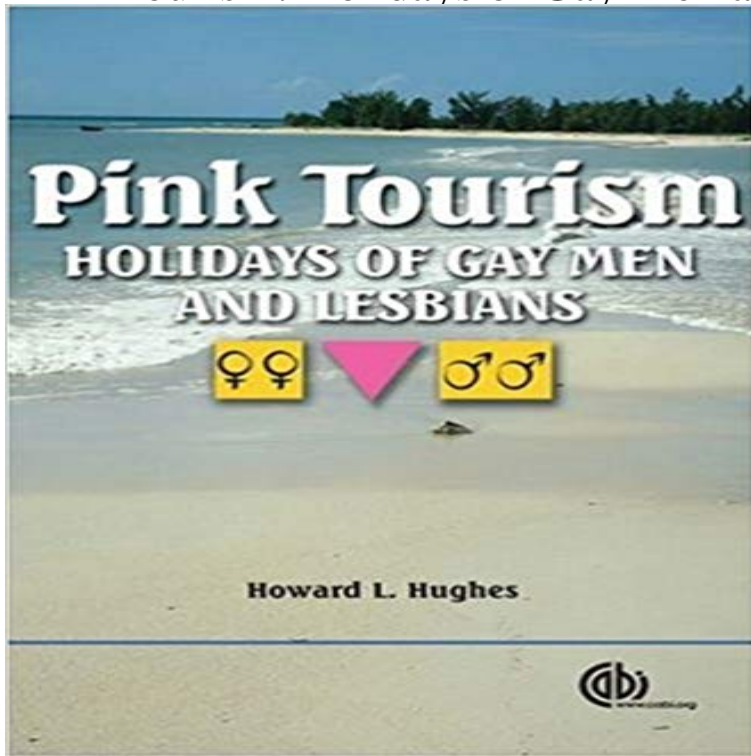


Pink Tourism: Holidays of Gay Men and Lesbians



This is a study of gay and lesbian tourism from, primarily, a marketing perspective but it also examines how marketing activity engages with and affects social issues relating to homosexuality. It includes an overview of the nature of homosexuality and relevant issues that bear upon tourism and marketing. Content includes holiday profiles of both gay men and lesbians; supply of related holiday products; popular and non-popular destinations; tour operators and accommodation provision; tourism and sex and sexually transmitted infections; barriers and inhibitors to choice including host reactions; appropriate marketing strategies. The book locates gay and lesbian tourism and holiday marketing within a context of current issues such as citizenship, identity and consumerism, political activity and distraction, and contested space and de-gaying.

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