections between gay tourist identity, digital engagement, destination branding, and sustainability orientation. The implications extend to destination management organizations, policymakers, and scholars by positioning inclusivity not merely as a market strategy but as a catalyst for ethical and regenerative tourism development. The study contributes to advancing discourse on equality, representation, and sustainable destination competitiveness within contemporary tourism scholarship.

Keywords: Gay tourists, Destinations, Branding, positioning, Research Note, Sustainability

INTRODUCTION

Gay tourism represents a distinct and evolving dimension of the global tourism sector, primarily catering to the travel preferences, social needs, and identity expressions of individuals within the LGBTIQ+ (Lesbian, Gay, Bisexual, Transgender, Intersex, Queer/Questioning, and Asexual) community. These tourists actively seek destinations that affirm their identities, offer inclusive social environments, and provide a sense of safety from discrimination. Such destinations, often termed gay-friendly, are increasingly recognized for their social, cultural, and economic significance. The growth of gay tourism has become one of the most dynamic trends in contemporary travel markets. According to the International Gay and Lesbian Travel Association (IGLTA), the global gay tourism segment is valued at approximately USD 200 billion annually, reflecting its considerable influence on international tourism flows and spending behaviour. This segment not only contributes substantial revenue but also shapes tourism narratives around diversity, equality, and inclusion. Earlier evidence from Travel University (2000) indicated that gay and lesbian tourists accounted for nearly 10% of international travellers, exceeding 70 million annual arrivals—a figure that underscores the enduring potential and cross-cultural nature of this market. Despite the steady growth of LGBTQ travel, many regions—particularly in Southeast Asia—continue to underutilize its potential. Although tourism significantly contributes to GDP and employment in this region, the inclusion of LGBTQ tourists remains limited, despite their estimated global spending power of USD 3.7 trillion. Expanding LGBTQ tourism is not only a question of market opportunity but also an ethical and developmental imperative, linking equality, human rights, and social acceptance to the broader goals of sustainable development. According to Coherent Market Insights (2024), the global LGBTQ tourism market is projected to grow from USD 331.14 billion in 2024 to USD 552.96 billion by 2031, registering a compound annual growth rate (CAGR) of 7.6%. This rapid expansion highlights the need for destinations to integrate inclusivity and social consciousness into their branding and policy frameworks. However, scholarly attention to

branding strategies and policy mechanisms that shape the gay tourism narrative remains scarce, particularly from a sustainability and inclusivity perspective.

Rationale of this Research Note

Research on gay tourism has emerged as an important strand of tourism scholarship, reflecting both the evolving recognition of LGBTQ rights and the growing visibility of this consumer segment. This research note contributes to the literature by extending the discourse on gay tourism marketing and destination branding, emphasizing critical dimensions such as social acceptance, openness, inclusivity, economic participation, and social progress. The study examines contemporary issues including societal attitudes toward sexual diversity, the unique motives that influence gay tourists, challenges encountered during travel, and the policy frameworks that govern gayfriendly destinations. Furthermore, the note underscores the relevance of sustainability and destination resilience as integral to the future of gay tourism. By linking inclusivity with sustainable development, it encourages policymakers and marketers to recognize gay tourism not merely as a niche market, but as a pathway toward equitable, ethical, and regenerative destination practices. The reflections presented herein aim to stimulate further empirical inquiry and theoretical development within this evolving field, particularly in emerging markets where social inclusion and sustainable branding remain underexplored.

METHODOLOGY

implications for the tourism industry, destination policymakers, and future research directions. This research note adopts a structured narrative review approach to synthesize emerging perspectives in gay tourism branding. A systematic yet interpretive search strategy was employed to ensure transparency while remaining consistent with the scope of a research note. The literature search was conducted across Scopus, Web of Science, and Google Scholar, covering publications between 2007 and 2023. Search terms included combinations of: “gay tourism,” “LGBT tourism,” “queer tourism,” “sexual minority travel,” “destination branding,” “inclusive tourism,” “digital tourism,” “virtual tourism,” and “sustainable tourism behaviour.” The initial search yielded 56 publications after removing duplicates. Publications were included if they: *substantively addressed gay, LGBTQIA+, or queer tourism; examined travel motivations, behaviours, destination experiences, branding, or policy; were peerreviewed journal articles, scholarly book chapters, or doctoral dissertations; were published in English.* Publications were excluded if they: *focused exclusively on public health without tourism context; were opinion pieces or non-peer-reviewed sources; did not engage conceptually with tourism phenomena.* Following screening for conceptual relevance and empirical rigor, 44 publications were retained for in-depth thematic analysis. Rather than exhaustive coverage, the review emphasized interpretive synthesis to identify theoretical gaps related to digital engagement, inclusivity, and sustainability in gay tourism branding. All propositions and research directions presented herein stem from this structured interpretive analysis.

Evaluation

Gay Tourism: A Paradigm

Gay tourism has evolved from a marginal niche to a recognized and economically influential component of the global tourism landscape. It encapsulates the intersection of identity, leisure, and market dynamics, highlighting how travel can serve as both a form of self-expression and a symbol of inclusion. Scholarly discussions (Guaracino & Salvato, 2017; Vorobjovas-Pinta, 2021) trace the roots of gay tourism to Hanns Ebensten’s pioneering organized gay travel in 1972, marking the genesis of an identifiable market segment shaped by sexuality and social acceptance. The concept of gay spaces—including clubs, beaches, hotels, and events—plays a crucial role in validating identity and fostering community belonging (Melián-González et al., 2011). Such spaces enable gay tourists to experience freedom from discrimination and to participate in social interaction that affirms their orientation (Waitt & Markwell, 2006). In this sense, gay tourism extends beyond leisure: it operates as a cultural act of resistance and affirmation, reflecting the broader struggle for equality and recognition within society. While destinations in Western contexts such as the United States and Europe have normalized the presence of gay travellers (Coon, 2012), other regions—including parts of Africa, Asia, and the Caribbean—still impose restrictions that limit visibility and participation (Vorobjovas-Pinta & Hardy, 2016). Nevertheless, growing societal openness has encouraged the emergence of gay-friendly destinations worldwide

(VorobjovasPinta & Fong-Emmerson, 2022). This shift underscores not only a cultural transformation but also the economic potential of inclusive tourism. Empirical evidence reveals that gay tourists possess considerable purchasing power and often travel more frequently than average tourists, contributing meaningfully to local economies (Melián-González et al., 2011; Monterrubio et al., 2022). The economic, cultural, and identity dimensions of gay tourism converge in what scholars term identity tourism (Herrera & Scott, 2005; Vorobjovas-Pinta & Hardy, 2016)—a form of travel through which individuals negotiate personal meaning, community belonging, and socio-political affirmation. Understanding gay tourism, therefore, requires an appreciation of both its commercial value and its sociocultural depth. The ongoing evolution of this field offers a fertile ground for future research on how destination branding can integrate identity affirmation, inclusivity, and sustainability, thereby positioning gay tourism not merely as a niche activity but as a transformative force in global tourism discourse. This section discusses on the key research evidences exists in the context of gay tourism that includes the emergence of gay tourism as a market segments, gay spaces, global trends and regional dynamics, and most importantly, the identity tourism.

Gay tourists' motives: Research insights

Understanding the motives driving gay tourists is central to interpreting how identity, emotion, and social context influence their travel behavior. The literature reveals that motivations within gay tourism are multifaceted and extend beyond purely recreational objectives. Early scholarship (Bell & Binnie, 2004; Hughes, 2005; Blichfeldt et al., 2011) recognized gay travel as an avenue for identity expression, emotional safety, and community belonging, emphasizing that tourism serves as a space for both self-discovery and social validation. A recurring theme across the literature is the significance of destination gay-friendliness—the perception of acceptance, openness, and safety—as a primary motivator for travel (Monterrubio, 2021). Gay tourists often prioritize destinations that embrace equality and offer a sense of liberation from social constraints (Hughes, 2002; Clift et al., 2002; Prickett, 2011). These motives are intertwined with the desire to connect with other members of the gay community and to engage in collective social experiences that reinforce belonging.

Scholars have also noted a broader range of underlying motives beyond sexuality. For many travellers, leisure and self-fulfilment emerge as dominant aspirations, reflecting the human need for authenticity and restoration (Hughes, 2005). Others are drawn to destinations for adventure, cultural immersion, and rejuvenation, demonstrating that gay tourism is increasingly aligned with mainstream tourism motivations (Hattingh & Spencer, 2018; Bailey, 2022). The rise of regenerative motives—seeking emotional renewal and sustainable engagement—marks a new stage in understanding this segment's complexity. Recent contributions categorize gay tourists according to behavioral orientations and travel lifestyles. Hattingh and Spencer (2018) identify passive relaxers, active explorers, culinary enthusiasts, and gay-centric travellers, while Lewis et al. (2021) highlight four dominant motivational profiles: social butterflies, escapists and safety seekers, blurring binaries, and conformists. These typologies illustrate the heterogeneity of the gay tourist segment and challenge earlier assumptions that reduced their motivations solely to sexual expression.

Overall, the motives of gay tourists can be distilled into three overlapping categories: identity affirmation, community belonging, and experiential expression. However, emerging research (Monaco, 2022) emphasizes that these motives increasingly intersect with environmental consciousness, digital socialization, and inclusivity preferences. Thus, understanding gay tourists' motives today requires integrating traditional identity-based theories with contemporary perspectives on sustainability and digital engagement. This shift opens valuable avenues for future research into how destination branding can align with evolving motivational drivers and contribute to inclusive and regenerative tourism practices.

Gay tourists' behaviour: Research insights

The behavioural dimensions of gay tourism extend beyond travel motives to encompass destination choice, identity expression, and patterns of engagement shaped by social and technological forces. Research consistently reveals that gay tourists' behaviours are influenced by both internal drivers—such as identity negotiation and emotional safety—and external enablers, including societal openness, digital platforms, and destination branding (Hughes, 2002; Coon, 2012; Hattingh & Spencer, 2018). A key behavioral trait observed across studies is the interplay between sexuality and destination decision-making. Gay travellers often select destinations that allow them to express their identities freely while minimizing perceived social risks (Hughes, 2005; Khan, 2013). This

balancing act between openness and discretion reflects a complex negotiation of visibility, where tourists actively assess how inclusive a destination appears and how it aligns with their comfort levels. As such, behaviour is often guided by a dual motivation: the pursuit of acceptance and the avoidance of discrimination. Demographically, the gay tourism market is dominated by younger travellers, particularly millennials and

Generation Z, whose behaviours are strongly influenced by digital engagement and sustainability-oriented values (Jones et al., 2022; Corbisiero et al., 2022). These cohorts exhibit greater social consciousness, technological fluency, and an inclination toward regenerative lifestyles. They use online communities, review platforms, and social media to co-create and validate destination images before travelling, signalling the emergence of a digitally mediated gay tourism experience (Pencarelli et al., 2020; Floros et al., 2021; Monaco, 2022). Studies also reveal that gay tourists exhibit distinct behavioural typologies, combining consumption, exploration, and self-presentation. Their activities encompass participation in gay events and parades, visiting bars or cultural venues, and engaging in community-oriented experiences that foster belonging (Vorobjovas-Pinta & Hardy, 2014; Bailey, 2022). While some engage openly in gay spaces, others participate discreetly, depending on contextual factors such as destination culture, legal protection, and social visibility. Collectively, these behavioural insights point toward a progressive shift from sexuality-centric tourism to identity-integrated tourism—where gay tourists act not merely as consumers but as agents of social change and sustainability. The growing intersection of digital engagement, social acceptance, and responsible travel behaviour underscores a need for destinations to reposition branding strategies. Future research should examine how inclusive and regenerative branding influences behavioural loyalty, advocacy, and co-creation within gay tourism markets.

DISCUSSION

Theory And Practice

This section discusses on all the possibilities of research in the area of gay tourism destinations.

Theoretical Reflections

The evolution of gay tourism research has progressed from viewing travel as an act of resistance to recognizing it as a reflection of identity, inclusion, and social progress. Early studies from the late 1990s and early 2000s often situated gay tourism within Western contexts, emphasizing its link to discrimination and sexuality-based travel motivations (Vorobjovas-Pinta & Hardy, 2016). Contemporary research, however, portrays a shift toward *acceptance*, *digital engagement*, and *cultural participation* (de Jesus, 2020). This transition signals an epistemological broadening—from gay tourism as a niche sexualized practice to a multidimensional social and economic phenomenon. Current theoretical lenses—such as *Identity Theory*, *Queer Theory*, and *Destination Branding Theory*—provide valuable scaffolds for understanding this evolution. Identity Theory helps explain how tourists use travel experiences to perform and affirm self-identity, while Queer Theory interrogates how heteronormative tourism structures influence inclusion. Destination Branding Theory, in turn, emphasizes how destinations construct meanings that align with tourists' values and self-concepts. Integrating these perspectives allows scholars to conceptualize gay tourism branding as an evolving dialogue between tourists' self-expression and destinations' symbolic narratives of inclusivity and belonging.

Evolving Dimensions of Gay Tourism Branding

The interplay between gay tourists and destination identity extends beyond visibility and representation into digitally mediated spaces where identity, safety, and belonging are negotiated prior to travel. The rise of digital platforms has fundamentally reshaped how gay tourists discover, evaluate, and imagine destinations. Drawing on perspectives from digital sociology and media studies, virtual environments can be understood as identity-affirming arenas in which visibility functions as a proxy for inclusivity and safety. Location-based applications such as Grindr and Scruff operate not merely as social networking tools but as informal spatial indicators of queer presence. The visibility of LGBTQ+ users in a destination may influence perceptions of openness and reduce perceived social risk even before arrival. Similarly, visual platforms such as Instagram and TikTok amplify curated representations of Pride events, nightlife districts, queer-friendly accommodations, and local cultural spaces. Through hashtags, geotags, influencer narratives, and user-generated content, these platforms co-create destination images that extend beyond official tourism marketing campaigns (de Jesus, 2020;

Shankar et al., 2022). In this digitally networked ecosystem, branding becomes participatory rather than institutionally controlled. Destination image emerges through algorithmic visibility, peer validation, and symbolic representation within online communities. This evolution supports the notion of virtual gay tourism branding, where brand identity is shaped simultaneously by digital narratives and embodied experiences. Furthermore, integrating sustainability into this framework opens an important theoretical frontier. Destinations that authentically align with values of diversity, equality, and environmental responsibility may cultivate not only loyalty but also ethical travel behaviour. The reciprocal relationship between inclusive branding and sustainable consumption among gay tourists remains underexplored. It invites further inquiry into whether identity affirmation strengthens commitment to regenerative tourism practices. Addressing these intersections contributes meaningfully to broader development goals, including Gender Equality (SDG 5), Reduced Inequalities (SDG 10), and Sustainable Cities and Communities (SDG 11).

Sustainability and Inclusive Branding: A Research Agenda

While sustainability discourse has expanded significantly within tourism scholarship (Mathew, 2022), its intersection with gay tourism branding remains conceptually underdeveloped. Inclusive destinations may not only affirm identity but also activate moral and environmental consciousness among travelers. The symbolic alignment between diversity, equality, and sustainability suggests that inclusive branding could extend beyond market positioning to influence behavioural responsibility. Future research could address the following questions: *Does exposure to LGBTQ-inclusive destination branding increase gay tourists' engagement in proenvironmental behaviours during travel? How does perceived authenticity of inclusive branding influence sustainable consumption choices and destination loyalty? Can destinations simultaneously communicate inclusivity and sustainability without generating skepticism associated with symbolic or performative marketing? Does digital engagement within virtual gay communities strengthen commitment to regenerative and ethical tourism practices?* Grounding these inquiries within sustainable tourism behaviour literature (Mathew, 2022) may help clarify whether identity affirmation enhances ethical decision-making. Such research would advance understanding of how inclusivity and sustainability can operate synergistically rather than as parallel branding strategies.

Practical and Policy Implications

From a practical standpoint, destinations seeking competitiveness must recognize that inclusivity is not merely a moral imperative but a strategic differentiator. *Gay-friendly branding* should move beyond token representation toward the authentic integration of community values into marketing, service design, and policy frameworks. This includes visible safety assurances, equitable hospitality practices, gender-sensitive training for staff, and inclusive communication strategies that avoid stereotyping.

At the policymaking level, the creation of inclusive tourism frameworks can strengthen a destination's global reputation and attract high-value, responsible travellers. Collaboration among local governments, tourism boards, and LGBTQ+ organizations can foster social innovation and co-create sustainable tourism models. In emerging markets such as South and Southeast Asia—where acceptance is still evolving—developing inclusive branding policies can also serve as a catalyst for social progress, economic diversification, and cultural diplomacy.

Future Research Directions

The reflections presented here reveal three fertile directions for future inquiry. First, the growing influence of digital inclusion and virtual spaces warrants exploration of how online communities, dating platforms, and social networks shape destination image formation and pre-travel decision-making among gay tourists. Second, the integration of regenerative and sustainable branding calls for investigation into how inclusivity, environmental consciousness, and ethical marketing practices co-create long-term loyalty and responsible consumption patterns.

Finally, research into cross-cultural identity narratives is essential to understand how gay tourism manifests differently across geographic, cultural, and policy contexts, informing the development of global branding strategies that balance authenticity, representation, and social equity. Together, these directions highlight the

evolving intersections between technology, sustainability, and identity within gay tourism, offering a roadmap for advancing inclusive and regenerative approaches to destination branding.

Limitations of the Research Note

As a reflective research note, this manuscript offers a conceptual synthesis rather than a systematic metaanalysis. The proposed research directions are derived from the author's interpretive engagement with selected scholarly literature and may not encompass all perspectives within the evolving field of gay tourism studies. Although a structured search strategy was employed, the review prioritized conceptual relevance over exhaustive coverage. Furthermore, the focus on English-language publications may exclude valuable contributions published in other linguistic and cultural contexts. Future empirical research across diverse geographic settings is necessary to validate and refine the theoretical propositions advanced here. Recognizing these limitations enhances transparency and encourages continued scholarly dialogue.

CONCLUSION

The discourse on gay tourism has evolved from marginal recognition toward a mature field of inquiry that integrates identity, inclusion, and sustainability. As societies increasingly embrace diversity, tourism is no longer merely a site of leisure but a platform for equality, cultural representation, and social change.

This research note has reflected upon the progression of gay tourism and emphasized the growing need to integrate branding, digital inclusion, and sustainability into its theoretical and practical development. Existing studies have largely concentrated on behavioural and motivational aspects of gay tourists within developed contexts. However, there remains a significant gap in understanding how destinations, particularly in developing regions, construct and communicate inclusive identities.

The absence of theoretical frameworks connecting gay tourism branding with regenerative destination practices presents an opportunity for deeper scholarly exploration. By reframing gay tourism as a space of empowerment and ethical participation, researchers can better articulate its contribution to both market competitiveness and social progress. For practitioners and policymakers, the implications are equally compelling.

Destinations that authentically embed inclusivity within their branding and policy structures not only enhance visitor trust and satisfaction but also contribute to global sustainability goals such as Gender Equality (SDG 5), Reduced Inequalities (SDG 10), and Sustainable Cities and Communities (SDG 11).

ACKNOWLEDGEMENTS

This research note is an extract from a major research work on understanding gay tourists and behaviours in Indian Context. All these note implications discussed are the outcomes of the authors review of literature and analysis of insights.

Funding

There are no financial transactions or funding associated with this research note.

Conflicts Of Interest

This research note is solely prepared by the corresponding author and no potential conflict of interest witnessed at any perspective of this production.

Authors Contribution

The ideation, construction and production of this research note is solely done by the author based on the critical reflection.

Ethics Approval

This is a qualitative review where no human participation is involved. Therefore, there is no formality on seeking approval by a local Ethics Committee required.

Data Availability

Being a qualitative review and reflection, this paper doesn't have any datasets or database.

REFERENCES

1. Bailey, E. G. (2022). Is Gay tourism more than tourism? A case study of puerto vallarta, MX. *Humanity & Society*, 46(3), 478-494. <https://doi.org/10.1177/01605976211014013>
2. Bell, D., & Binnie, J. (2004). Authenticating queer space: Citizenship, urbanism and governance. *Urban Studies*, 41(9), 1807-1820.
3. Blichfeldt, B. S., Chor, J., & Milan, N. B. (2011). It depends on whether you are in a relationship: a study of 'gay destinations' from a tourist perspective. *Tourism Today*, 11(1), 7-26.
4. Browne, K., & Bakshi, L. (2011). We are here to party? Lesbian, gay, bisexual and trans leisurescapes beyond commercial gay scenes. *Leisure studies*, 30(2), 179-196. <http://dx.doi.org/10.1080/02614367.2010.506651>
5. Candace Parrish, Rowena Winkler, David Wyatt Seal, Eric G. Benotsch, Steven D. Pinkerton, Jean Redmann, Josh Fegley, Salvatore Seeley, Derrick L. Traylor, Marisa Green & Anna Cejka (2019): "No strings attached": A qualitative exploration of gay and bisexual men's motivations for and attitudes toward engaging in casual sex while on vacation, *Journal of Gay & Lesbian Social Services*, 5(1), 2-20. <https://doi.org/10.1080/10538720.2019.1615590>
6. Clift, S., Callister, C., & Luongo, M. (2002). Gay men, holidays and sex: surveys of gay men visiting the London freedom fairs. *Gay tourism: Culture, identity and sex*, 231-249. <https://www.cabdirect.org/cabdirect/abstract/20023127560>
7. Collins, D. (2007). When Sex Work Isn't "Work": Hospitality, Gay Life, and the Production of Desiring Labor. *Tourist Studies*, 7, 115-139. <https://doi.org/10.1177/1468797607083498>
8. Corbisiero, F., & Monaco, S. (2022). Gay tourism and sustainable rainbow tourist destinations. *Handbook of Niche Tourism*, 357-370.
9. Corbisiero, F., Monaco, S., & Ruspini, E. (2022). *Millennials, Generation Z and the future of tourism (Vol. 7)*. Channel View Publications.
10. David R. Coon PhD (2012). Sun, Sand, and Citizenship: The Marketing of Gay Tourism, *Journal of Homosexuality*, 59(4), 511-534. <https://doi.org/10.1080/00918369.2012.648883>
11. de Jesus, D. S. V. (2020) The Boys of Summer: Gay Sex Tourism in Rio de Janeiro. *Advances in Anthropology*, 10, 125-146. <https://doi.org/10.4236/aa.2020.102008>
12. Floros, C., Cai, W., McKenna, B. and Ajeeb, D. (2021), "Imagine being off-the-grid: millennials' perceptions of digital-free travel", *Journal of Sustainable Tourism*, 29(5), 751-766 <https://doi.org/10.1080/09669582.2019.1675676>
13. Guaracino, J. (2007). *Gay and lesbian tourism: The essential guide for marketing*. Routledge.
14. Hattingh, C., & Spencer, J. P. (2017). Salient factors influencing gay travellers' holiday motivations: a push-pull approach. *African Journal of Hospitality, Tourism and Leisure*. <http://hdl.handle.net/11189/6162>
15. Hattingh, C., & Spencer, J. P. (2020). Homosexual not homogeneous: A motivation-based typology of gay leisure travellers holidaying in Cape Town, South Africa. *Journal of Homosexuality*, 67(6), 768792. <https://doi.org/10.1080/00918369.2018.1555393>
16. Herrera, S.L. and Scott, D. (2005) 'We gotta get out of this place!' Leisure travel among gay men living in a small city. *Tourism Review International*, 8(3), 249-62. <https://doi.org/10.3727/154427205774791564>
17. Hughes, H. (2002). Gay men's holiday destination choice: a case of risk and avoidance. *International Journal of Tourism Research*, 4(4), 299-312. <https://doi.org/10.1002/jtr.382>
18. Hughes, H. L. (2005). A gay tourism market: Reality or illusion, benefit or burden?. *Journal of Quality Assurance in Hospitality & Tourism*, 5(2-4), 57-74.

<https://www.taylorfrancis.com/chapters/edit/10.4324/9780203051177-4/gay-tourism-market-realityillusion-benefit-burden-howard-hughes>

19. Hughes, H. L., & Deutsch, R. (2010). Holidays of older gay men: Age or sexual orientation as decisive factors? *Tourism Management*, 31(4), 454-463. <https://doi.org/10.1016/j.tourman.2009.04.012>
20. Hughes, H., Monterrubio, J. C., & Miller, A. (2010). 'Gay' tourists and host community attitudes. *International Journal of Tourism Research*, 12(6), 774-786. <https://doi.org/10.1002/jtr.792>
21. Jones, T., Jones, T. W., Power, J., Pallotta-Chiarolli, M., & Despott, N. (2022). Mis-education of Australian Youth: exposure to LGBTQA+ conversion ideology and practises. *Sex Education*, 22(5), 595-610. <https://doi.org/10.1080/14681811.2021.1978964>
22. Khan, R. (2013). *Travel motivations of gay and lesbian tourists: a qualitative inquiry* (Doctoral dissertation, University of Delaware).
23. Lewis, C., Mehmet, M., & McLaren, S. (2023). 'A lot of gay energy in the city': An identity-based exploration of leisure travel to domestic cities for rural queer people in Australia. *Journal of Hospitality and Tourism Management*, 54, 22-31. <https://doi.org/10.1016/j.jhtm.2022.12.001>
24. Lewis, C., Prayag, G., & Pour, S. (2021). Linking travel motives to identity and travel behaviour of the Australian LGBT market during COVID-19. *Journal of Travel & Tourism Marketing*, 38(7), 725-741. <https://doi.org/10.1080/10548408.2021.1985039>
25. Mathew, P. V. (2022). Sustainable tourism development: discerning the impact of responsible tourism on community well-being. *Journal of Hospitality and Tourism Insights*, 5(5), 987-1001. <https://doi.org/10.1108/JHTI-02-2021-0052>
26. Melian-Gonzalez, A., Moreno-Gil, S., & Arana, J. E. (2011). Gay tourism in a sun and beach destination. *Tourism Management*, 32(5), 1027-1037. <https://doi.org/10.1016/j.tourman.2010.08.015>
27. Mendoza, C. (2013). Beyond sex tourism: gay tourists and male sex workers in Puerto Vallarta (Western Mexico). *International Journal of Tourism Research*, 15(2), 122-137. <https://doi.org/10.1002/jtr.1865>
28. Monaco, S. (2022). LGBT tourist decision-making and behaviours. A study of Millennial Italian tourists. *International Journal of Sociology and Social Policy*, 42(13/14), 81-97. <https://doi.org/10.1108/IJSSP-05-2022-0112>
29. Monterrubio, C. (2021). The significance of gay tourism spaces for local gay men: empirical evidence from Mexico. In *Gay Tourism* (pp. 34-51). Channel View Publications.
30. Monterrubio, C., Rodríguez Madera, S. L., & Pérez, J. (2022). Transgender men in tourism: marginalisation, constraints and inclusion opportunities. *Tourism Recreation Research*, 1-14. <https://doi.org/10.1080/02508281.2022.2111629>
31. Ong, F., Vorobjovas-Pinta, O., & Lewis, C. (2022). LGBTIQ+ identities in tourism and leisure research: A systematic qualitative literature review. *Journal of Sustainable Tourism*, 30(7), 1476-1499. <http://dx.doi.org/10.1080/09669582.2020.1828430>
32. Oskaras Vorobjovas-Pinta (2018), Gay neo-tribes: Exploration of travel behaviour and space, *Annals of Tourism Research*, 72(1), 1-10 <https://doi.org/10.1016/j.annals.2018.05.008>
33. Pencarelli, T., Taha, V. A., Škerháková, V., Valentiny, T., and Fedorko, R. (2020). Luxury products and sustainability issues from the perspective of young Italian consumers. *Sustainability (Switzerland)*, 12(1), 245-251 <https://doi.org/10.3390/su12010245>
34. Prickett, D. J. (2011). 'We will show you Berlin': space, leisure, flânerie and sexuality. *Leisure studies*, 30(2), 157-177.
35. Shankar, R. S. (2020a). Impact of a cognitive and affective image on tourists' travel motivation. *Indian Journal of Marketing*, 50(5-7), 35-45. <http://dx.doi.org/10.17010/ijom%2F2020%2Fv50%2Fi57%2F152118>
36. Shankar, R. S., Koshy, E. R., & Mathew, S. K. (2022). Virtual reality in tourism: A research note. *Prabandhan: Indian Journal of Management*, 15(7), 36-41. <http://dx.doi.org/10.17010/pijom%2F2022%2Fv15i7%2F170790>
37. Shankar, S. R. (2020b). E-Sources and Types of Information: A Descriptive Analysis of Tourists' Perspectives. *IUP Journal of Marketing Management*, 19(4), 55-67.
38. Vorobjovas-Pinta, O. (Ed.). (2021). *Gay tourism: New perspectives* (Vol. 59). Channel View Publications.
39. Vorobjovas-Pinta, O., & Fong-Emmerson, M. (2022). The contemporary role of urban LGBTIQ+ festivals and events. *Event Management*, 26(8), 1801-1816. <https://doi.org/10.3727/152599522X16419948694720>

-
40. Vorobjovas-Pinta, O., & Hardy, A. (2014). Rethinking gay tourism: A review of literature. Paper presented at CAUTHE 2014: Tourism and Hospitality in the Contemporary World: Trends, Changes and Complexity, the University of Brisbane, Brisbane, Australia. <http://ecite.utas.edu.au/96033/2/96033%20-%20Rethinking%20Gay%20Tourism.pdf>
 41. Vorobjovas-Pinta, O., & Hardy, A. (2016). The evolution of gay travel research. *International Journal of Tourism Research*, 18(4), 409-416. <https://doi.org/10.1002/jtr.2059>
 42. Waitt, G., & Markwell, K. (2009). *Gay tourism: Culture and context*. Psychology Press.
 43. Wu, H. C., Ai, C. H., & Chang, Y. Y. (2022). What drives experiential persistence intentions: The case of gay tourism. *Journal of China Tourism Research*, 18(4), i-xxvii. <https://doi.org/10.1080/19388160.2021.1904078>