

2024



DOCTORAL THESIS

DISCOVERING THE TOURISM RAINBOW: AN INTEGRATED APPROACH TO LGBTIQ+ TOURISM



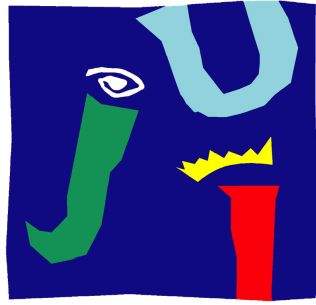
Presented by:

Mar Algueró Boronat

Supervised by:

Dr. Rosa María Rodríguez Artola

Dr. Miguel Ángel Moliner Tena



**UNIVERSITAT
JAUME I**

DOCTORAL THESIS

**DISCOVERING THE TOURISM RAINBOW: AN
INTEGRATED APPROACH TO LGBTIQ+
TOURISM**

Presented by:

Mar Algueró Boronat

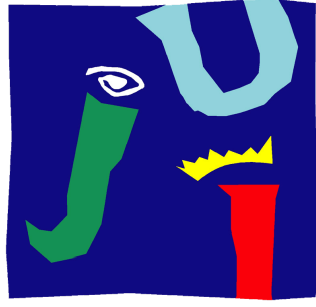
Supervised by:

Tutor and Thesis Co-Director: Dr. Rosa María Rodríguez Artola

Thesis Director: Dr. Miguel Ángel Moliner Tena

PROGRAM - PHD IN MARKETING

Castellón de la Plana, December 2024



**UNIVERSITAT
JAUME I**

Doctoral Programme in Marketing

Universitat Jaume I Doctoral School

Discovering the tourism rainbow: an integrated approach to LGBTIQ+
tourism

**Report submitted by Mar Algueró Boronat in order to be eligible for a
doctoral degree awarded by the Universitat Jaume I**

Mar Algueró Boronat

Dr. Miguel Ángel Moliner Tena

Dr. Rosa M. Rodríguez Artola

Castellón de la Plana, December 2024

ALL RIGHTS RESERVED. *To reuse content from this thesis, express permission must be requested, except in cases provided by Intellectual Property Law (such as private copying or citation rights).*

Funding



Mar Algueró Boronat has received financial support throughout her doctoral research. Among the funding sources, she was awarded a Mobility Grant for theses eligible for the "International Doctor" mention, funded by the Fundación Hermanos Balaguer-Gonel for the 2023-2024 academic year. This grant supports her doctoral stay at the University of Guadalajara in Mexico, at the Centro Universitario de la Costa (CUCosta) in Puerto Vallarta, from January 12, 2024, to April 12, 2024, facilitating her international research and training.

For more information about this grant, visit [Fundación Hermanos Balaguer-Gonel - International Doctor Mobility Grant](#).

Thesis by compendium of publications:

Alguero-Boronat, M., Moliner-Tena, M. A., & Rodríguez-Artola, R. M. (2024). LGBTIQ+ tourist motivations and memorable destination experience: The moderating effect of gender identity and sexual orientation. *Journal of Vacation Marketing*, 0(0). <https://doi.org/10.1177/13567667241268696>

Algueró Boronat, M., Rodríguez Artola, R. M., & Moliner Tena, M. A. (2024). Queer-friendly tourist destinations: how are they perceived by the LGBTIQ+ communities?. *Current Issues in Tourism*, 1-19. DOI: 10.1080/13683500.2024.2378137

Algueró Boronat, M., Rodríguez Artola, R. M., & Moliner Tena, M. A. (2024). The taste of diversity: Spanish LGBTIQ+ travellers and the role of gastronomy tourism. *Tourism and Hospitality Research*, 0(0). <https://doi.org/10.1177/14673584241299924>

This thesis has been accepted by the co-authors of the publications listed above that have waived the right to present them as a part of another PhD thesis

Dr. Miguel Ángel Moliner Tena

Dr. Rosa María Rodríguez Artola

Castellón de la Plana, December 2024

We, Miguel Ángel Moliner Tena and Rosa María Rodríguez Artola, hereby authorise (Mar Algueró Boronat) to include the publications listed below in her doctoral thesis. In addition, I waive the right to use those articles as part of any other doctoral thesis.

List of articles:

- Alguero-Boronat, M., Moliner-Tena, M. A., & Rodríguez-Artola, R. M. (2024). LGBTIQ+ tourist motivations and memorable destination experience: The moderating effect of gender identity and sexual orientation. *Journal of Vacation Marketing*, 0(0). <https://doi.org/10.1177/13567667241268696>
- Algueró Boronat, M., Rodríguez Artola, R. M., & Moliner Tena, M. A. (2024). Queer-friendly tourist destinations: how are they perceived by the LGBTIQ+ communities?. *Current Issues in Tourism*, 1-19. <https://doi.org/10.1080/13683500.2024.2378137>
- Algueró Boronat, M., Rodríguez Artola, R. M., & Moliner Tena, M. A. (2024). The taste of diversity: Spanish LGBTIQ+ travellers and the role of gastronomy tourism. *Tourism and Hospitality Research*, 0(0). <https://doi.org/10.1177/14673584241299924>

Signed

In accordance with article 28 of the Regulations on doctoral studies of the Universitat Jaume I in Castelló, regulated by RD 99/2011, at the Universitat Jaume I (Approved by the Governing Council at its meeting no. 8/2020 held on 2 October 2020): "(...) 4. In the case of joint publications, all the co-authors must explicitly state their approval that the doctoral student presented the work as part of her/his thesis and the express waiver of presenting this same work as part of another doctoral thesis. This authorisation must be attached as documentation when the evaluation of the thesis begins."

Acknowledgements

La tesis doctoral es una verdadera montaña rusa. A veces, te embriaga la emoción de ver cómo todo va tomando forma, otras, lloras entre la tristeza y la frustración de no saber exactamente qué hacer o hacia dónde te llevará el camino. En medio de un looping, incluso puedes sentir que desfalleces, pero gracias a la energía y el apoyo de las personas que te rodean, siempre vuelves a despertar y a disfrutar del trayecto.

Llegar al final de esta montaña rusa no ha sido fácil, nunca sabes exactamente cuándo o si terminará. La constancia y la resiliencia son dos de las mayores virtudes de cualquier doctoranda. Y es en el momento en que ves el flash de la cámara de la montaña rusa cuando comprendes que la meta está cerca. Ese "flash" ha sido la aceptación del tercer artículo, el momento de escribir, recopilar, y compartir la experiencia de cada looping, cada subida y cada bajada, pero, sobre todo, de los maravillosos resultados y conclusiones que hacen que este viaje haya valido la pena.

Sin duda, la mejor protección para sobrevivir a esta montaña rusa llamada tesis doctoral es subirte en compañía de buenos tutores que te guíen en cada etapa del camino, de una madre que te empuje y haga el trayecto más llevadero, y de una pareja que te sostenga la mano en los momentos en los que sientas que ya no tienes fuerzas y solo deseas que los giros y los loopings se terminen.

Por todo esto, gracias a mis tutores, Miguel Ángel Moliner Tena y Rosa María Rodríguez Artola. Sin vosotros, esta aventura ni siquiera habría comenzado. Estos dos años de esfuerzo han valido la pena porque sabía que tenía un gran apoyo detrás. Gracias por guiarme y ayudarme a construir esta tesis, sin vosotros, el camino habría sido muy diferente.

Gracias a mi madre, Carmen Boronat Moltó, por siempre empujarme hacia adelante, por darme ese pequeño impulso y ayudarme a ver el bosque detrás de cada árbol. No han sido solo dos años de empujones, han sido muchos más. Gracias por no dejar de creer en mí, incluso cuando las cosas se complicaban, por mantener la esperanza y siempre permitirme avanzar.

Gracias a mi pareja, María Colino Edo, por acompañarme en esta tesis internacional, por ayudarme a perseguir mis sueños, por darme alas cuando las necesitaba y por recordarme siempre que estabas a mi lado.

Este viaje no habría sido el mismo sin cada uno de vosotros. Gracias de corazón.

Por último, también quiero dedicarme la tesis a mí misma, a mi dedicación, esfuerzo y entrega. Cada persona crea su propia lucha y su camino para reivindicar sus derechos, y esta tesis es mi forma de poner al colectivo LGBTIQ+ en el mapa, de aportar visibilidad y de contribuir a hacer de este mundo un lugar mejor para todas.

“Love is too big to fit in a wardrobe.”

- U2

“You get the best of both worlds

Without the shades and the hair

You can go anywhere

You get the best of both girls

Mix it all together, oh yeah

It's so much better

'Cause you know you got

The best of both worlds”

- Hannah Montana

Index

Submission of a doctoral thesis by publication (article thesis) in the Doctoral Programme in Marketing of the Universitat Jaume I	1
International doctorate mention	2
Thesis Structure	6
Abstract / Resumen	7
PART I	10
1. INTRODUCTION	11
1.1 Concept and terms	19
1.2 Research gap and thesis objective	26
1.3 Theoretical background and justification of the articles	27
1.3.1. Identity	27
1.3.2. Memorable tourism destination experience	28
1.3.3. Justification of the articles	29
1.4 Objectives, hypotheses and methodology of the articles	34
1.4.1 Specific objectives of the doctoral thesis	34
1.4.2. Hypotheses of the articles	36
1.4.3. Methodology of the investigation	39
2. DISCUSSION AND CONCLUSIONS OF THE RESULTS	43
3. CONTRIBUTIONS AND IMPLICATIONS	49
3.1 Theoretical contributions	49
3.2 Practical implications	51
3.3 Social implications	54
4. LIMITATIONS OF THE RESEARCH AND FUTURE RESEARCH DIRECTIONS	57
REFERENCES	61
PART II	69
ARTICLE I	70
ARTICLE II	93
ARTICLE III	116

Index of Tables

Table 1. Research methods.....	14
Table 2. Context of the study.....	15
Table 3. LGBTIQ+ research representation.....	21
Table 4. Gender identity concepts.....	22
Table 5. Sexual orientation concepts.....	23
Table 6. Terms and definitions.....	24
Table 7. Conceptualization of LGBTIQ+ tourism.....	25
Table 8. Articles objectives.....	35
Table 9. Principal characteristics of the three articles.....	36
Table 10. Theoretical models published in each of the three articles.....	38
Table 11. Research design across the articles.....	39
Table 12. Source of measurement and items, article I.....	40
Table 13. Source of measurement and items, article II.....	41
Table 14. Sociodemographic and travel characteristics, article III.....	41
Table 15. Theoretical contributions of the three articles.....	50
Table 16. Practical implications of the three articles.....	53
Table 17. Social implications of the three articles.....	56
Table 18. Limitations and future research directions of the three articles.....	59

Index of Figures

Figure 1. Research period.....	13
Figure 2. Research Contributions of Countries and Region.....	14
Figure 3. Co-occurrence analysis of keywords.....	17
Figure 4. The general theoretical model of the doctoral thesis.....	33

Submission of a doctoral thesis by publication (article thesis) in the Doctoral Programme in Marketing of the Universitat Jaume I

(Approved by the Steering Committee of the Doctoral School in session no. 3/2018, held on 27 April 2018)

A doctoral thesis can be submitted as a thesis by publication, provided that the following requirements are met:

- a) The doctoral candidate must submit a minimum of three articles and must appear as the first author of those papers. Otherwise, they must justify their order of authorship.
- b) The thesis should include a comprehensive general introduction that presents the work included in the articles, provides a rationale for the subject matter chosen and explains the original contribution made by the author.
- c) The thesis should include an overall summary of the results obtained, the discussion of those results and the final conclusions.
- d) A full copy of the papers published or accepted for publication, in the format permitted by the publishers (postprint), should be included between the introduction and the abstracts mentioned above, or as an appendix, and should clearly state the names of all the co-authors of the papers and the full reference of the journal in which the papers have been published or accepted for publication. In the latter case, it will be necessary to attach proof of acceptance and the full reference of the journal to which they have been submitted for publication.
- e) In the event that any of the contributions presented have been published in a language other than the official languages of the Universitat Jaume I, the following regulations must be taken into account.
- f) Articles must have been published in journals of recognised standing, and those listed in the "Subject Category Listing" of the Journal Citation Reports (Social Science Citation Index) and the Journal Citation Reports (Science Citation Index) of the Web of Knowledge (WoK) will be accepted as such. Articles published in journals with relevant positions in the SCOPUS lists or in the national or international databases Latindex or IN-RECS may also be considered. At least two of them should be ranked on international lists such as SCOPUS or the Subject Category Listing

International doctorate mention

Application procedure

To apply for the International Doctorate distinction, candidates must attach the following documents when they deposit their doctoral thesis.

1. Certificate from the higher education institution or renowned research centre outside Spain where the candidate has undertaken a stay of at least three months, attesting this circumstance. This certificate must indicate the start and end dates of the stay, and the name of the person in charge of the hosting research group.
2. A document accrediting the student's usual residence from the time of enrolment until the deposit of the doctoral thesis (census registration form, rent or similar document).
3. Resolution of the CAPD with the approval of the requested stay.

Article 45 of the Regulations on doctoral studies of the Universitat Jaume I in Castelló and approved by the Governing Council at its meeting no. 2/2024 held on 27 February 2024.

ACREDITACIÓN FINAL APORTADA POR EL CENTRO DE INVESTIGACIÓN DONDE SE REALIZÓ LA ESTANCIA DE INVESTIGACIÓN.

A. Datos personales del doctorando

Nombre completo: Mar Alguero Boronat

Correo electrónico de la UJI: alguero@uji.es

Programa de doctorado: Doctorado en Marketing

Nombre del tutor o tutora: Rosa María Rodríguez Artola

Nombre del director o directora: Miguel Ángel Moliner Tena / Rosa María Rodríguez Artola

B. Información sobre la institución de destino

Instituto de investigación / Universidad: Universidad de Guadalajara, Centro Universitario de la Costa

Laboratorio / Departamento: Departamento de Estudios socioeconómicos

País: México

Persona Investigador responsable de la estancia en la institución receptora: José Luis Cornejo-Ortega

Correo electrónico institucional del investigador: jluis.cornejo@academicos.udg.mx

C. Duración de la estancia

Fecha de inicio: 12 de enero de 2024

Fecha finalización: 12 de abril de 2024

Por la presente certifico que **Mar Alguero Boronat** ha realizado satisfactoriamente una estancia de investigación en la mencionada institución y en las fechas indicadas.



Dr. José Luis Cornejo Ortega

Profesor Investigador del centro Universitario de la Costa de la Universidad de Guadalajara

Firmado en Puerto Vallarta, Jalisco, el 8 de abril de 2024

Este documento debe ser presentado dentro de los 15 días siguientes a la fecha de finalización de la estancia.

Si la estancia ya se hubiera realizado, es válido cualquier certificado emitido por la Universidad donde se haya realizado la estancia, siempre y cuando consten los datos necesarios para el doctorado internacional.



AJUNTAMENT DE CASTELLÓ DE LA PLANA
PADRÓ MUNICIPAL

VOLANT D'INSCRIPCIÓ PADRONAL
VOLANTE DE INSCRIPCIÓN PADRONAL

En el Padró Municipal d'aquest Municipi apareixen en el dia de la data i en la fulla padronal que s'indica, la inscripció les dades de la qual es recullen en aquest volant.

En el Padrón Municipal de este Municipio aparecen en el día de la fecha y en la hoja padronal que se indica, la inscripción cuyos datos se recogen en este volante.

DETALL DE L'HABITANT *DETALLE DEL HABITANTE*

Cognoms i Nom: **ALGUERO BORONAT, MAR**
Apellidos y Nombre:

Document: **020972392-A** Sexe: **Dona** Data Naixement: **31/12/1998**
Documento: *Sexo:* *Fecha Nacimiento:*

Nacionalitat: **ESPANYOLA** Lloc Naixement: **CASTELLO DE LA PLANA (CASTELLON)**
Nacionalidad: *Lugar Nacimiento:*

DETALL DE L'HABITATGE *DETALLE DE LA VIVIENDA*

Domicili: **AVDA CAPUCHINOS, 59 P02 0005**
Domicilio:

Codi Postal: **12004** Districte / Secció: **7 / 9** Full Inscripció: **0709001310**
Código Postal: *Distrito / Sección:* *Hoja Inscripción:*

Entitats: **- CASTELLÓ DE LA PLANA - CASTELLÓ**
Entidades:

SITUACIÓ AL PADRÓ *SITUACIÓN EN EL PADRÓN*

Situació al Padró: **ALTA** Alta en Padró: **14/12/2010** Alta en l'Habitatge: **14/12/2010**
Situación en Padrón: *Alta en Padrón:* *Alta en Vivienda:*

OBSERVACIONS *OBSERVACIONES*

NO CONSTEN OBSERVACIONS / NO CONSTAN OBSERVACIONES

EFFECTES *EFFECTOS*

On procedisca / Donde proceda

Nombre d'habitants que figuren en la mateixa fulla d'inscripció padronal d'aquest habitant:

Número de habitantes que figuran en la misma hoja de inscripción padronal de este habitante:

3

epob.Comp.Text.FirmCert

CASTELLO DE LA PLANA, 4 de novembre de 2024
En CASTELLO DE LA PLANA, 4 de noviembre de 2024

CODI SEGUR DE VERIFICACIÓ: *CÓDIGO SEGURO DE VERIFICACIÓN:* **15247164303043272151**

Per qualsevol aclariment sobre aquest document contactar mitjançant unidadestadistica@castello.es

Para cualquier aclaración sobre este documento contactar a través de unidadestadistica@castello.es

NOTA: Aquest document té caràcter informatiu en relació amb la residència i el domicili habitual en aquest Municipi, d'acord amb lo establert en l'article 61 del R. D. 2612/1996, de 20 de desembre pel que es modifica el Reglament de Població i Demarcació Territorial de les Entitats Locals aprovat pel R. D. 1690/1986, d'11 de juny.

NOTA: Este documento tiene carácter informativo en relación con la residencia y el domicilio habitual en este Municipio, de acuerdo con lo establecido en el artículo 61 del R. D. 2612/1996, de 20 de diciembre por el que se modifica el Reglamento de Población y Demarcación Territorial de las Entidades Locales aprobado por R. D. 1690/1986, de 11 de junio.

Vista la solicitud número 45924/2023, con fecha de registro de entrada 03/10/2023, de aprobación de estancia conducente a la mención del doctorado internacional, presentada por el/la doctorando/a **Mar Alguero Boronat**, con documento de identidad 20972392A, la Comisión Académica del Programa de Doctorado en **Marketing** de la Universitat Jaume I,

ACUERDA:

Autorizar la estancia.

Universidad: Universidad de Guadalajara (Méjico)

Fecha inicio: 12/01/2024

Fecha fin: 12/04/2024

Responsable de la estancia: Dr. José Luis Cornejo -Ortega

Aprobado en la CAPD-4/2023

El/La Coordinador/a de la Comisión Académica del Programa de Doctorado

**SANCHEZ GARCIA JAVIER -
25443262H** Firmado digitalmente por
SANCHEZ GARCIA JAVIER -
25443262H
Fecha: 2023.10.25 14:57:52
+02'00'

Dr. Javier Sánchez García

Coordinador del programa de doctorado en Marketing

Castelló de la Plana, 23 de octubre de 2023

“Contra esta resolución, que no pone fin a la vía administrativa, y en conformidad con lo dispuesto en los artículos 121 y 122 de la Ley 39/2015, de 1 de octubre, del procedimiento administrativo común de las administraciones públicas, y los artículos 8, 45 y 46 de la Ley 29/1998, de 13 de julio, reguladora de la jurisdicción contencioso-administrativa se puede interponer un recurso de alzada ante el Rectorado, en el plazo de un mes, contador desde el día siguiente al de la recepción de esta notificación.

La interposición del recurso, excepto en los casos en que una disposición establezca el contrario, no suspende la ejecución del acto impugnado, en conformidad con lo dispuesto en el artículo 117 de la Ley 39/2015.

Si transcurren tres meses desde el día siguiente al de la interposición del recurso de alzada sin que haya sido resuelto y notificado, se puede entender que ha sido desestimado y se puede interponer recurso contencioso-administrativo ante el Juzgado de lo contencioso-administrativo de Castelló, en el plazo de seis meses, contadores desde el día siguiente al de la desestimación presunta.

Todo esto sin perjuicio de cualquier otro recurso o acción que se considere procedente”.

Thesis Structure

The structure of this thesis is divided into two parts in accordance with the Submission of a Doctoral Thesis by Publication (article-based thesis) requirements of the Doctoral Programme in Marketing at Universitat Jaume I.

- First Part

The first part of this thesis includes a comprehensive introduction covering the key concepts, research gap, and objectives. It provides the theoretical background on identity and memorable tourism destination experiences and justifies the inclusion of each article. Additionally, it outlines the specific objectives, hypotheses, and methodology, detailing the research design and variables studied. The subsequent sections present a discussion of the results, followed by the theoretical, practical, and social contributions and implications, and conclude with the study's limitations and suggestions for future research.

Given the compendium format of this thesis, the study is organised around three distinct analyses, each examining LGBTIQ+ tourism from a unique perspective. To enhance cohesion and facilitate comprehension, each article is associated with a specific colour theme. Article I, titled "LGBTIQ+ tourist motivations and memorable destination experience: The moderating effect of gender identity and sexual orientation" is represented by the colour red, focusing on motivations and memorable experiences within the LGBTIQ+ communities. Article II, "Queer-friendly tourist destinations: how are they perceived by the LGBTIQ+ communities?" is designated in green, examining perceptions of inclusivity within tourist destinations. Lastly, article III, "The taste of diversity: Spanish LGBTIQ+ travellers and the role of gastronomy tourism" is marked in blue, exploring the role of gastronomy tourism within the LGBTIQ+ segment.

- Second Part

The second part of the thesis presents the three published articles in their final versions as released by the respective journals. Prior to the presentation of the articles, a table summarising the quality indicators of each journal will be provided, including quartile rankings, indexation, and subject area, allowing for an assessment of the academic rigour and credibility of the publications.

This structure ensures a clear and cohesive presentation of the research contributions, while demonstrating the academic quality of the articles included in the thesis.

Abstract / Resumen

Abstract

LGBTIQ+ tourism has emerged as a critical segment within the global tourism industry, characterised by its economic potential and the growing demand for inclusive, safe, and identity-affirming travel experiences. This segment caters to the unique needs of LGBTIQ+ individuals, who often seek destinations that allow them to express their gender identities and sexual orientations freely, without fear of discrimination or marginalisation. The complexity of LGBTIQ+ tourism lies in its diversity, encompassing a spectrum of identities and orientations that require nuanced and inclusive approaches.

This thesis evaluates the memorable destination experiences of LGBTIQ+ tourists by examining their motivations, perceptions, and specific needs for self-expression and safety. The research is structured into three articles, each addressing a distinct objective. The first article analyses how motivations within LGBTIQ+ communities influence the creation of memorable experiences, focusing on the moderating roles of gender identity and sexual orientation. The second article explores the impact of queer-friendly marketing initiatives implemented by tourist destinations, assessing their effectiveness in shaping memorable experiences for LGBTIQ+ travellers. The third article investigates the characteristics of LGBTIQ+ individuals across diverse tourism types, with a particular emphasis on gastronomic tourism, to determine the existence of distinct profiles within this segment.

At the core of this research lie two key variables: the memorable tourism destination experience and the identity of LGBTIQ+ individuals. Together, these variables provide a comprehensive framework for understanding how queer identities and inclusive practices influence tourism experiences. By focusing on these elements, the thesis offers a nuanced exploration of the interplay between identity and memorable experiences, contributing to the creation of safe, meaningful, and enriching travel opportunities for LGBTIQ+ communities.

The findings across the three articles underscore the pivotal role of identity and inclusivity in shaping memorable tourism experiences for LGBTIQ+ travellers. Article I highlights that intrinsic motivations, particularly the need for belonging and social connection, are fundamental in creating lasting memories, emphasising that identity-driven factors significantly influence travel behaviour. Article II demonstrates that inclusive marketing actions, even when symbolic, enhance perceived value and foster loyalty, while authentic inclusivity deepens emotional connections and trust. Article III reveals the diversity within LGBTIQ+ communities, showing how socio-demographic factors, such as gender identity and age, influence participation in tourism types like gastronomy. Collectively, the studies affirm that the interplay between identity, inclusivity, and the desire for meaningful

experiences defines LGBTIQ+ tourism, advocating for environments that integrate self-expression, safety, and authentic representation.

Resumen

El turismo LGBTIQ+ ha emergido como un segmento crucial dentro de la industria turística global, caracterizado por su potencial económico y la creciente demanda de experiencias de viaje inclusivas, seguras y que afirmen la identidad. Este segmento atiende las necesidades únicas de las personas LGBTIQ+, quienes a menudo buscan destinos que les permitan expresar libremente sus identidades de género y orientaciones sexuales, sin temor a la discriminación o la marginación. La complejidad del turismo LGBTIQ+ radica en su diversidad, abarcando un espectro de identidades y orientaciones que requieren enfoques matizados e inclusivos.

Esta tesis evalúa las experiencias memorables en destinos turísticos de los viajeros LGBTIQ+ analizando sus motivaciones, percepciones y necesidades específicas de autoexpresión y seguridad. La investigación se estructura en tres artículos, cada uno abordando un objetivo distinto. El primer artículo analiza cómo las motivaciones dentro de las comunidades LGBTIQ+ influyen en la creación de experiencias memorables, con un enfoque en los roles moderadores de la identidad de género y la orientación sexual. El segundo artículo explora el impacto de las iniciativas de marketing inclusivo implementadas por los destinos turísticos, evaluando su efectividad en la creación de experiencias memorables para los viajeros LGBTIQ+. El tercer artículo investiga las características de las personas LGBTIQ+ en diversos tipos de turismo, con un énfasis particular en el turismo gastronómico, para determinar la existencia de perfiles distintos dentro de este segmento.

En el núcleo de esta investigación se encuentran dos variables clave: la experiencia memorable del destino turístico y la identidad de las personas LGBTIQ+. Juntas, estas variables proporcionan un marco integral para comprender cómo las identidades queer y las prácticas inclusivas influyen en las experiencias turísticas. Al centrarse en estos elementos, la tesis ofrece una exploración matizada de la interacción entre identidad y experiencias memorables, contribuyendo a la creación de oportunidades de viaje seguras, significativas y enriquecedoras para las comunidades LGBTIQ+.

Los hallazgos de los tres artículos subrayan el papel fundamental de la identidad y la inclusión en la conformación de experiencias turísticas memorables para los viajeros LGBTIQ+. El artículo I destaca que las motivaciones intrínsecas, particularmente la necesidad de pertenencia y conexión social, son fundamentales para crear recuerdos duraderos, enfatizando que los factores relacionados con la identidad influyen significativamente en el comportamiento de viaje. El artículo II demuestra que las acciones de marketing inclusivas, incluso cuando son simbólicas, aumentan el valor percibido y fomentan la lealtad, mientras que la inclusión auténtica profundiza las conexiones emocionales y la confianza. El artículo III revela la diversidad dentro de las comunidades LGBTIQ+, mostrando cómo factores sociodemográficos, como la identidad de género y la edad, influyen en la participación en tipos de turismo como el gastronómico. En conjunto, los

estudios afirman que la interacción entre identidad, inclusión y el deseo de experiencias significativas define el turismo LGBTIQ+, abogando por entornos que integren autoexpresión, seguridad y representación auténtica.

PART I

1. INTRODUCTION

LGBTIQ+ tourism refers to the provision of experiences, products, and services specifically designed to meet the needs, preferences, and interests of individuals belonging to lesbian, gay, bisexual, transgender, intersex, queer, and other gender identities and sexual orientations included in the "+" (LGBTIQ+) communities (Lewis et al., 2023). This form of tourism promotes the development of welcoming and secure spaces where travellers can openly embrace and celebrate their identity without the risk of discrimination or marginalisation (Ram et al., 2019).

LGBTIQ+ tourism has long been recognized as a profitable and expanding market (Pritchard et al., 1998; Ram et al., 2019). This area of tourism sits at the intersection of tourism studies, gender studies, and cultural economics, reflecting its multidisciplinary relevance (Vorobjovas-Pinta & Hardy, 2016; Guaracino & Salvato, 2017). In recent years, LGBTIQ+ tourism has gained prominence not only because of the sustained growth of this market segment but also due to its increasing visibility in both public and academic discourse (Ong et al., 2022).

The growing interest in LGBTIQ+ tourism is largely driven by the considerable disposable income within these communities, positioning LGBTIQ+ travellers as a highly valuable and lucrative market (Madinga et al., 2023). In 2018 alone, LGBTIQ+ individuals collectively spent an estimated \$211 billion on travel, contributing to approximately 6% of global tourism expenditure, underscoring their economic influence (Ram et al., 2019; Pathumporn et al., 2020). As a result, LGBTIQ+ tourism has evolved into one of the most profitable and rapidly expanding niches within the tourism industry (Hattingh & Spencer, 2020). This market offers substantial financial growth opportunities for stakeholders, from destination managers to travel service providers, who are increasingly recognizing the untapped potential of catering to this demographic (Madinga et al., 2023). In recent years, companies have started to recognize the value of implementing LGBTIQ+ friendly campaigns (Kotiloglu & McDonald, 2023).

More than just an economic phenomenon, LGBTIQ+ tourism is deeply intertwined with the sociocultural and political realities affecting these communities. The increased visibility of this type of tourism highlights critical issues such as inclusivity, safety, and identity expression in travel environments (Zhou et al., 2021). Therefore, analysing LGBTIQ+ tourism requires more than a commercial or market perspective. It is essential to consider the historical, social, and political factors that have shaped the mobility dynamics of these communities. For LGBTIQ+ individuals, travel represents more than leisure; it is an opportunity to find places where they can freely express their identity, feel safe, and be respected. These motivations are closely tied to gender identity and sexual orientation, influencing travellers' decisions about destinations and the types of experiences they seek (Hattingh & Spencer, 2017). LGBTIQ+ tourists create distinctive and meaningful experiences

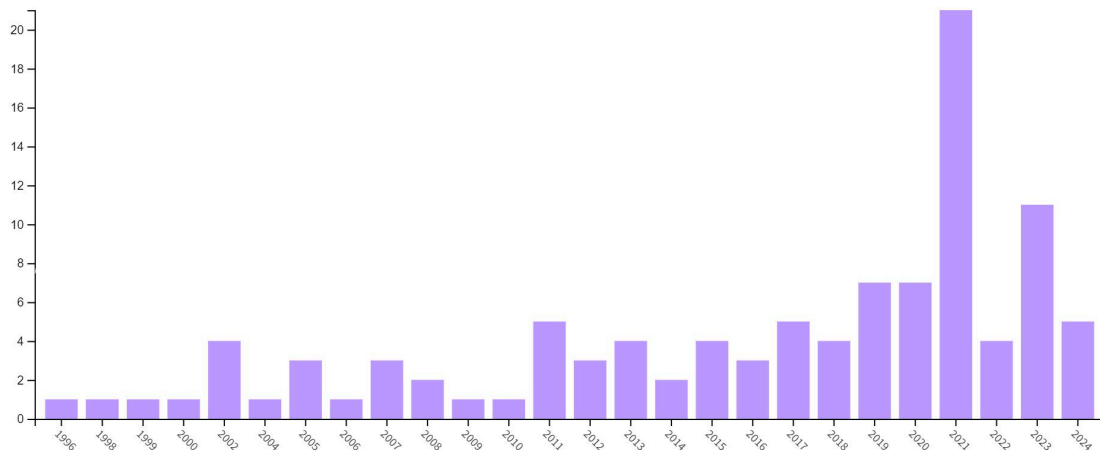
(Lewis et al., 2021). The tourism activities of LGBTIQ+ individuals are deeply influenced by their gender identity and sexual orientation (Prayag et al., 2023). Understanding how these factors affect travel choices is essential for developing more inclusive tourism strategies (Yeh, 2016; Valcuende et al., 2023). Furthermore, it is critical to study the full spectrum of identities and orientations within the LGBTIQ+ communities, ensuring no one is left out. Recognizing the human factors that define LGBTIQ+ travellers experiences, fostering deeper, meaningful, and respectful connections between destinations and travellers.

Businesses and destinations that embrace inclusive practices to attract this demographic not only generate loyalty and positive recommendations but also foster an environment where quality and acceptance are central values (Liu et al., 2023). Moreover, the LGBTIQ+ communities has been identified as a trendsetter in discovering new destinations and setting service and inclusion standards, thus influencing broader tourism practices (Melián-González et al., 2011).

While the economic and social significance of LGBTIQ+ tourism has gained recognition, much remains to be explored about the specific challenges and potential within this sector (Madinga et al., 2023). Despite increasing awareness of its economic importance, comprehensive research addressing the sector's unique challenges and opportunities remains limited (Vorobjovas-Pinta & Hardy, 2021). Although the academic exploration of LGBTIQ+ tourism is relatively recent, the industry has witnessed a significant surge in products, services, and marketing strategies specifically tailored to meet the unique needs and preferences of LGBTIQ+ travellers (Zhou et al., 2021).

Since the initial publication on LGBTIQ+ tourism in 1996, scholarly interest in this sector has expanded considerably, as illustrated in Figure 1. Early research progressed gradually, with notable growth in 2011 and 2015, when interest in this field began to gain traction. However, the number of publications experienced a marked acceleration between 2019 and 2024, reflecting a deeper academic commitment to understanding the complexities and unique aspects of LGBTIQ+ tourism. In particular, 2021 stands out as a pivotal year, with a total of 22 studies published, making it the year with the most substantial output of scientific research to date. This surge in publications underscores a growing recognition within the academic communities of the importance of this sector, both as a distinct area of study and as a reflection of broader social and cultural dynamics affecting the tourism industry.

Figure 1. Research period



Source: Authors' own work.

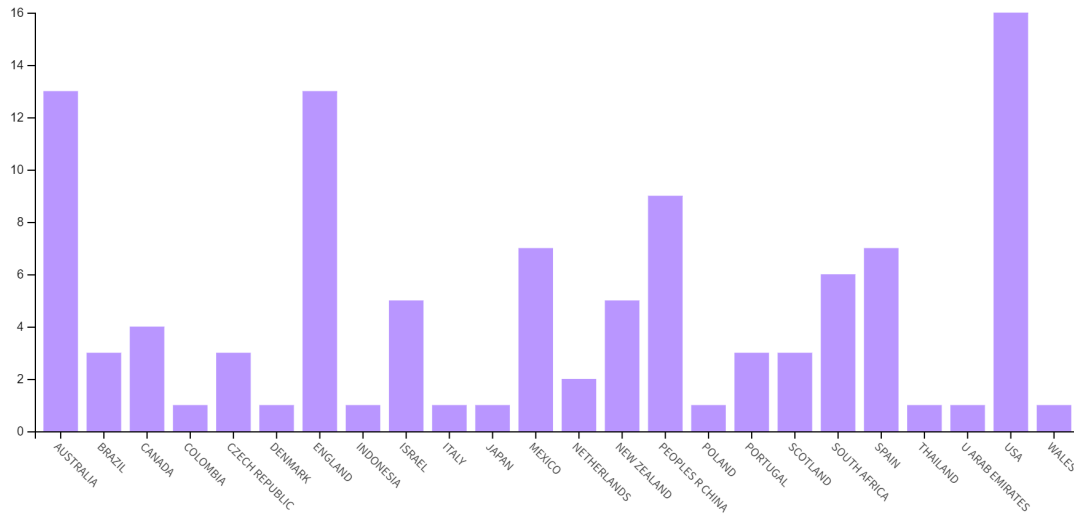
To provide further context on the current academic landscape in LGBTIQ+ tourism research, it was observed that most of the analysed articles were published in English (N = 95), highlighting the language's dominance in academic discourse within this field. This prevalence underscores English as the primary medium for global academic exchange, facilitating broad accessibility and reach. A smaller number of publications appeared in Spanish (N = 6), reflecting a growing contribution from Spanish-speaking researchers, while Portuguese accounted for three articles, and Czech for one. The presence of publications in languages other than English reflects the diverse and inclusive nature of academic inquiry in LGBTIQ+ tourism, allowing for multiple cultural perspectives to contribute to the field.

Leading academic institutions worldwide have made significant contributions to LGBTIQ+ tourism research. Notably, the Cape Peninsula University of Technology, Edith Cowan University, and the University of Tasmania each contributed four articles, demonstrating their ongoing commitment to this area of study. Other contributors include the Autonomous University of Barcelona, Bar Ilan University, California State University System, Charles Sturt University, Hong Kong Polytechnic University, and Rutgers University, each publishing multiple studies. This range of institutions illustrates a geographically diverse engagement with LGBTIQ+ tourism research, encompassing a variety of academic perspectives and regional insights.

Geographically, research contributions reflect a strong presence in countries such as the USA (N = 16), Australia (N = 13), and England (N = 13), with additional notable input from the People's Republic of China (N = 9), Spain (N = 7), Mexico (N = 7), South Africa (N = 6), Israel (N = 5), New Zealand (N = 5), and Canada (N = 4). Figure 2 captures this global distribution, with developed contexts such as the USA, Australia, and England leading the field. This concentration of research in countries with well-established LGBTIQ+ rights highlights a gap in the literature, particularly in underrepresented regions where LGBTIQ+ tourism has yet to be extensively studied. Expanding research into diverse socio-political

contexts will be essential for developing a more comprehensive understanding of LGBTIQ+ tourism dynamics worldwide, enriching the global knowledge base and addressing the unique challenges faced by the LGBTIQ+ communities in various parts of the world.

Figure 2. Research Contributions of Countries and Region



Source: Authors' own work.

The methodologies used in LGBTIQ+ tourism research reveal a commitment to capturing the communities's experiences and preferences from varied perspectives. As table 1 shows, most studies utilise either qualitative or a blend of methods, with nearly 54% relying on interviews, content analysis, and ethnographic studies to document personal narratives and understand the nuanced needs of LGBTIQ+ travellers. Quantitative approaches also play a role, capturing data on travel patterns and demographic traits, while mixed-methods and conceptual reviews contribute a smaller but valuable perspective on theoretical developments.

These methodological challenges highlight the complexities involved in studying LGBTIQ+ tourism and the need for diversified, inclusive, and rigorous research practices. Addressing limitations related to sampling, self-reporting, and cross-sectional approaches will be essential in advancing the field and fostering a more comprehensive understanding of LGBTIQ+ tourism dynamics across different contexts and communities.

Table 1. Research methods

Research methods	Tools	No. of publications	%	Ex. Articles
Quantitative			21 %	
Qualitative	Surveys	22	54 %	(Liu et al., 2023)
	Interviews	24		(Prayag et al., 2023)
	Narrative analysis	5		(Lewis et al., 2023)
	Content analysis	19		(Valcuende del Rio et al., 2023)

	Ethnographic	9		(McCartan & Nash, 2022)
Mixed methods		8	8 %	(Ram et al., 2019)
Conceptual documents		18	17 %	(Coon, 2012)

Source: Authors' own work.

Empirical studies on LGBTIQ+ tourism have been conducted across a range of contexts, which can be categorised into three main areas: tourism, hospitality, and other specific LGBTIQ+ dimensions (Table 2). In the tourism category, 52% of publications delve into various forms of LGBTIQ+ tourism, covering mainstream (Hughes, 2006), minority (Casey, 2010), cultural (Monterrubio, 2019), rural (Toth & Mason, 2021), and niche types like sex tourism (Mendoza, 2013), sports tourism (Coetzee et al., 2019), event tourism (Kaygalak-Celebi et al., 2020), and cruise tourism (Jarvis et al., 2022). Event tourism (N = 13) and destination-specific tourism (N = 12) are the most frequently studied areas, with a significant presence of research on sex tourism (N = 7), general tourism (N = 5), and socio-demographic tourism (N = 5), reflecting the broad scope of LGBTIQ+ travel interests.

In the hospitality subcategory, which makes up 2% of the literature, studies focus on LGBTIQ+-friendly accommodations (Vieira de Jesus, 2018), specifically hotels (N = 2), highlighting an emerging interest in understanding how hospitality services cater to queer travellers. The third category, covering 46% of the research, addresses topics within the broader LGBTIQ+ tourism sector, such as traveller behaviour and decision-making (N = 21) (Hadjisolomou et al., 2023), market research (N = 10) (Coon, 2012), urban transformations linked to queer communities (N = 4) (Boyd, 2011), identity exploration (N = 6) (Ong et al., 2022), and the role of social media and apps (N = 2) (Katz, 2023).

This emphasis on event and destination-specific tourism and LGBTIQ+ traveller behaviour points to the need for further studies that explore underrepresented aspects, broadening the understanding of the multifaceted nature of LGBTIQ+ tourism across various contexts and communities needs.

Table 2. Context of the study

Context	Sub-context	No. of publications	Ex. Articles
LGBTIQ+ tourism	General tourism	5	(Hughes, 2006)
	Minority tourism	4	(Casey, 2010)
	Cultural tourism	1	(Monterrubio, 2019)
	Rural tourism	1	(Toth & Mason, 2021)
	Sex tourism	7	(Mendoza, 2013)
	Sports tourism	1	(Coetzee et al., 2019)
	Event tourism	13	(Kaygalak-Celebi et al., 2020)
	Cruise tourism	1	(Jarvis et al., 2022)
	Family tourism	1	(Lucena et al.2015)
	Trans tourism	2	(Monterrubio et al., 2020)
	Socio-demographic tourism	5	(Ro et al., 2017)
	Destination tourism	12	(Hodes & Gerritsma, 2007)
	Urban tourism	2	(Hartal, 2019)

LGBTIQ+ hospitality			
	Hotels	2	(Vieira de Jesus, 2018)
Others	Health	1	(Nguyen et al., 2014)
	LGBTIQ+ market research	10	(Coon, 2012)
	LGBTIQ+ identities	6	(Ong et al., 2022)
	LGBTIQ+ feminist research	1	(Puar, 2002)
	Decisions and behaviours of the LGBTIQ+ traveller	21	(Hadjisolomou et al., 2023)
	LGBTIQ+ urban transformation	4	(Boyd, 2011)
	Gender economics	1	(Liu, 2023)
	Politics and activism	1	(Burchiellaro, 2024)
	Social media and Apps	2	(Katz, 2023)
	LGBTIQ+ marketing action	1	(Alguero-Boronat, 2024a)

Source: Authors' own work.

The analysis of keyword co-occurrence within LGBTIQ+ tourism research reveals key thematic clusters that shape the academic understanding of this sector (Figure 3). By examining the clusters in figure 3, we can identify the main research areas and their interconnections, highlighting the interdisciplinary nature of LGBTIQ+ tourism studies, which spans identity, geography, culture, and politics.

The red cluster centres on "Gay Tourism" and includes keywords such as "men," "holidays," "motivations," "satisfaction," "preferences," and "experiences." This cluster indicates that a significant portion of research has historically focused on the specific experiences and motivations of gay men. Studies within this cluster emphasise destinations, holiday preferences, and satisfaction factors, reflecting a concentrated academic interest in understanding the unique travel behaviours and expectations within this demographic. This focus underscores the need for inclusive research that expands beyond gay tourism to include a wider spectrum of identities within the LGBTIQ+ communities.

The green cluster, labelled "Identity," captures broader identity-related themes, including "homonormativity," "pinkwashing," "sexuality," "gender," "politics," "citizenship," and "geographies." This cluster examines LGBTIQ+ tourism through a socio-political lens, addressing the intersections of identity, gender dynamics, and the political climate affecting queer travellers. Concepts like "pinkwashing" and "homonormativity" indicate a critical analysis of how marketing and political practices impact the LGBTIQ+ experience in tourism, suggesting that identity is not only a personal construct but also shaped by larger sociocultural forces.

The blue cluster, with the central theme of "Tourism," includes keywords such as "lesbian," "gay," "bisexual," "queer," "sun," "pull factors," and "push factors." This cluster encapsulates studies that examine tourism from a broad LGBTIQ+ perspective, addressing collective identities and travel motivations across the communities. By including both "push" and "pull" factors, this cluster reflects the exploration of both intrinsic motivations (such as identity expression) and destination attributes (such as attractions and amenities) that draw LGBTIQ+

tourists. This inclusivity signals a shift towards studying the communities as a whole, recognizing the varied experiences and preferences within it.

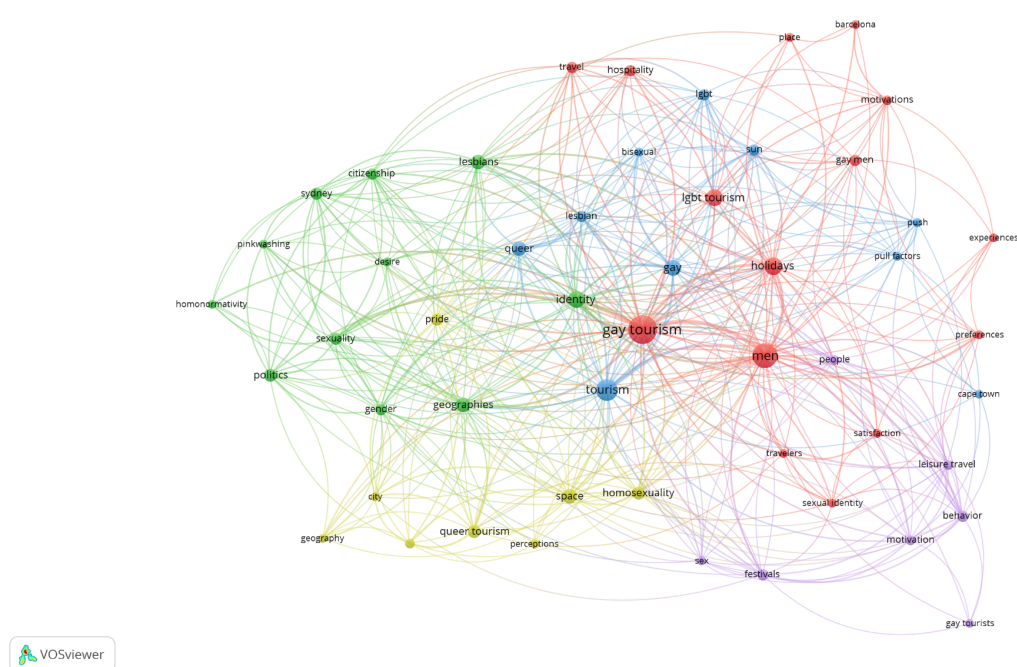
The yellow cluster, titled "Geography and Space," features keywords such as "city," "queer tourism," "pride," "homosexuality," and "perceptions." This theme underscores the geographical dimension of LGBTIQ+ tourism, exploring how different spaces—particularly urban settings—cater to and are perceived by LGBTIQ+ travellers. The focus on "city" and "queer tourism" suggests a prominent interest in how urban environments and public spaces, often associated with pride events and queer visibility, serve as hubs for LGBTIQ+ tourism. This cluster highlights the spatial dynamics that contribute to a sense of belonging and communities among queer travellers.

The purple cluster, labelled "Festivals and Leisure Travel," includes keywords such as "people," "motivation," "sex," "behaviour," and "gay tourism." This cluster underscores the role of festivals and leisure events in shaping LGBTIQ+ tourism, emphasising how gatherings like Pride festivals and other cultural events attract visitors and create inclusive travel experiences. Research within this cluster often focuses on the behaviours and motivations linked to leisure travel, where LGBTIQ+ individuals seek spaces for expression and communities-building.

The network of keywords in Figure 3 shows strong interconnections between themes, with "Gay Tourism" and "LGBT Tourism" serving as central nodes, indicating these areas are pivotal within the field. The diversity of clusters, from identity-focused to event-centric themes, reveals the breadth of LGBTIQ+ tourism research, which encompasses niche studies on specific demographics as well as broader examinations of communities-wide dynamics. This clustering illustrates both the established research focus on certain groups, such as gay men, and the emerging interest in inclusive tourism practices that address the entire LGBTIQ+ spectrum, signalling opportunities for future research that delve into underrepresented identities and dimensions within LGBTIQ+ tourism.

The thematic clusters revealed through keyword co-occurrence analysis underscore the complexity and diversity of LGBTIQ+ tourism research. Mapping these central themes is essential for understanding the current academic landscape and identifying areas that require further exploration. By recognizing the established focus on specific identities, like gay men, and the emerging interest in broader and more inclusive topics, researchers can better align future studies with the needs of the entire LGBTIQ+ spectrum. This analysis serves as a guidepost for advancing scholarly discourse, encouraging more nuanced and comprehensive investigations that contribute to a deeper and more equitable understanding of LGBTIQ+ tourism.

Figure 3. Co-occurrence analysis of keywords



Source: Web of science and Scopus

Research on LGBTQ+ tourism has been steadily increasing and broadening its impact (Zhou et al., 2021). However, despite these advancements, a significant gap remains in the academic study of LGBTQ+ tourism (Ong et al., 2022). This thesis seeks to contribute to the current academic literature by providing a more comprehensive analysis of the LGBTQ+ traveller.

In the broader context of LGBTQ+ tourism research, it is essential to align academic and practical efforts with the United Nations Sustainable Development Goals (SDGs) to foster a more just and equitable world (United Nations, 2015). LGBTQ+ tourism is particularly relevant to SDG 5, which promotes gender equality, and SDG 10, which focuses on reducing inequalities by ensuring that no individual or group is left behind in the path toward sustainable development. Research into LGBTQ+ tourism plays a vital role in addressing these goals, as it provides insights into the diverse experiences and needs of these communities while highlighting the social and economic barriers they may face.

Investigating the role of LGBTQ+ individuals in the tourism sector not only underscores the importance of inclusivity in destination marketing and service provision, but also calls attention to the ways in which tourism can either challenge or perpetuate inequalities based on gender identity, sexual orientation, and socio-economic status. By fostering a deeper understanding of the travel experiences of LGBTQ+ individuals, tourism research contributes to building a more inclusive industry that reflects the values of SDG 10, working to reduce disparities and ensure equitable access for all travellers, regardless of their identity.

Furthermore, integrating SDG 5 into tourism research encourages the exploration of gender dynamics within the industry, particularly in terms of representation, safety, and equal

opportunities for LGBTIQ+ travellers. Gender equality in tourism requires more than just inclusive marketing; it demands systemic changes in policy, infrastructure, and cultural sensitivity to ensure that all individuals, regardless of gender identity or expression, are afforded safe and enriching travel experiences.

By framing LGBTIQ+ tourism research within the SDGs, scholars and industry professionals can contribute to a more sustainable and inclusive future, where tourism is a social change that upholds the principles of equality, diversity, and human rights.

1.1 Concept and terms

In order to thoroughly examine LGBTIQ+ tourism, it is essential to clarify the foundational concepts and terms that define this field. This section, titled 'Concept and terms,' provides an overview of the key terminology used within LGBTIQ+ tourism research, highlighting the evolving language that reflects broader social, cultural, and political dynamics. Understanding these terms is critical, as they frame both the scope of academic inquiry and the lived experiences of LGBTIQ+ travellers, shaping how this unique segment interacts with tourism spaces and services.

LGBTIQ+ tourism, often referred to as queer tourism, represents a significant and vibrant segment of the travel industry. Both terms are commonly used interchangeably to describe travel experiences that cater to the unique interests, preferences, and identities of individuals within the lesbian, gay, bisexual, transgender, intersex, and queer communities (Prayag et al., 2024). The evolution of these terms can be traced back to a broader cultural and social context, where the movement for LGBTIQ+ rights and visibility has fostered a rich tapestry of experiences and destinations that celebrate diversity and inclusion (Prayag et al., 2024).

Historically, the term "queer" has evolved from its original pejorative connotation to become an umbrella term that embraces a wide range of sexual and gender identities, challenging the traditional binary classifications. This shift reflects a growing recognition of the fluidity of identity and the importance of inclusivity. In the realm of tourism, queer tourism not only encompasses the experiences of LGBTIQ+ travellers but also promotes spaces where individuals can express their identities freely and authentically (Prayag et al., 2024).

In this study, both LGBTIQ+ and queer tourism will be utilised as synonymous terms to reflect the inclusive nature of the research. By adopting this approach, we aim to capture the diverse perspectives and experiences of travellers within these communities, ensuring a comprehensive understanding of the dynamics at play in the tourism landscape. This dual terminology recognizes the interconnections between LGBTIQ+ identities and the broader queer movement, highlighting the importance of inclusive tourism practices that cater to all facets of gender and sexual diversity.

To delve deeper into the concepts and terminology defining LGBTIQ+ tourism, it is essential to understand the language and definitions used within studies in this field. These terms not only establish the theoretical framework of research but also reflect the specific experiences and needs of LGBTIQ+ travellers, allowing for a more precise and respectful analysis of their interactions within the tourism context.

LGBTIQ+ tourists create unique and meaningful travel experiences (Lewis et al., 2021). Their tourism activities are shaped by their gender identity (Alguero-Boronat et al., 2024b) and sexual orientation (Prayag et al., 2023). Therefore, aspects of LGBTIQ+ identity have a direct impact on travel experiences (Vorobjovas-Pinta & Hardy, 2021). Given the diversity within the LGBTIQ+ communities, it is essential to study each identity within the acronym to understand how different gender identities and sexual orientations manifest in tourism. This need for inclusive research is underscored by the current distribution of studies, as shown in table 3, where emphasis has traditionally been placed on general LGBT tourism and specifically gay men's tourism, while other identities within the spectrum, such as transgender, lesbian, and bisexual travellers, receive comparatively less attention. Every letter represents a distinct identity with specific needs and experiences, which must be acknowledged and respected in research. Although recent years have seen increased efforts to broaden the scope to include more diverse identities, much work remains to fully capture the range of LGBTIQ+ tourism experiences.

The representation of LGBTIQ+ identities within tourism research reflects a historical focus on certain segments, notably gay men, while other identities receive comparatively limited attention. As detailed in table 3, research on general LGBT tourism accounts for the largest share (27%), closely followed by studies on gay men's tourism at 20%. This prominence is largely due to the historical visibility of gay men within the LGBTIQ+ communities, as their tourism behaviour has captured substantial interest from the industry and media (Clift & Forrest, 1999; Melian-González et al., 2011). Additionally, studies suggest that gay men often have higher purchasing power and tend to spend more on tourism experiences, which makes this demographic particularly appealing to tourism stakeholders (Usai et al., 2022).

Despite this focus, there has been a gradual shift in recent years towards a more inclusive approach that considers other identities within the LGBTIQ+ spectrum. Studies on gay and lesbian tourism combined represent 26% of publications, while broader categories like queer, LGBTQ2+, and LGBTIQ+ tourism comprise 22% of the literature. This shift reflects an evolving understanding within academia, where there is increasing recognition of the need to de-homogenize LGBTIQ+ tourism and move beyond the traditionally narrow scope of gay tourism to encompass a more diverse range of identities (Ong et al., 2022).

However, specific subgroups, such as transgender, lesbian, and bisexual travellers, remain underrepresented, accounting for only 2% and 1% of publications, respectively. This limited focus on certain identities points to gaps within the literature and highlights the need for further studies that address the unique travel experiences and challenges faced by these groups. Recently, terms like "queer," "LGBTQ2+," and "LGBTIQ+" have been used to signal a more inclusive approach in tourism studies, reflecting broader shifts toward

acknowledging and integrating identities that were historically marginalised or overlooked (Zhou et al., 2021). This growing inclusivity in terminology underscores the importance of continuing to diversify research efforts, ensuring that all LGBTIQ+ identities are represented and accurately studied within the tourism sector.

Table 3. LGBTIQ+ research representation

LGBTIQ+ research representation	No. of publications	%	Ex. Articles
Gay men tourism	21	20 %	(Monterrubbio, 2019)
LGBT tourism	28	27 %	(Madinga et al., 2023)
Gay and heterosexual tourism	1	1 %	(Hattingh & Bruwer, 2020)
Lesbian tourism	1	1 %	(Johnston, 2007)
Gay tourism, lesbian and gay tourism	27	26 %	(Katz, 2023)
Queer, LGBTQ2+, LGBTIQ+, LGTBQ+ tourism	24	22 %	(Alguero-Boronat et al., 2023a)
Trans tourism	2	2 %	(Monterrubbio et al., 2020)
Gay and bisexual men tourism	1	1 %	(Parrish et al., 2019)

Source: Authors' own work.

Despite the increasing attention on LGBTIQ+ tourism, current research often fails to fully capture the diversity within these communities (Alguero-Boronat et al., 2024b), as seen in table 3. Many studies focus primarily on gay men (G) and, to a lesser extent, lesbian women (L), while neglecting identities such as transgender, bisexual, intersex, non-binary, and other queer identities (Clift & Forrest, 1999; Monterrubio et al., 2020). This limited focus not only distorts the understanding of LGBTIQ+ tourism but also perpetuates a research bias that marginalises large portions of the communities. Hattingh and Spencer (2020) observe that much of the existing research centres on a narrow demographic: white, middle-class, urban, childless gay men, revealing a significant gap in the literature regarding the experiences and needs of other groups within the LGBTIQ+ spectrum.

The consequences of this bias are significant. By predominantly studying gay men, academic research and marketing strategies risk reinforcing a homogenised view of the LGBTIQ+ communities, suggesting that all individuals within this group share similar preferences and travel behaviours (Hattingh & Spencer, 2020). This exclusion is particularly concerning when considering the unique challenges faced by other identities; for example, transgender travellers may prioritise safety and inclusivity in different ways (Monterrubbio, 2021), and bisexual individuals often face unique issues related to visibility and acceptance (Monterrubbio et al., 2020). By overlooking these identities, research not only narrows its scope but also limits the development of truly inclusive tourism practices.

Recognizing all identities represented in the LGBTIQ+ acronym, and particularly the "+" symbol, is essential for both academic rigour and for fostering equity within the tourism industry (Alguero-Boronat et al., 2024a). The "+" acknowledges the fluid and expansive nature of gender and sexual identities, encompassing groups that extend beyond binary frameworks. Omitting these identities from research perpetuates exclusion and reinforces traditional binaries that fail to account for the full spectrum of human diversity (Ong et al., 2022).

Furthermore, this exclusion has broader societal implications. Studies that marginalise certain identities contribute to their invisibility within both academia and the public consciousness, reinforcing social stigmas and potentially limiting the resources and protections available to these communities, both in everyday life and while travelling. Without adequate representation, the unique challenges these individuals face remain unaddressed, constraining the tourism industry’s ability to create inclusive and safe environments for all travellers.

The limited focus on specific identities within LGBTIQ+ tourism research is not merely a scholarly oversight; it has tangible consequences for developing inclusive and equitable tourism practices. Future research must move beyond the predominant focus on gay men and lesbian women to include the entire spectrum represented by the LGBTIQ+ acronym (Ong et al, 2022). Only through such comprehensive inclusivity can the tourism industry adequately meet the diverse needs of these dynamic communities. Recognizing each member within the LGBTIQ+ spectrum is essential for understanding their unique perspectives and experiences in tourism. Therefore, the following tables 4 and 5 will provide clear definitions to describe each group comprehensively.

Table 4 provides a comprehensive overview of gender identity concepts within the context of LGBTIQ+ tourism research. Gender identity refers to each individual’s internal and personal perception of their gender, namely, how they feel and identify themselves in terms of being male, female, a combination of both, or neither of the two conventional options. Gender identity does not always coincide with biological sex or socially perceived gender expression (Soler, 2020; DuBois & Shattuck-Heidorn, 2021). While cisgender identities have been more commonly studied, non-binary and transgender identities have received less attention in the academic and tourist literature (Ong et al., 2022).

Table 4. Gender identity concepts

Gender identity	Description
Cisgender	Gender identity matches the sex assigned at birth.
Cis women	A person whose gender identity aligns with the sex assigned at birth as female.
Cis men	A person whose gender identity aligns with the sex assigned at birth as male.
Transgender	The gender identity with which you identify does not match the one you were assigned at birth.
Transsexual	The gender identity with which they identify does not coincide with the one assigned at birth, and they acquire the physical characteristics of people of the opposite sex through hormonal or surgical treatment.
Trans women	A person who was assigned male at birth but identifies and lives as a woman.
Trans men	A person who was assigned female at birth but identifies and lives as a man.
Non-binary	Gender identity does not fully match as male or female. They may identify as both genders, neither, a different gender, or fluctuate between different genders. Includes agender, bigender, gender-fluid, gender non-conforming or genderqueer, polygender, pangender and trigender.

Source: Soler (2020).

Table 5 provides an overview of sexual orientation concepts relevant to LGBTIQ+ tourism research. Sexual orientation refers to the emotional, romantic, and/or sexual attraction that a

person feels toward others, forming a fundamental aspect of an individual's sexual identity. This attraction may be directed toward individuals of the same gender, a different gender, multiple genders, or no specific gender. Orientations beyond heterosexual, gay, and lesbian identities have historically received less attention within tourism research, highlighting the need for broader inclusion and understanding of diverse orientations in the field (Prayag et al., 2024).

Table 5. Sexual orientation concepts

Sexual orientation	Description
Heterosexuality	Sexual attraction to people of the opposite gender.
Homosexuality	Sexual attraction to people of the same gender.
Bisexuality	Sexual attraction to people of more than one gender.
Asexuality	Lack of sexual attraction to any gender or gender identity.
Demisexuality	Sexual attraction that appears only when a strong emotional or intimate bond is established.
Autosexuality	Sexual attraction to oneself.
Anthrosexuality	Uncategorized sexual attraction, people who experience their sexuality without knowing in which category to identify themselves and/or without feeling the need to classify themselves in any of them.
Monosexuality	Sexual attraction to only one gender.
Aegosexuality	Those who feel a lack of connection between themselves and their libido.
Polysexual	Romantic and/or sexual attraction to individuals of multiple genders, but not necessarily all genders.
Graysexuality	Sexual attraction only on occasion or in specific circumstances.
Omnisexuality	Sexual attraction to all genders and sexes, regardless of sex or gender identity.
Sapiosexualidad	Sexual attraction towards a person's intelligence.

Source: Soler (2020).

To build a deeper understanding of LGBTIQ+ tourism, it is crucial to not only define the concepts of gender identity and sexual orientation but also to clarify the specific terminology used within the sector. The terminology outlined in table 6 is essential for understanding the complex framework of LGBTIQ+ tourism, as it helps distinguish and clarify key terms that are frequently used imprecisely within both academic and industry settings. In addressing LGBTIQ+ communities, the tourism sector must navigate a nuanced spectrum of terms related to different market segments, travel preferences, and consumer expectations. Differentiating these terms is not merely a semantic exercise; it is foundational for developing effective and inclusive marketing strategies, ensuring accurate representation, and creating products and services that genuinely resonate with each group within the LGBTIQ+ demographic.

The importance of defining these terms lies in the fact that each concept within LGBTIQ+ tourism, from "pink market" to "queer tourism", reflects distinct consumer needs and behaviours. Understanding these distinctions allows tourism professionals to create tailored and sensitive offerings that better meet the expectations of various LGBTIQ+ travellers. Failure to use precise terminology can lead to oversimplification, or even exclusion, of specific segments within the LGBTIQ+ spectrum, potentially alienating customers or misrepresenting the communities' diversity.

Furthermore, clarifying these terms is critical for avoiding the homogenization of LGBTIQ+ tourism. Treating the communities as a single, unified market overlooks the unique

characteristics of each segment and may reinforce stereotypes that only represent certain groups, such as gay men, while neglecting others, like intersex or non-binary individuals. By using precise language, researchers and marketers can ensure that all travellers feel seen and accurately represented, fostering trust and inclusivity.

In tourism, where the goal is to create memorable, positive experiences, sensitivity to these distinctions is crucial. Misusing or generalising LGBTIQ+ terms not only undermines the authenticity of marketing efforts but can also compromise the relationship between brands and consumers. Thus, table 6 provides a structured approach to navigating the complexities of LGBTIQ+ tourism terminology, ensuring that the language used is both accurate and inclusive. By delineating these terms, the table supports a deeper analysis of how each subgroup within the LGBTIQ+ communities interacts with tourism products and services, ultimately contributing to a more inclusive and comprehensive understanding of LGBTIQ+ tourism dynamics.

Table 6. Terms and definitions

Term	Definition	When to Use
Pink Market	The consumer market associated with the LGBTIQ+ communities, particularly focused on products and services tailored to LGBTIQ+ individuals (Velázquez, 2009).	Use when referring to business targeting LGBTIQ+ consumers.
LGBT Tourism	Travel activities and services that cater to the needs and preferences of lesbian, gay, bisexual, and transgender individuals (Ram et al., 2019).	Use when discussing tourism services for a segment of the LGBTIQ+ communities.
LGBTIQ+ Tourism	Tourism that includes and welcomes lesbian, gay, bisexual, transgender, intersex, queer, and other diverse sexual orientations and gender identities (Ong et al., 2022).	Use when emphasising inclusivity of a broad range of identities and sexualities.
Queer Tourism	Initially used with negative connotations, "queer" has been reclaimed as an inclusive term representing identities outside traditional gender and sexuality norms. Considered synonymous with "LGBTIQ+ tourism" (Prayag et al., 2023).	Use when highlighting inclusivity and a non-normative approach. LGBTIQ+ tourism is its synonym.
Gay Tourism	Tourism catering specifically to gay individuals, focusing on destinations and services that are popular or appealing to gay men. This term can also refer to tourism for gay and lesbian communities, as well as the wider LGBTIQ+ communities (Lück, 2007; Apostolopoulou, 2016).	Use when specifically addressing the interests of gay men, gays and lesbians, or the LGBTIQ+ communities.
Rainbow-Washing	The superficial inclusion of LGBTIQ+ symbols or language in marketing to appeal to the queer communities without meaningful support or inclusivity practices (Casey, 2010).	Use when referring to brands or destinations that superficially market inclusivity without substance.
Homonormativity	The alignment of LGBTIQ+ tourism marketing with mainstream, heteronormative values, often sidelining non-mainstream identities within the communities (Ram et al., 2019).	Use when discussing tourism practices that prioritise certain identities or lifestyles within LGBTIQ+.
Pinkwashing	A term critiquing businesses or destinations that promote LGBTIQ+ inclusivity as a marketing strategy to distract	Use when discussing marketing that exploits

	from unrelated, often controversial practices (Tressoldi et al., 2024).	LGBTIQ+ inclusivity for positive image-building.
Inclusive destinations	Destinations that actively promote safe, welcoming, and accepting environments for all gender and sexual identities, offering both social and physical support for LGBTIQ+ travellers (Melián-González et al., 2011).	Use when referring to destinations prioritising authentic inclusivity in policies and practices.

Source: Authors' own work.

The evolution of terminology within the LGBTIQ+ communities is a critical aspect that reflects broader social, cultural, and political changes. Language, especially in the context of gender identity and sexual orientation, is dynamic and often shaped by the experiences and advocacy of the communities it represents. Over time, terms that were once considered derogatory or outdated have been reclaimed or replaced, while new terms continue to emerge as our understanding of gender and sexuality expands. Therefore, it is crucial to recognize that the meaning and usage of these terms can vary significantly across different contexts, cultures, and regions. The terminology is not static but continually shaped by cultural, social, and political shifts. It is vital to consider both the local and individual context when using these terms, understanding that what may be accepted in one place or by one person might not be appropriate or understood in another. Being mindful of this fluidity and willing to adapt language to reflect the most current, respectful usage is key to fostering inclusivity and understanding in both personal and professional settings.

Understanding the terminology surrounding LGBTIQ+ tourism is important, but it is equally crucial to explore how it is academically defined. In this regard, table 7 presents a compilation of explicit definitions from academic articles on LGBTIQ+ tourism, providing a thorough and systematic overview of the conceptualizations in the scholarly field. In the literature on LGBTIQ+ tourism, four studies provide conceptualizations of the field (Lück, 2007; Melian-González et al., 2011; Forga, 2015; García Ortega & Marín Poot, 2014). The concepts are defined in table 7. While definitions vary slightly, they uniformly describe LGBTIQ+ tourism as tourism undertaken by individuals from LGBTIQ+ communities. These travellers are recognized as having specific tourism needs and preferences that distinguish them from mainstream tourists (Prayag et al., 2023). However, most of the definitions refer to gay tourism, overlooking the other letters of LGBTIQ+ communities. LGBTIQ+ communities encompass a wide range of sexual identities and orientations (Lewis et al., 2021). Table 7 highlights this gap, emphasising the need for a broader and more inclusive understanding of LGBTIQ+ tourism. Generally, researchers conceptualise LGBTIQ+ tourism as a largely positive phenomenon, though the potential negative aspects remain underexplored.

Table 7. Conceptualization of LGBTIQ+ tourism

Authors	Definition
Lück (2007)	"Gay tourism refers to gay and lesbian individuals and couples who travel for leisure or vacation purposes, and who identify themselves as being gay or lesbian. Gay tourism is not solely a search for destinations and products that cater to gay and lesbian travellers, but it includes any travel experience where the travellers' sexuality is acknowledged and respected, regardless of the destination or product".

Melian-Gonzalez et al. (2011)	Waitt and Markwell (2006: p. 18) define the gay tourism destination as a “social leisure space that affords an opportunity to escape terrains of heteronormativity that are ongoing and constantly becoming through the intersection of sets of heteronormative social relations stretched out over particular spaces and across geographical scales”.
Melian-Gonzalez et al. (2011)	Hughes (2002: p. 299) describes it as “a spatially discrete concentration of bars and clubs, but also cafes, restaurants, shops, residences and public space that permit gay identity to be validated by relationships with others”
Forga (2015)	"This is a type of tourism with specific motivations and needs and specific emotional variables that have a decisive influence on satisfaction with the experience in a given tourist destination."
García Ortega & Marín Poot (2014)	"Pink tourism is used as a synonym for gay tourism in travel agencies, airlines, hotels, restaurants, cruises and so on. This concept is used by the market as a specialized segment of events and trips focused on gays, lesbians, bisexuals and transgender people (Velázquez, 2009)."

Source: Authors' own work.

LGBTIQ+ tourism is a broad and complex field that encompasses a wide range of participants, concepts, and terminology (Lewis et al., 2023). A clear understanding of these foundational terms and key stakeholders is essential before conducting any in-depth analysis. This diversity reflects the unique needs and expectations of different identities within the LGBTIQ+ communities, each of which interacts with tourism services and experiences in distinct ways (Lewis et al., 2021). Familiarity with these terms not only aids in accurate research but also ensures that analyses are sensitive to the nuanced and varied experiences across the spectrum of LGBTIQ+ travellers, facilitating more inclusive and effective insights into this sector.

1.2 Research gap and thesis objective

Despite the growing interest in LGBTIQ+ tourism, existing literature predominantly examines this sector from limited perspectives, often focusing on the specific experiences of certain communities while overlooking the diverse identities and needs within LGBTIQ+ groups. Current studies tend to emphasise specific types of tourism and destinations associated with LGBTIQ+ individuals without fully addressing the varied preferences and motivational factors across all identities. This gap underscores the need for a more inclusive approach that considers the unique challenges and aspirations of all LGBTIQ+ travellers.

The general objective of this thesis is to evaluate the memorable experience of LGBTIQ+ tourists, considering their motivations, perceptions, and specific LGBTIQ+ needs for self-expression and safety.

To achieve this general objective, the thesis is divided into three specific objectives, with each objective corresponding to one of the three articles:

- **Objective 1:** Analysing the impact of LGBTIQ+ communities motivations on the creation of memorable destination experiences, examining how these motivations are moderated by gender identity and sexual orientation.
- **Objective 2:** Analysing the impact of LGBTIQ+ marketing initiatives by tourist destinations on shaping memorable travel experiences for queer travellers.
- **Objective 3:** Analysing the characteristics of LGBTIQ+ individuals across different types of tourism, with a specific focus on gastronomic tourism, to determine if a distinct profile exists for LGBTIQ+ gastronomic tourists.

These objectives aim to address the identified research gaps, offering a comprehensive view of the factors shaping LGBTIQ+ tourism and laying the groundwork for future research that promotes inclusion across the spectrum of LGBTIQ+ identities.

1.3 Theoretical background and justification of the articles

The theoretical foundation of this thesis is anchored in two pivotal constructs: identity and memorable experience, which serve as the guiding frameworks for understanding the dynamics of LGBTIQ+ tourism. These constructs not only underpin the objectives of the three articles but also provide the conceptual lens through which the interactions between LGBTIQ+ tourists and destinations are analysed.

Identity theory explores the interplay between self-perception and social context, offering insights into how LGBTIQ+ individuals navigate their travel experiences while expressing and affirming their identities. In parallel, the concept of memorable experiences delves into the emotional and psychological components of tourism, emphasising how inclusivity, safety, and self-expression shape long-lasting impressions. Together, these theories justify the focus of the articles on understanding the motivations, behaviours, and perceptions of LGBTIQ+ travellers.

This section aims to outline the theoretical frameworks that ground the research and to justify the relevance of these perspectives in addressing the broader objectives of this thesis. By integrating identity and memorable experience into the analysis, the articles contribute to advancing knowledge on how LGBTIQ+ tourists interact with inclusive tourism environments and how these interactions influence their travel satisfaction and loyalty.

1.3.1. Identity

The concept of identity holds a pivotal role in understanding the motivations, behaviours, and experiences of LGBTIQ+ tourists. Identity, encompassing both personal and social dimensions, shapes how individuals perceive themselves and interact with the world (Lewis et al., 2021). Within the context of tourism, identity acts as a powerful driver of behaviour, particularly for LGBTIQ+ individuals who often use travel as a means to explore, affirm, and

celebrate aspects of their identity that may be constrained in their everyday environments (Prayag et al., 2023).

LGBTIQ+ tourism is intrinsically linked to the expression and validation of identity (Vorobjovas-Pinta, 2018). For many queer travellers, the act of travelling transcends traditional motivations such as leisure or relaxation; it becomes a pursuit of self-expression, authenticity, and connection (Hudson, 2015). Identity-based motivation theory (IBMT) (Oyserman et al., 2017) posits that individuals are motivated to engage in behaviours that align with their identities. In the context of LGBTIQ+ tourism, destinations that offer inclusive and queer-friendly environments provide spaces where travellers can fully embrace their identities without fear of judgement or discrimination (Lewis et al., 2023).

Destinations that prioritise inclusivity allow LGBTIQ+ travellers to experience a sense of belonging and acceptance, which significantly enhances their travel experience (Ram et al., 2019). For many queer individuals, travel serves as an opportunity to escape environments where their identities are marginalised, enabling them to connect with like-minded communities and participate in experiences that validate their sexual and gender identities (Vorobjovas-Pinta, 2018). This highlights the importance of identity-affirming spaces in fostering positive and memorable tourism experiences for LGBTIQ+ individuals.

Tourism offers LGBTIQ+ individuals a unique platform for personal growth and identity exploration (Hughes & Deutsch, 2010). Travel experiences allow queer individuals to step away from societal constraints, embrace their authentic selves, and connect with a broader sense of community (Prayag et al., 2024). Tourist experiences often lead to personal transformation, where travellers integrate newfound perspectives and experiences into their daily lives, fostering a deeper sense of self-awareness and empowerment (Tarssanen & Kylänen, 2009).

Queer-friendly destinations play a crucial role in this process by creating environments where LGBTIQ+ tourists can explore their identities without fear of exclusion or discrimination (Valcuende et al., 2023). Such spaces not only provide opportunities for self-expression but also contribute to a sense of collective identity and solidarity among queer individuals (Zhou et al., 2021). This reinforces the importance of designing tourism offerings that prioritise inclusivity and cultural sensitivity, ensuring that all travellers feel valued and represented.

1.3.2. Memorable tourism destination experience

The concept of the travel experience has evolved beyond mere leisure or holiday escapes, positioning itself as a pursuit of authenticity, cultural connection, and the creation of enduring memories (Moliner et al., 2023). A memorable tourism destination experience (MTDE) is characterised by its ability to be authentic, rewarding, and transformative, engaging travellers

in meaningful, multi-sensory interactions with their chosen destination (Chirakranont & Sakdiyakorn, 2022).

A memorable tourism experience encompasses a visitor's emotional, cognitive, and behavioural engagement before, during, and after a trip, leaving a lasting impression that influences future behaviours, such as revisits or recommendations (Tung & Ritchie, 2011; Moliner et al., 2023). Shaped by individual preferences and past encounters, these experiences foster emotional connections, enhance well-being, and serve as key determinants of future travel decisions, making their creation vital in the competitive tourism market (Coudounaris & Sthapit, 2017; Hosany et al., 2022). Satisfaction plays a pivotal role in enhancing memorable tourism experiences, as satisfied tourists are more likely to recommend and revisit destinations (Sato et al., 2018; Stavrianea & Kamenidou, 2021). Moreover, perceived value significantly influences the creation of memorable experiences, acting as a precursor to satisfaction and a determinant of destination loyalty (Pandža Bajš, 2015; Huang et al., 2019).

For LGBTIQ+ travellers, a memorable tourism destination experience is not only about the activities or attractions offered by a destination but also about the inclusive and welcoming atmosphere that allows for authentic self-expression (Vorobjovas-Pinta & Pearce, 2024). Destinations that foster safety and respect for diverse identities provide environments where queer individuals can explore their identities, connect with local cultures, and experience a sense of belonging that transcends the physical journey (Prayag et al., 2023; Vorobjovas-Pinta & Pearce, 2024). This emotional connection amplifies the memorability of the experience, making these destinations more likely to be revisited and recommended (Tung & Ritchie, 2011).

This experience is shaped by a dynamic interplay between intrinsic factors, such as travellers' personal needs, desires, and motivations (Wang et al., 2020), and extrinsic elements derived from the destination itself, including its unique local environment and cultural atmosphere (Page et al., 2006)

Inclusive destinations that prioritise the needs of LGBTIQ+ travellers not only enrich the individual experience but also contribute to broader social acceptance and equity within the tourism industry (Tressoldi et al., 2024). The ability of a destination to provide safe spaces where travellers can authentically express their identities is a cornerstone of memorable tourism destination experience in LGBTIQ+ tourism (Ram et al., 2019). This aspect becomes even more critical given the historical challenges faced by these communities, including discrimination, exclusion, and physical risks during travel (Hughes, 2002). Creating inclusive and welcoming environments ensures that LGBTIQ+ individuals can enjoy transformative and memorable experiences, fostering emotional connections that go beyond the trip itself.

1.3.3. Justification of the articles

This study is essential not only for understanding how LGBTIQ+ individuals experience travel, but also for examining how tourism destinations, marketing strategies, and broader societal frameworks shape their journeys and influence LGBTIQ+ identities. The experiences of LGBTIQ+ travellers require an equally comprehensive analysis from social, cultural, psychological, marketing and identity-based perspectives.

LGBTIQ+ tourism represents more than just a market segment, it is a form of personal and collective expression, where individuals can explore, affirm, and celebrate their identities in spaces that are safe, inclusive, and supportive (McCartan & Nash, 2022). Travel, in this context, offers an opportunity for self-expression, personal discovery, and, in many cases, the validation of identities that might not be freely expressed in their everyday environments (Kaygalak-Celebi et al., 2020). Understanding the motivations behind these travel decisions, whether they are driven by the search for safety, communities, or cultural experiences, enables researchers and industry stakeholders to create tourism experiences that resonate on a deeper emotional and psychological level with these travellers (Hattingh & Spencer, 2017).

Moreover, LGBTIQ+ tourism is shaped by the intersection of various identities making it a complex and diverse field that requires a nuanced approach (Lewis et al., 2021). By studying how different subgroups within the LGBTIQ+ communities, such as transgender, non-binary, or bisexual individuals, experience tourism, we can identify the specific challenges they face, whether in terms of safety, representation, LGBTIQ+ characteristics or access to inclusive spaces. This level of understanding is critical for designing tourism offerings that cater to the diverse needs of these travellers and for ensuring that no subgroup is overlooked or marginalised.

In addition, the influence of marketing strategies on LGBTIQ+ travellers cannot be underestimated. The way destinations and businesses communicate their inclusivity through marketing efforts, campaigns, and services can significantly affect the perception and experiences of LGBTIQ+ tourists (Ciszek & Ponders, 2020). It is important to assess whether marketing initiatives are genuinely inclusive or merely superficial gestures that do not reflect the true values of the destination (Vredenburg et al., 2020). Authentic marketing that genuinely respects and represents LGBTIQ+ communities not only enhances tourist satisfaction but also builds trust and loyalty toward the destination (Madinga et al., 2023). By fostering environments that align with the values and expectations of LGBTIQ+ tourists, destinations can create memorable experiences that lead to positive word-of-mouth and long-term engagement with these communities.

Furthermore, LGBTIQ+ tourism plays a critical role in promoting social inclusion and equality (Lai et al., 2022). The tourism industry has the potential to be a force for social change, offering platforms where diversity and inclusivity are celebrated, and where discriminatory practices are actively challenged (Vorobjovas-Pinta & Pearce, 2024). Research in this area provides valuable insights into how destinations can implement policies that protect and promote the human rights of LGBTIQ+ travellers, ensuring their safety and

dignity are prioritised (Tressoldi et al., 2024). Understanding the broader societal and cultural implications of LGBTIQ+ tourism contributes to a more just and inclusive society.

Analysing how LGBTIQ+ tourists engage with different types of experiences allows for the identification of patterns in their behaviours, segmentation within certain tourism types, and the existence of specific profiles. It is essential to compare this tourist segment, recognized for characteristics such as a tendency toward older age groups and significant economic impact (Cunha, 2018; Ram et al., 2019), with other types of tourism that share similar traits, examining whether there are differences in sociodemographic and travel factors, such as age and gender identity, that influence their preferences and behaviours. This analysis contributes to a more detailed and nuanced understanding of LGBTIQ+ profiles, highlighting the internal diversity of these communities and its implications for tourism offerings. Conducting this type of study is crucial for understanding how different segments of the LGBTIQ+ communities interact with other forms of tourism, thereby enabling comparisons between traditionally established tourism types and emerging ones. This approach facilitates more precise and relevant segmentation within tourism offerings, improving alignment with the expectations and needs of these travellers.

A comprehensive analysis that separately examines tourist experiences, travel motivations, destination marketing actions, and their impact on loyalty, word-of-mouth, satisfaction, and perceived value, as well as the segmentation and profiling of specific groups within the LGBTIQ+ communities, offers a multidimensional perspective on LGBTIQ+ tourism. This nuanced approach on LGBTIQ+ tourism highlights the importance of recognizing and valuing the distinct identities and characteristics within the LGBTIQ+ communities. By exploring each of these aspects in depth, researchers can determine if there are distinct characteristics and behavioural differences across various segments within LGBTIQ+ tourism. This approach allows for an understanding of how specific factors, such as LGBTIQ+ characteristics (gender expression and sexual orientation), individual motivations or targeted marketing strategies, shape the experiences of LGBTIQ+ tourists. Additionally, analysing segmentation and profiling within these communities enables the identification of unique needs and preferences, which are essential for developing tailored and inclusive tourism offerings. Such an analysis not only enhances insights into how LGBTIQ+ tourists interact with destinations and services but also supports the creation of strategic initiatives that reflect the diverse and evolving expectations within this sector, ultimately contributing to a more comprehensive, equitable, and sustainable tourism model.

The three analyses carried out are closely interrelated, united by a central focus on the tourist experiences of LGBTIQ+ individuals and their LGBTIQ+ characteristics, yet each provides a distinct perspective that complements the others, enriching the overall understanding of this field. Articles I and III are particularly aligned in their examination of homogeneity and heterogeneity within the LGBTIQ+ communities and by studying subgroups within the communities. Article I examines homogeneity and heterogeneity within LGBTIQ+ tourism by analysing whether motivations and tourist experiences align across individuals with varying gender identities and sexual orientations. It questions whether tourist motivations are

consistent across the communities or if these motivations differ based on identity factors, ultimately impacting the overall travel experience. Article III investigates differences between LGBTIQ+ tourists engaged in gastronomic tourism and those participating in other tourism types, comparing these individuals to academically established profiles of similar tourists and contrasting them with those less typically associated with LGBTIQ+ tourism. By doing so, it examines if LGBTIQ+ tourists engaged in diverse tourism types exhibit unique behaviours or share patterns with broader tourist groups. This dual focus on subgroup analysis, whether by identity-based motivations in article I or socio-demographic comparisons in article III, provides a comprehensive view of how different factors shape LGBTIQ+ tourism experiences, examining whether these tourists represent heterogeneous or homogeneous profiles. Together, these studies contribute to a more inclusive understanding of these diverse communities.

Another aspect that unites both articles (I and III) is the role of LGBTIQ+ identity itself, which serves as a central analytical axis across all studies. This focus on identity is not merely an additional variable but a foundational lens through which the nuances of tourist motivations, preferences, and behaviours are understood. By examining identity as an intrinsic factor, these studies offer insights into how diverse identity-based needs and expressions influence the travel experience, shaping the ways in which LGBTIQ+ individuals interact with destinations, perceive inclusivity, and seek affirmation within different tourism contexts. This analytical emphasis highlights the complexity and diversity within the LGBTIQ+ communities, underscoring the necessity of personalised and inclusive approaches that resonate with the unique lived experiences of these travellers, ultimately contributing to a richer and more nuanced framework for LGBTIQ+ tourism studies.

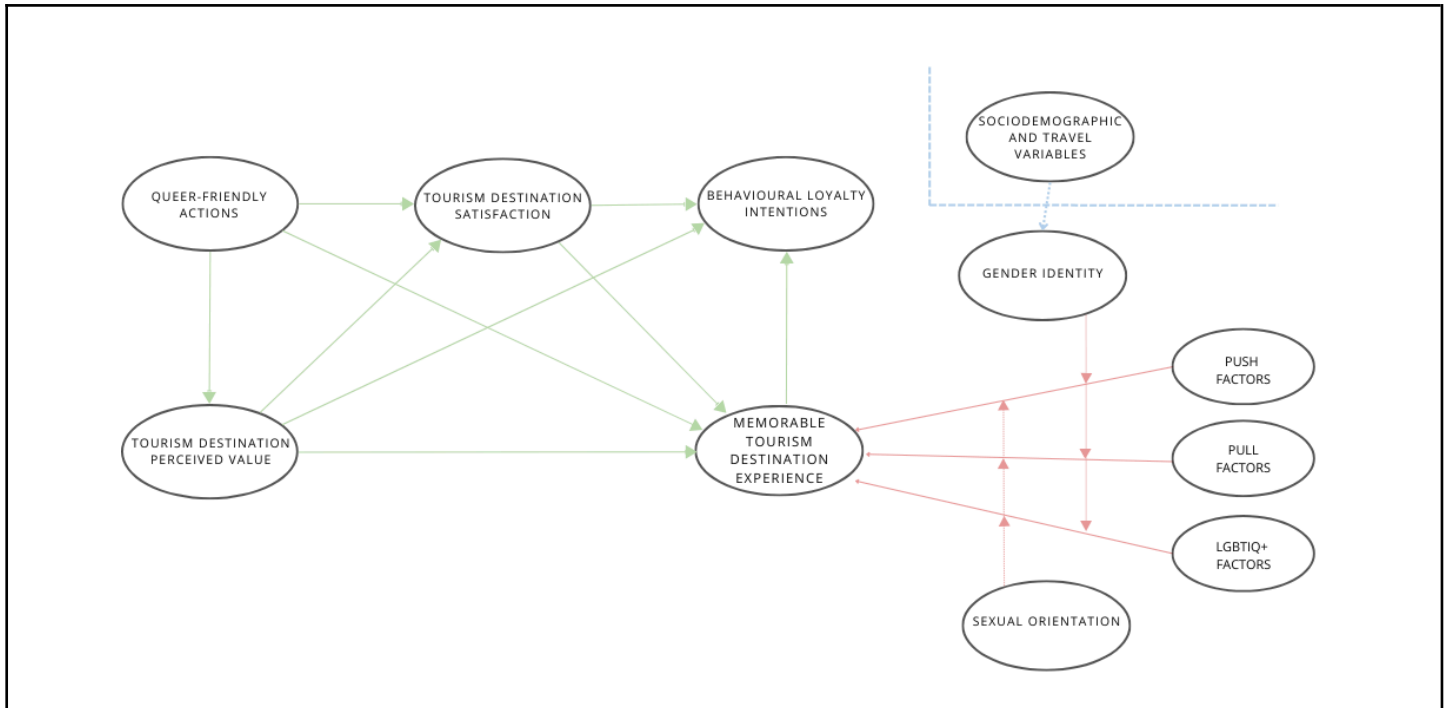
Furthermore, articles I and II share a connection through their focus on the memorable destination experience (MDE) as a key outcome for LGBTIQ+ tourists. Article I examines how travel motivations shape the memorable destination experience by assessing whether motivations rooted in identity and orientation play a distinct role in creating meaningful experiences for LGBTIQ+ travellers. In contrast, article II investigates the impact of queer-friendly marketing actions on the memorable destination experience, exploring whether authentic inclusivity efforts by destinations affect tourists' perceptions and experiences. This shared emphasis on memorable destination experience underscores the importance of understanding not only the motivations that drive LGBTIQ+ travellers but also how external factors, such as destination marketing, contribute to their overall satisfaction, loyalty, and emotional connection to the location. Together, these analyses build a holistic perspective on LGBTIQ+ tourism by exploring how internal factors (such as push, pull and LGBTIQ+ motivations) and external factors (such as marketing and inclusivity efforts) shape the travel experience. This approach is essential for developing a comprehensive understanding of the LGBTIQ+ tourism sector, as it acknowledges both the shared experiences that unite LGBTIQ+ travellers and the unique, individualised factors that differentiate them. Through this multifaceted examination, the articles collectively advance the discourse on how to create more inclusive, memorable, and satisfying tourism experiences for the LGBTIQ+ communities.

The relationship between articles II and III is grounded in their examination of LGBTIQ+ tourism inclusivity and belonging. Article II analyses how LGBTIQ+ tourists perceive queer-friendly marketing actions, assessing the effectiveness of these inclusivity efforts. Article III, meanwhile, explores whether all individuals within the LGBTIQ+ communities, considering their distinct sociodemographic characteristics (Gastronomy tourism), feel represented within a tourism model traditionally designed for cisgender, middle-aged, white gay men (Balderas-Cejudo et al., 2019). Both question whether current marketing practices genuinely foster inclusivity across the spectrum of identities or if additional, targeted actions are needed to ensure all LGBTIQ+ tourists, regardless of gender identity, feel welcomed and engaged across various types of tourism.

The conceptual model (Figure 4) reflects an integrated approach to analysing LGBTIQ+ tourism experiences through three distinct but interconnected studies. Each study contributes unique insights into the understanding of memorable tourism experiences, centering on identity characteristics that shape LGBTIQ+ travellers' interactions with destinations. The model also highlights that LGBTIQ+ identity characteristics serve as the foundational element across all three studies. Each article explores different aspects of LGBTIQ+ tourism, yet they are united by a shared focus on understanding how LGBTIQ+ identity influences experiences, and outcomes in tourism. The model thus positions LGBTIQ+ identity as a central lens through which memorable experiences are analysed, acknowledging that these travellers have unique needs and expectations due to their diverse identities.

Figure 4 will display the general theoretical model of the doctoral thesis, synthesising the relationships and findings across all three articles. This unified model serves as the foundation for the thesis, demonstrating how the individual studies are interconnected and contribute to a broader understanding of the research topic, LGBTIQ+ tourism.

Figure 4. The general theoretical model of the doctoral thesis
Article I / Article II / Article III



Source: Authors' own work.

1.4 Objectives, hypotheses and methodology of the articles

Building on the rationale previously discussed in the justification, the overarching aim of this Doctoral Thesis is to evaluate the memorable experiences of LGBTIQ+ tourists, focusing on their motivations, perceptions, and specific LGBTIQ+ needs for self-expression and safety, within the framework of "Discovering the tourism rainbow: An integrated approach to LGBTIQ+ tourism". This research seeks to address gaps in the current understanding of LGBTIQ+ tourism by offering a comprehensive, multidimensional analysis of how marketing strategies, inclusivity, socio-demographic factors, and LGBTIQ+ characteristics influence the experiences of LGBTIQ+ travellers.

1.4.1 Specific objectives of the doctoral thesis

To achieve the general aim, a series of specific objectives were outlined, developed, and pursued throughout the research process. Table 8 provides a comprehensive overview of the objectives for each of the three articles included in this doctoral thesis. It begins by identifying each article, assigning a unique colour to each one that is consistently used across all tables where the articles are referenced. After identifying the article, the table presents its primary objective, followed by specific objectives for each article. This structure clarifies how the objectives of each article contribute to the overall aim, ensuring consistency and coherence in presenting the research.

Table 8. Articles objectives

Objectives of article I	
Main objective:	Analysing the impact of LGBTIQ+ communities motivations on the creation of memorable destination experiences, examining how these motivations are moderated by gender identity and sexual orientation.
Specific objectives:	Applying push and pull motivations theory to analyse the tourism motivations of LGBTIQ+ travellers, expanding it with LGBTIQ+-specific motivations introduced in prior literature.
	Assessing the overall tourism motivations and memorable destination experiences of the LGBTIQ+ communities as a whole and in subgroups.
	Performing a multi-group analysis to explore variations in motivations between well-studied queer subgroups (e.g., gay men, lesbian women, cisgender individuals) and less-studied subgroups (e.g., transgender, non-binary, bisexual individuals).
	Segmenting participants based on their gender identity and sexual orientation, allowing for a detailed examination of the commonalities and the differences between subgroups with historically more or less visibility in tourism research.
	Exploring whether there are patterns of homogeneity or heterogeneity in the perceptions and lived experiences of travel among various LGBTIQ+ subgroups.
	Providing insights that are both academically relevant and practically applicable, offering guidance for improving tourism strategies that cater to diverse LGBTIQ+ subgroups.
Objectives of article II	
Main objective:	Analysing the impact of LGBTIQ+ marketing initiatives by tourist destinations on shaping memorable travel experiences for queer travellers.
Specific objectives:	Applying identity-based motivation theory as a framework for evaluating the effectiveness of queer-friendly actions implemented by tourist destinations.
	Assessing the impact of genuine versus superficial LGBTIQ+ marketing actions on the perceptions of queer tourists.
	Evaluating how queer-friendly strategies influence the creation of memorable experiences for LGBTIQ+ tourists.
	Examining the relationship between queer-friendly marketing actions and tourist satisfaction within LGBTIQ+ communities.
	Investigating how queer-friendly actions contribute to building loyalty toward tourist destinations.
	Exploring how LGBTIQ+ friendly actions affect the perceived value of tourist destinations for LGBTIQ+ travellers.
Objectives of article III	

Main objective:	Analysing the characteristics of LGBTIQ+ individuals across different types of tourism, with a specific focus on gastronomic tourism, to determine if a distinct profile exists for LGBTIQ+ gastronomic tourists.
Specific objectives:	Assessing the similarities and differences between LGBTIQ+ tourists who engage in gastronomic tourism and those who participate in other types of tourism.
	Examining the influence of socio-demographic factors, such as age and gender identity, on the choice of gastronomic tourism among LGBTIQ+ individuals.
	Providing insights into the alignment or divergence of gastronomic tourism consumption with overall travel patterns within the LGBTIQ+ tourism segment.

Source: Authors' own work.

By organising the objectives in this manner, the thesis provides a clear and structured approach to how each article builds upon and supports the central theme of the research: enhancing the understanding of LGBTIQ+ tourism through an integrated approach that considers socio-demographic and motivational characteristics, memorable experiences, identity-based factors, and inclusive marketing strategies. Each article's findings serve as a building block, advancing the discussion and analysis of LGBTIQ+ tourism from multiple perspectives, including motivational factors, profile analysis, inclusive practices, and the diverse experiences within the LGBTIQ+ communities.

1.4.2. Hypotheses of the articles

In table 9, a comprehensive summary will be provided, covering the article, hypotheses, approach, and variables or the sociodemographic and travel characteristics. This table serves as an essential tool to synthesise the core components of each study, offering a clear overview of the research structure.

First, the article section will introduce the title and main focus of the research, providing context for its contribution to the broader academic field. Next, the hypotheses or approach will be summarised, outlining the key assumptions being tested. This will clarify the specific relationships the study aims to investigate, to follow the logic of the research inquiry. Finally, the variables section will outline the key dependent and independent variables examined in the study. In the case of the article III, this section will describe the sociodemographic and travel characteristics analysed.

By organising these elements in table 9, the research offers a clear, cohesive overview of the study's design and execution. This structured presentation enhances the reader's understanding of how the research was conducted and why the findings are reliable, providing an accessible way to grasp the core components of the article.

Table 9. Principal characteristics of the three articles

Article I	Hypotheses	Variables
-----------	------------	-----------

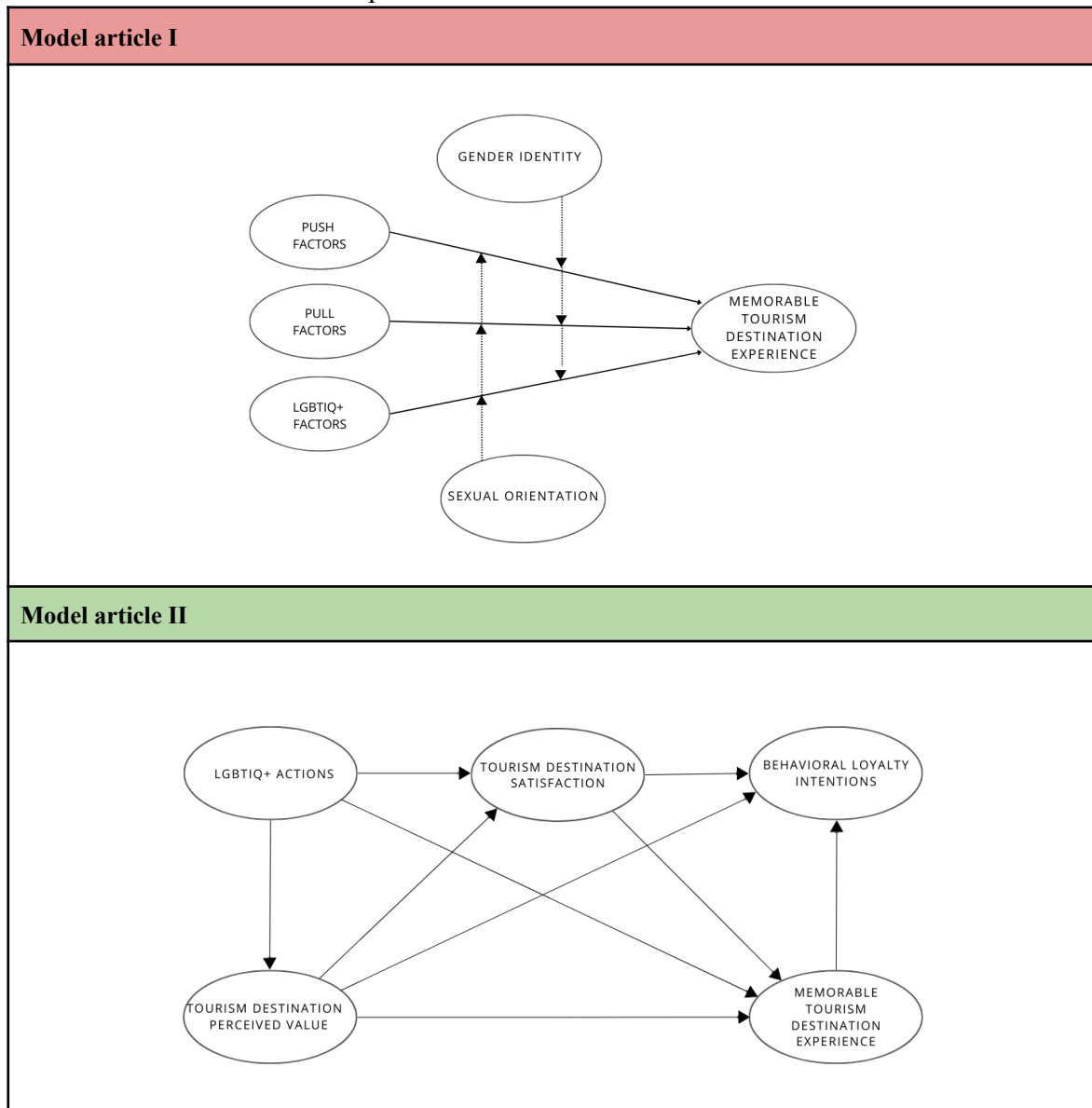
<p>Alguero-Boronat, M., Moliner-Tena, M. A., & Rodríguez-Artola, R. M. (2024). LGBTIQ+ tourist motivations and memorable destination experience: The moderating effect of gender identity and sexual orientation. <i>Journal of Vacation Marketing</i>, 0(0). https://doi.org/10.1177/13567667241268696</p>	<p>H1: Queer tourists' push motivations positively influence the memorable destination experience.</p> <p>H2: Queer tourists' pull motivations positively influence the memorable destination experience.</p> <p>H3: LGBTIQ+ motivations of queer tourists positively influence the memorable experience of the destination.</p> <p>H4: Gender identity moderates the relationships between queer tourist motivations and memorable destination experience.</p> <p>H5: Sexual orientation moderates the relationships between queer tourist motivations and memorable destination experience.</p>	<ul style="list-style-type: none"> - Push factors - Pull factors - LGBTIQ+ factors - Memorable tourism destination experience
Article II	Hypotheses	Variables
<p>Algueró Boronat, M., Rodríguez Artola, R. M., & Moliner Tena, M. A. (2024). Queer-friendly tourist destinations: how are they perceived by the LGBTIQ+ communities?. <i>Current Issues in Tourism</i>, 1-19. https://doi.org/10.1080/13683500.2024.2378137</p>	<p>H1: Queer-friendly actions positively affect (a) the memorable experience of the tourist destination, (b) the perceived value of the tourist destination, and (c) the satisfaction of the tourist destination.</p> <p>H2: Perceived value exerts a direct and positive influence (a) on behavioural loyalty intentions, (b) on memorable tourism destination experiences, and (c) on destination satisfaction.</p> <p>H3: Destination satisfaction positively affects (a) behavioural loyalty intentions and (b) memorable experiences in a tourist destination.</p> <p>H4: Memorable experience in a tourist destination positively affects behavioural loyalty intentions.</p>	<ul style="list-style-type: none"> - Queer-friendly actions - Tourism destination perceived value - Tourism destination satisfaction - Behavioural loyalty intentions - Memorable tourism destination experience
Article III	Approach	Sociodemographic and travel characteristics
<p>Algueró Boronat, M., Rodríguez Artola, R. M., & Moliner Tena, M. A. (2024). The taste of diversity: Spanish LGBTIQ+ travellers and the role of gastronomy tourism. <i>Tourism and Hospitality Research</i>, 0(0). https://doi.org/10.1177/14673584241299924</p>	<p>The study framework aims to determine whether merging LGBTIQ+ and gastronomic tourism, both high-spending segments, creates a distinct, unified profile driven by shared desires for authentic, culturally rich experiences and an appreciation for diversity.</p>	<ul style="list-style-type: none"> - Age range - Education level - Travel company - Transport - Trips per year - Duration trips - Gender identity

Source: Authors' own work.

Table 10 presents the theoretical models published in the first two articles, providing an overview of the specific frameworks and conceptual approaches used in the research. This table is essential for understanding the unique contributions of each article to the academic discourse on LGBTIQ+ tourism, as it highlights how different models have been applied and tested in the context of these studies.

In the case of article III, a theoretical model was not employed, as the focus was on identifying significant differences between subgroups within a population based on sociodemographic variables (e.g., age, gender, educational level). This analysis was conducted through ANOVA, which allows for a comparison of the means of the dependent variable across different subgroups defined by the independent variables. This method identifies whether statistically significant differences exist among these groups. Recognizing these differences contributes to the creation of specific profiles and helps to determine whether homogeneous or heterogeneous patterns are present within the studied communities.

Table 10. Theoretical models published in each of the three articles



Source: Authors' own work.

1.4.3. Methodology of the investigation

This section delves into the methodological framework adopted for the thesis, emphasising the rigorous approaches utilised across the three articles. The research design implemented across articles I, II, and III is summarised in table 11. This table provides a comprehensive overview of the methodologies employed, including survey methods, participant demographics, data collection techniques, and analysis strategies. By detailing the research locations, ethical considerations, and statistical approaches, the table ensures a clear understanding of the rigorous methods applied to investigate various dimensions of LGBTIQ+ tourism. This structured comparison highlights the consistency and robustness of the methodologies across the studies, ensuring reliable and valuable insights into the research objectives.

Table 11. Research design across the articles

Category	Article I	Article II	Article III
Research location	Spain.		
Target audience	LGBTIQ+ individuals residing in Spain.		
Survey method and dissemination channels	Online questionnaire distributed via social media and LGBTIQ+ associations.		
Likert scales	Five-point Likert scales: [1] “Strongly disagree” to [5] “Strongly agree”.		
Incentives	None offered, facilitating access to a broad audience.		
Ethical approval	Approved by the University’s Ethics Committee (CEISH/73/2023), ensuring adherence to ethical standards.		
Data collection period	14 March 2023 to 3 August 2023.		
Participant sample	517 participants	590 individuals	
Concrete demographic characteristics for the analysis	Subgroups: 75.24% cisgender, 24.76% non-binary/transgender. 57.64% common, 42.36% less common orientations.		153 (27%) Gastronomic tourism, 437 (73%) Other types of tourism.
Analysis methodology	SmartPLS, partial least squares structural equation modelling (PLS–SEM) technique.		R Studio, ANOVA (Analysis of Variance).

Source: Authors’ own work.

The measurement instruments employed in articles I, II, and III are detailed in table 12, table 13 and table 14. These tables collectively provide a clear understanding of the scales and frameworks used to assess key variables across the studies, such as memorable tourism experiences, queer-friendly actions, and LGBTIQ+ sociodemographic and travel characteristics. Tables 12 and 13 outline the validated measurement sources and corresponding items applied in articles I and II, ensuring methodological consistency and

reliability in capturing the nuanced experiences and perceptions of LGBTIQ+ tourists. Table 14 offers a comprehensive overview of the sociodemographic and travel characteristics of participants in article III, highlighting the diversity within the LGBTIQ+ communities studied.

Table 12. Source of measurement and items, article I

Construct	Source	Items
Memorable tourism destination experience (MTDE) Experience (EX)	Kim et al. (2012)	Do any of the following statements represent the experience of your last trip? I really enjoyed the tourist experience I was revitalized (recharged my batteries) thanks to the tourist experience I learned things about myself during the tourist experience I had the opportunity to closely experience the local culture I experienced something new (food, activities, ...) during the tourist experience
Push factors (PSF)	Hattingh & Spencer (2017)	Did any of these statements push you to go sightseeing the last time you traveled?
Physiological (PH)		Travel for rest and relaxation
Knowledge (KN)		Travel to escape from daily life / daily routine
Belonging (BL)		Novelty travel (discover/explore a new or exciting place) Travel to enrich myself intellectually (learn something new)
Internal Motivations (IM)		Travel to improve kinship relationships (family/friends) Travel to interact socially with other queer people Travel for an opportunity to develop intimate friendships/romances Travel for social recognition/ego enhancement Nostalgia trip to visited places
LGBTIQ+ factors (LGBTF)	Hattingh & Spencer (2017)	Are these LGBTIQ+ factors related to your ultimate decision to visit one destination or another?
Gay-related attributes (GRA)		Visit an LGBTIQ+-friendly environment, acceptance of LGBTIQ+ communities by the locals Visit a safe destination in relation to queer personal security The diversity and cosmopolitan reputation of the destination Local queer culture/queer sites in the destination The queer nightlife (bars, clubs and other entertainment) of the destination Destination has laws on same-sex marriage Explore queer/nudist destination beaches Attend a queer event
Pull factors (PLF)	Hattingh & Spencer (2017)	Did any of the following statements represent a reason for choosing your last tourist destination?
Culture attributes (CA)		Explore dramatic/beautiful landscapes and scenery Explore general tourist attractions/well-known tourist sites Discover beaches Explore a unique city Explore culture and history (monuments, heritage, art, local customs)
Enjoyment attributes (EA)		Enjoy a relaxed atmosphere Enjoy local food and wine, including restaurants
Comfort and relaxation attributes (CRA)		The climate of the destination Discover unique accommodation Sports/fitness and wellness facilities

Source: Authors' own work.

Table 13. Source of measurement and items, article II

Construct	Source	Items
Memorable tourism destination experience	Kim et al. (2012)	Do any of the following statements represent the experience of your last trip? I really enjoyed the tourist experience I was revitalized (recharged my batteries) thanks to the tourism experience I learned things about myself during the tourist experience I had the opportunity to closely experience the local culture Experience something new (food, activities) during the tourist experience
Tourism destination satisfaction	Moliner, Monferrer, Estrada and Rodríguez (2019)	Do any of the following statements represent satisfaction with your last trip? My expectations were met while visiting the destination I am satisfied with the services (accommodation, food, attractions) provided at the destination Price was in line with the quality offered My feelings about the destination are very positive Overall, I am satisfied with my last visit
Tourism destination perceived value	Iniesta-Bonillo, Sánchez-Fernández, and Jiménez-Castillo (2016)	Is the perceived value of your last trip represented in any of the following statements? Considering the money I spent, it was worth visiting the destination Considering the time I spent, it was worth visiting the destination Considering the efforts I made, it was worth visiting the destination Overall, the destination was well worth a visit
Behavioural loyalty intentions	Klaus and Maklan (2012)	After the visit to your last destination did you make any of the following statements? I said positive things about this destination I uploaded photos and videos of this destination to social networks I recommended this destination I encouraged family and friends to visit this destination After my visit, I consider the destination as an option to repeat in the future I uploaded my ratings and comments to online channels
Queer-friendly actions	CMI (2019)	Does it influence your travel decision if a destination carries out the following outreach actions? Support of LGBTIQ+ rights Advocate for LGBTIQ+ rights and equality Sponsor a local or national LGBTIQ+ nonprofit organization Sponsor or participate in a local Pride event Use a rainbow flag in their advertising images Redesign their logo with rainbow colours

Source: Authors' own work.

Table 14. Sociodemographic and travel characteristics, article III

Category	%	Category	%
Types of tourism		Education level	
Gastronomy	25.93	Secondary school	10.19
Other types	74.07	High school graduate	4.20
		Advanced Specific Vocational Training	14.24
Gender identity		University studies	37.38
Cisgender	78.3	Postgraduate studies	33.98

Trans and non-binary	21.7		
		Transport	
Age range		Car	35.76
<18	2.59	Recreational vehicle (Blablacar)	3.56
19-24	37.54	Van	0.85
25-39	41.59	Boat	0.34
40-49	9.22	Train	16.95
50-59	7.28	Plane	40.00
60>	1.78	Other	2.54
Travel company			
Individual	15.7		
Couples	41.26		
Friends	26.21		
Family	15.37		
Other	1.46		

Source: Authors' own work.

2. DISCUSSION AND CONCLUSIONS OF THE RESULTS

This section provides a cohesive analysis of the findings across the studies, articulating shared themes and distinctive insights that advance our understanding of LGBTIQ+ tourism experiences. The results underscore the centrality of inclusivity, safety, and identity affirmation as pillars of memorable tourism experiences for LGBTIQ+ travellers. Each study, while exploring specific facets such as motivations, destination inclusivity, and tourism subtypes, reveals interconnected themes that collectively emphasise the unique requirements and aspirations of these diverse communities.

Through a comparative discussion of these findings, this section highlights how the interplay of LGBTIQ+ identity factors shapes the experiences of LGBTIQ+ tourists, underscoring the importance of an environment that fosters both safety and authentic self-expression. These insights offer a more nuanced view of how LGBTIQ+ identity characteristics influence tourism experiences and suggest pathways for understanding the complex dynamics within this segment.

By synthesising these findings, this section sets the foundation for deeper reflections on how the tourism industry can align its offerings with the needs and expectations of LGBTIQ+ travellers, reinforcing the value of inclusive, identity-sensitive approaches in crafting meaningful and memorable tourism experiences.

A major theme across the studies is the emphasis on identity-based motivations and the importance of inclusivity. Article I consistently shows that motivations for travel within the LGBTIQ+ communities extend beyond conventional tourist attractions, instead centering on factors that allow individuals to express their identities freely, connect with others, and experience a sense of belonging. This article finds that push factors, specifically the desire for belonging and connection, are more influential in creating memorable destination experiences for queer tourists. This emphasis on intrinsic motivations challenges traditional tourism models that prioritise pull factors, like destination amenities, and instead positions identity as a central aspect of the LGBTIQ+ travel experience, as highlighted in studies such as Hughes and Deutsch (2010). One of the most significant findings is that push factors, particularly the sense of belonging, have a profound impact on memorable destination experience. Queer tourists are driven by the need for social connection, whether through interactions with other queer individuals, enhancing personal relationships, or developing intimate connections. These motivations contribute heavily to the emotional and memorable aspects of travel, indicating that the social and emotional dimensions of travel are key in creating lasting memories for LGBTIQ+ travellers. This aligns with research by Hughes (1997, 2002) and Clift and Forrest (1999), who also emphasise the importance of social and community interactions in the travel experiences of queer individuals. Unlike conventional tourists, LGBTIQ+ travellers seek destinations where they can fully express their identities and feel a

sense of community (Ballegaard & Chor, 2009), reinforcing the importance of belonging as a primary driver of memorable experiences. However, both pull and push dimensions are the real drivers of experiences that endure in the traveller's memory, beyond any considerations related to queer identity and orientation.

Article I finds that LGBTIQ+ motivational factors (external destination attractions such as queer nightlife, inclusive environments, and legal protections for LGBTIQ+ individuals) do not exert the same level of influence on memorable destination experience. This challenges prior assumptions, such as those proposed by Waitt and Markwell (2006) and, Hughes and Deutsch (2010), who argue that LGBTIQ+ external features of destinations are pivotal in shaping queer tourist experiences. Instead, the internal, personal motivations tied to identity and social connections prove to be far more critical in defining the quality and memorability of the travel experience.

At the same time, a key finding from article II is the significant value that LGBTIQ+ tourists place on destinations displaying inclusivity, even when these actions may not fully reflect authentic commitment. Contrary to criticisms of 'rainbow washing,' where superficial displays of support are often perceived as insincere, as suggested by Madinga et al. (2023), our research indicates that even minimal gestures of inclusivity are often welcomed by queer tourists. This finding aligns with Liu et al. (2023), who note that symbolic representations of LGBTIQ+ inclusivity can provide immediate positive reinforcement, especially in historically exclusionary environments. However, our study also highlights that more genuine actions, such as sponsoring Pride events or collaborating with local queer organisations, create deeper connections and are considerably more impactful, fostering loyalty among LGBTIQ+ tourists. This echoes Vredenburg et al. (2020), who underscore that authentic, inclusive marketing is essential for establishing lasting bonds with these communities. This emphasis on authenticity underscores a duality in LGBTIQ+ tourism: while authentic inclusivity is ideal, even perceived gestures of acceptance can enhance tourists' feelings of safety and self-expression. This dual perspective, between genuine inclusivity and symbolic signals, offers insight into how LGBTIQ+ tourists experience destinations, balancing a need for authenticity with an appreciation for visible, inclusive efforts that support self-expression and acceptance.

Article I demonstrates that motivations specifically tied to LGBTIQ+ identity do not hold as prominent a role in crafting memorable tourism experiences as initially anticipated. This finding aligns with insights from article II, which attributes this phenomenon to the inherently transient nature of tourism. In temporary engagements with destinations, travellers are less likely to form deep, lasting connections rooted in identity-specific motivations. Consequently, the significance of LGBTIQ+ motivations may diminish within short-term tourism contexts. However, article II brings a crucial nuance to this understanding: although these LGBTIQ+ characteristics may not dominate the memorability of the experience, the presence of LGBTIQ+-friendly aspects, such as inclusive policies, safe spaces, and visible support for LGBTIQ+ identities, remains highly valued by travellers. These efforts by destinations enhance the perceived openness and acceptance felt by LGBTIQ+ tourists, fostering a sense

of belonging and comfort. This dynamic suggests that while the memorability of an experience may not solely hinge on identity-based factors, the inclusion of LGBTIQ+ aspects contributes significantly to the quality and inclusivity of the travel experience.

Both article I and article II underscore the memorable destination experience as a pivotal outcome in LGBTIQ+ tourism, shaped by the intricate balance of internal motivations and external inclusivity signals. While article I reveals that intrinsic motivations, such as the need for belonging and identity affirmation, are foundational in creating memorable experiences, article II highlights how even surface-level inclusivity efforts by destinations can significantly enhance this sense of connection. Together, these studies suggest that memorable experiences for LGBTIQ+ travellers are not solely contingent on personal motivations or destination inclusivity in isolation; rather, they emerge from the dynamic interplay between a traveller's identity-driven needs and the destination's capacity to visibly support these identities. This synthesis reaffirms the idea that, for LGBTIQ+ tourists, truly memorable experiences are cultivated in environments where both internal desires for expression and social connection, as well as external affirmations of inclusivity, are actively nurtured. In this way, the memorable destination experience serves as a holistic metric that reflects how deeply aligned the tourism offering is with the unique aspirations and identities of LGBTIQ+ travellers, providing valuable insights for crafting more inclusive and impactful tourism experiences.

Article II also highlights that the perceived value of a destination is enhanced when queer tourists can express their identities openly and authentically, resonating with the principles of identity-based motivation theory (Oyserman et al., 2017). This theoretical perspective suggests that individuals derive motivation and satisfaction from environments that affirm their social identity. Our research confirms that destinations emphasising inclusivity can facilitate memorable experiences and strengthen emotional connections, thus promoting repeat visits. This finding expands on the work of Pritchard et al. (1998), who first identified the strong loyalty patterns among gay tourists, demonstrating that these patterns persist across broader LGBTIQ+ communities when inclusive practices are evident. Nevertheless, a notable divergence from existing literature arises in our study's lack of a direct statistical relationship between queer-friendly actions and overall tourist satisfaction. While previous studies have suggested that inclusivity directly boosts satisfaction levels (Oakenfull, 2013; Choi et al., 2023), our findings imply that satisfaction is more closely linked to the overall perceived value and experience quality of the destination. This discrepancy calls for further investigation into the mediating factors that influence LGBTIQ+ tourists' perceptions, potentially highlighting broader industry trends or destination-specific attributes that impact satisfaction beyond inclusivity.

On the other hand, article III provides an in-depth examination of LGBTIQ+ tourists engaged in gastronomic tourism, exploring how they compare to those participating in other forms of tourism. The findings reveal both shared patterns and distinct differences within the communities, underscoring the complexity of the LGBTIQ+ tourist profile and challenging the assumption of uniformity within this group. The analysis reveals key insights into how

certain factors, such as age, gender identity, expenses, and educational level, shape or not a specific LGBTIQ+ tourist segment.

A significant contribution of article I, alongside the insights from article III, lies in its detailed examination of subgroups within the LGBTIQ+ communities. By segmenting participants based on gender identity and sexual orientation, article I reveals both patterns of homogeneity and heterogeneity across these subgroups. In article I, sexual orientations tend to display more homogeneous motivations, with the desire for belonging and social connection consistently emerging as shared drivers across queer orientations. This finding indicates that, regardless of specific orientations, LGBTIQ+ tourists often seek out experiences that foster community and acceptance. Conversely, gender identity introduces a more varied set of motivations, particularly between cisgender individuals and non-binary or transgender travellers. This variability aligns with the findings of Hattingh and Spencer (2020), who underscore the diverse needs and travel preferences of LGBTIQ+ tourists. In particular, the motivations and expectations of transgender and non-binary individuals significantly differ from those of cisgender tourists, underscoring the need to acknowledge and address the unique experiences within the broader LGBTIQ+ spectrum.

Article III further elaborates on this heterogeneity by identifying that non-cisgender individuals often feel excluded from certain tourism types, particularly in sectors where traditional, heteronormative models prevail. This lack of inclusion can lead these travellers to avoid or underparticipate in certain tourism experiences, reinforcing the absence of homogeneous patterns within LGBTIQ+ tourist behaviours. Cisgender individuals may be more drawn to gastronomic tourism due to traditional roles linking gastronomy with prestige, often highlighted in media and advertising. This focus can shape perceptions, drawing more cisgender participants to these experiences. Additionally, the prominence of older, wealthier participants in high-end gastronomic tourism reflects its exclusive nature, frequently limiting access for non-white LGBTIQ+ individuals and trans and non-binary people (Balderas-Cejudo et al., 2019). In the realm of gastronomic tourism, a focus of article III, non-cisgender individuals perceive a lack of inclusivity, which affects their participation and engagement compared to cisgender LGBTIQ+ travellers. This finding contributes to a growing understanding that identity-based inclusion is not equally achieved across all tourism types, indicating that the tourism industry must go beyond generic inclusivity to address the distinct needs of diverse gender identities actively.

The findings from both articles (I and III) challenge the traditional portrayal of LGBTIQ+ tourists as a monolithic group, emphasising the need to recognize and cater to the varied characteristics within these communities. This is particularly relevant in high-end or specialised tourism sectors, where article III's focus on gastronomic tourism illustrates the necessity of creating environments that not only attract but also genuinely include non-cisgender individuals. Another crucial insight is the diversity within the LGBTIQ+ communities itself, challenging the notion of a homogeneous tourist profile. The insights from articles I and III reinforce the value of segmented, identity-based approaches in LGBTIQ+ tourism marketing and service provision, supporting a more inclusive,

intersectional framework within tourism studies. By highlighting the diversity within LGBTIQ+ communities, these studies advocate for tailored, empathetic strategies that promote genuine inclusivity and elevate the quality of tourism experiences across different subgroups within this multifaceted population.

A central idea worth highlighting is how, in both studies (article I and III), gender identity characteristics significantly influence tourist experiences, with article III focusing particularly on gastronomic tourism. Both studies underscore the divergences and discomfort faced by LGBTIQ+ identities in tourism. This may be partly due to the physical visibility of non-cisgender identities. Sexual orientations can often be concealed during a visit to a destination, without necessarily impacting the tourist experience. However, gender identities, being more visible and difficult to hide, make individuals more susceptible to prejudice or discrimination (Ram et al., 2019; Valcuende et al., 2023). These findings can be explained from a theoretical perspective that highlights visibility as a critical factor in the tourist experience of LGBTIQ+ individuals. Non-cisgender identities, due to their higher degree of physical exposure, create greater vulnerability in tourism settings. This is evident in the results of article I, where internal or "push" factors, such as the need to feel safe and accepted, differ significantly between cisgender individuals and those with less socially accepted or studied gender identities. This situation calls for a more inclusive and sensitive approach within the tourism industry.

In article III, this issue is examined within the context of gastronomic tourism, a sector often associated with high status and an elitist character. Non-cisgender identities may feel especially vulnerable in this type of tourism due to the inability to conceal who they are. Thus, the analysis highlights that individuals with visible LGBTIQ+ characteristics face greater challenges when participating in high-status tourism experiences, such as gastronomic tourism, underscoring the need for these activities to be more inclusive and welcoming. Article I and III provide evidence that the visibility of LGBTIQ+ characteristics substantially influences tourist experiences. While sexual orientations can remain hidden, non-cisgender identities entail greater exposure to prejudice and discrimination, profoundly affecting how these individuals experience tourism. These insights emphasise the importance of developing tourism strategies that address these differences, promoting inclusive environments that allow all LGBTIQ+ individuals to enjoy safe and memorable tourist experiences.

Article III findings that gastronomic tourism among LGBTIQ+ individuals tends to attract an older demographic align with existing research highlighting the economic power of mature tourists. Specifically, Balderas-Cejudo et al. (2019) and Hattingh & Spencer (2020) emphasise the alignment between higher financial stability and the pursuit of specialised tourism experiences. This supports the idea that older LGBTIQ+ tourists are better positioned to invest in high-end gastronomic tourism due to greater disposable income, a factor that has been previously discussed in research focused on affluent travel behaviours.

Article III emphasises that destinations like Madrid, Paris, and Rome stand out not only for their rich culinary offerings but also for their reputation as inclusive spaces, where cultural

and social acceptance strongly influence the decision-making of LGBTIQ+ tourists. This preference underscores how an inclusive reputation contributes to creating safe, identity-affirming environments, which are essential for queer travellers seeking destinations that allow for authentic self-expression without fear of judgement. These findings align with Prayag et al. (2024) and Vorobjovas-Pinta and Hardy (2016), who underscore the importance of safe and welcoming spaces for LGBTIQ+ tourists, confirming that the combination of gastronomic appeal and social inclusivity is a powerful driver of memorable travel experiences.

Article II further complements this perspective by revealing that even when inclusive marketing actions by destinations may lack depth, they still positively impact LGBTIQ+ tourists, particularly within the context of temporary interactions. These signals of inclusivity, whether through marketing campaigns or destination branding, create a perceived level of acceptance that encourages self-expression, helping tourists feel secure and embraced for the duration of their visit. This temporary sense of belonging, even if superficial, connects directly with the findings in article III, which demonstrate that destinations known for inclusivity are more likely to resonate with LGBTIQ+ travellers, especially those engaged in gastronomic tourism. By choosing culturally rich and socially accepting cities, LGBTIQ+ tourists are not only attracted by the culinary experience but also by the broader, more inclusive atmosphere that enhances their overall travel experience.

Together, the insights of article II and III underscore that marketing actions promoting inclusivity and authentic, queer-friendly environments are crucial for destinations aiming to attract LGBTIQ+ tourists. They reveal how an inclusive image, whether deeply ingrained or symbolically presented, encourages participation and fosters meaningful connections between tourists and destinations, with cities renowned for both their gastronomy and inclusivity standing out as preferred choices for LGBTIQ+ travellers.

The collective findings of articles I, II, and III underscore a comprehensive understanding of LGBTIQ+ tourism that integrates identity-based motivations, inclusivity, and the complex diversity within LGBTIQ+ communities. These studies reveal that motivations rooted in identity, a consistent need for inclusive and safe environments, and the desire for authentic self-expression significantly shape the travel experiences of LGBTIQ+ tourists. Together, these findings highlight the importance of moving beyond token gestures of inclusivity.

The combined conclusions of these three articles underscore a critical shift needed within the tourism industry toward a genuinely inclusive model that aligns with the evolving expectations of LGBTIQ+ travellers. By focusing on identity, inclusivity, and safe environments, the studies collectively advocate for an industry transformation that not only enhances the quality of tourism experiences for LGBTIQ+ individuals but also promotes broader social inclusivity and equity within global tourism.

3. CONTRIBUTIONS AND IMPLICATIONS

In this section, we delve into the contributions and implications of the three articles, examining their theoretical contributions, practical implications, and social impacts. This analysis emphasises the interrelationships, similarities, and shared themes across the studies, providing a unified perspective on their collective insights into LGBTIQ+ tourism. Each subsection will explore the specific ways these studies intersect within their theoretical, practical, and social dimensions, highlighting how they reinforce and complement one another.

3.1 Theoretical contributions

The theoretical contributions derived from three distinct studies on LGBTIQ+ tourism, highlight their commonalities, interconnections, and collective insights. Together, these studies provide a richer understanding of the LGBTIQ+ tourism sector by examining the communities' internal diversity, motivation factors, and the central role of identity in shaping tourism experiences.

Article I makes significant theoretical contributions by addressing key gaps in the understanding of LGBTIQ+ tourism motivations and experiences. By empirically examining the impact of push and pull motivations, as well as specific LGBTIQ+ factors, on memorable destination experiences, the research expands existing frameworks and provides a more nuanced perspective on tourist behaviour. This aligns with the application of motivation theories, particularly in the context of LGBTIQ+ communities, advancing scholarly discourse by integrating identity-specific drivers into broader theoretical constructs.

Article I also highlights the moderating role of gender identity and sexual orientation, contributing to the understanding of heterogeneity within LGBTIQ+ tourism motivations. This theoretical insight challenges traditional assumptions of homogeneity, emphasising the diversity of experiences and preferences across subgroups within the LGBTIQ+ spectrum. Additionally, the segmentation of participants based on gender identity and sexual orientation provides a robust framework for future studies, encouraging further exploration of the intersections between identity, sexual orientation, motivations, and travel experiences. By validating the significance of motivations linked to social connections and personal relationships, the research reinforces the importance of these factors in shaping memorable tourism experiences. This deepens theoretical understandings of how identity-driven motivations influence tourism behaviours, offering a refined lens through which to examine the dynamic interplay between individual identity and destination experiences.

Article II makes substantial theoretical contributions by deepening the understanding of how queer-friendly marketing actions influence the travel experiences of LGBTIQ+ tourists. By employing the identity-based motivation theory, the study expands the conceptual framework for examining how identity-based motivation theory shapes perceptions of inclusivity and

memorable experiences. The findings challenge traditional assumptions that queer-friendly marketing must always be perceived as authentic to be effective, demonstrating instead that inclusivity itself, whether genuine or perceived, has a positive impact on LGBTIQ+ tourists. This insight broadens the scope of existing theories by highlighting the nuanced interplay between identity, perceived value, and the role of marketing in creating spaces of safety and acceptance.

Moreover, article II empirically establishes that queer-friendly marketing actions are pivotal in fostering memorable tourism experiences, reinforcing the critical role of identity as a driver of tourist behaviour. The study validates that these marketing actions resonate deeply with LGBTIQ+ tourists, particularly in contexts where inclusivity is actively communicated, thereby advancing theoretical discussions on the relationship between identity-based motivations and travel experiences. By positioning identity as central to the evaluation of tourism marketing strategies, the research contributes to a more comprehensive understanding of how marketing influences the creation of lasting and impactful travel experiences for LGBTIQ+ individuals.

Article III provides substantial theoretical advancements by addressing the nuanced interplay between LGBTIQ+ identities and their participation in diverse tourism types, with a specific emphasis on gastronomic tourism. By highlighting gender identity as a pivotal variable, the study deepens the understanding of how socio-demographic factors influence the preferences and behaviours of LGBTIQ+ individuals in tourism contexts. This aligns with broader efforts to challenge traditional assumptions of homogeneity within minority groups, demonstrating the diverse and non-uniform nature of LGBTIQ+ gastronomic tourists, as article I. Such insights encourage a shift toward more inclusive and intersectional approaches in tourism research. This theoretical framework promotes a complex and layered approach to studying diversity, offering a richer perspective on how identity and context influence tourism behaviours.

The theoretical approaches of these studies lies in their ability to provide a broad, inclusive framework that addresses the complexities of LGBTIQ+ tourism. This integrative approach not only lays the groundwork for designing more inclusive tourism products but also signals a shift in academic discourse toward valuing authenticity, diversity, and the richness of LGBTIQ+ experiences. Table 15 serves as a comprehensive synthesis of the theoretical contributions made by each of the three articles, offering a structured overview of how each study enriches the academic discourse on LGBTIQ+ tourism.

Table 15. Theoretical contributions of the three articles

Article I
Theoretical contributions
<ul style="list-style-type: none"> • Advancing tourism research frameworks by addressing historical marginalisation and establishing the inclusion of LGBTIQ+ voices as a critical step in creating equitable and representative theoretical models.

- Expanding motivation theory by empirically examining the interplay of push and pull factors with LGBTIQ+-specific motivations, offering new insights into the formation of memorable destination experiences for these communities.
- Enhancing theoretical understanding of heterogeneity in tourism motivations by empirically demonstrating the moderating effects of gender identity and sexual orientation within LGBTIQ+ contexts.
- Contributing to intersectionality and diversity theories in tourism by challenging the assumption of homogeneity in LGBTIQ+ tourist profiles and demonstrating the nuanced diversity of motivations and experiences across subgroups.
- Refining motivation theory by integrating the influence of social connections and personal relationships as central to the formation of memorable tourism experiences, with a focus on LGBTIQ+ travellers.

Article II

Theoretical contributions

- Advancing experiential marketing theories by providing the first empirical evidence on how queer-friendly marketing actions influence LGBTIQ+ tourists' travel experiences, thereby bridging gaps in understanding identity-driven consumer behaviour in tourism.
- Integrating sociological perspectives on social inclusion into tourism studies by demonstrating how queer-friendly spaces enhance feelings of safety, acceptance, and respect, and how these factors influence loyalty and satisfaction among LGBTIQ+ tourists.
- Expanding the discourse on authenticity in tourism marketing by questioning the necessity of perceived authenticity in queer-friendly initiatives, highlighting the intrinsic value of visible activism in shaping LGBTIQ+ tourist experiences.
- Refining identity-based motivation theory by demonstrating how identity-driven motivations uniquely influence LGBTIQ+ tourists' loyalty through perceived value and memorable experiences, extending its applicability to diverse and underrepresented populations in tourism.

Article III

Theoretical contributions

- Advancing segmentation theories and behavioural models in tourism by positioning gender identity as a critical and often overlooked variable in understanding the diverse behaviours of LGBTIQ+ tourists across different tourism types.
- Contributing to niche tourism theories by integrating discussions on diversity and identity, highlighting LGBTIQ+ participation in emerging segments like gastronomic tourism as a critical dimension of inclusive tourism discourse.
- Enhancing intersectionality frameworks in tourism by empirically demonstrating the non-homogeneous nature of LGBTIQ+ gastronomic tourists, challenging assumptions of uniformity within minority groups.
- Advancing theoretical frameworks on diversity in tourism by promoting a complex, intersectional approach that acknowledges the varied experiences and identities within LGBTIQ+ communities.
- Applying social constructionism to tourism studies by examining how gender norms influence LGBTIQ+ individuals' participation in gastronomic tourism, offering new theoretical insights into the intersection of identity and tourism experiences.

Source: Authors' own work.

3.2 Practical implications

This joint analysis examines the practical implications derived from three distinct studies on LGBTIQ+ tourism, highlighting their shared insights and interconnections. The three studies

collectively emphasise the need for an inclusive and respectful tourism environment that genuinely caters to the unique needs and expectations of diverse LGBTIQ+ tourists.

The findings of article I emphasise the importance of developing tailored tourism strategies to meet the diverse needs of LGBTIQ+ travellers. By integrating all segments of the LGBTIQ+ communities into tourism studies, practitioners can create more inclusive offerings that reflect the unique preferences of gender identities and sexual orientations. This approach directly informs the design of products and experiences that cater to both well-researched and underrepresented subgroups, fostering a sense of belonging among all travellers.

Targeting both push and pull motivations in marketing strategies enables destinations to attract LGBTIQ+ tourists by addressing both their intrinsic desires, such as social connection, and extrinsic factors, like destination amenities. Furthermore, implementing segmentation based on identity characteristics allows tourism providers to craft experiences that are not only inclusive but also personalised, ensuring that the specific needs of various subgroups are met effectively.

The practical implications of article II emphasise the transformative role of queer-friendly marketing initiatives in shaping the travel experiences of LGBTIQ+ tourists. Destinations adopting these initiatives demonstrate inclusivity, fostering environments where queer travellers feel safe and respected, ultimately enhancing satisfaction and perceived value. Genuine and ongoing inclusion policies, as opposed to superficial efforts, are essential for building long-term loyalty and trust among LGBTIQ+ tourists, solidifying the destination's reputation as inclusive and welcoming.

The application of identity-based motivation theory underpins the effectiveness of queer-friendly strategies, as these actions resonate deeply with the identity-driven motivations of LGBTIQ+ travellers. Marketing strategies that authentically represent queer communities, through diverse representation in advertising, active partnerships with LGBTIQ+ organisations, and participation in queer-focused events, create memorable experiences, encouraging repeat visits and positive word-of-mouth.

Moreover, destinations and tourism companies must integrate queer-friendly marketing actions at all levels of their offerings, ensuring inclusivity extends beyond branding to encompass trained staff and safe spaces. This holistic approach not only enhances the loyalty of LGBTIQ+ travellers but also strengthens the perceived value of the destination, aligning marketing practices with the community's needs and expectations. By actively incorporating LGBTIQ+ perspectives into decision-making processes, destinations can achieve equitable representation and foster meaningful connections with diverse queer identities.

One key practical implication in article III is the necessity of designing marketing campaigns that authentically represent all gender identities within LGBTIQ+ communities. Inclusive promotional materials that employ equitable language and avoid gender stereotypes contribute to creating a respectful and welcoming environment, directly aligning with the goal of assessing differences among LGBTIQ+ tourists based on socio-demographic factors,

such as gender identity. By tailoring campaigns to reflect the heterogeneity within the communities, tourism stakeholders can strengthen the destination's appeal, ensuring it meets the needs of all visitors.

Additionally, by positioning destinations as inclusive and culturally rich, marketers can appeal to LGBTIQ+ tourists seeking safe spaces for self-expression and authentic culinary experiences. This strategy reinforces the importance of prioritising diversity and inclusion in destination branding, which enhances global competitiveness while fostering an environment conducive to personal and social growth.

The combined practical contributions of these studies offer valuable insights for tourism industry stakeholders seeking to enhance their appeal to LGBTIQ+ tourists. By demonstrating that genuine inclusivity and diversity-sensitive marketing are not only ethically essential but also commercially beneficial, these studies establish a foundation for future tourism practices that prioritise authenticity and respect for all identities within the LGBTIQ+ communities.

Table 16 presents a comprehensive overview of the practical implications derived from the three articles, systematically categorising the primary actionable insights each study contributes to LGBTIQ+ tourism. This table is organised to highlight how each article translates its findings into applied strategies that benefit the tourism industry.

Table 16. Practical implications of the three articles

Article I
Practical implications
<ul style="list-style-type: none"> • Tourism stakeholders should incorporate all segments of the LGBTIQ+ communities into studies and strategies to prevent exclusion, enrich industry knowledge, and better meet the needs of diverse travellers. • Developing tourism offerings tailored to the diverse motivations and preferences of LGBTIQ+ individuals, across varying gender identities and sexual orientations, ensures representation and enhances market appeal. • Designing campaigns that address both push factors (social connection, belonging) and pull factors (destination amenities) enables destinations to align with the intrinsic and extrinsic drivers of LGBTIQ+ tourists. • Tourism providers should use identity-based segmentation to craft tailored experiences that meet the specific preferences of various LGBTIQ+ subgroups, enhancing satisfaction and loyalty.
Article II
Practical implications
<ul style="list-style-type: none"> • Destinations and companies must adopt genuine inclusive policies and marketing strategies to foster trust, build loyalty, and create memorable experiences that resonate with LGBTIQ+ travellers. • Beyond destinations, tourism companies should actively engage in queer-friendly marketing to attract and retain LGBTIQ+ tourists, ensuring consistent inclusivity throughout the travel ecosystem. • Establishing active collaborations and supporting queer organisations through sponsorships and donations strengthens community ties and enhances brand trust. • Implementing comprehensive inclusivity policies creates environments where LGBTIQ+ individuals feel safe and respected, fostering authentic self-expression.

- Participation in events dedicated to LGBTIQ+ tourism allows destinations to demonstrate genuine support, engage directly with queer travellers, and promote inclusivity.
- Offering welcoming environments, inclusive services, and trained staff ensures satisfaction and perceived value, strengthening the destination's reputation.
- Ensuring that LGBTIQ+ voices are included in policy-making processes guarantees equitable representation and policies that reflect the community's needs.

Article III

Practical implications

- Crafting campaigns that authentically represent diverse gender identities and sexual orientations using inclusive imagery and language builds trust and fosters equity in the tourism industry.
- Promoting culinary experiences in inclusive destinations like Madrid, Paris, and Rome attracts LGBTIQ+ tourists seeking cultural and safe spaces.
- Employing inclusive language and avoiding gender stereotypes strengthens appeal among LGBTIQ+ tourists, ensuring that all visitors feel welcomed.

Source: Authors' own work.

3.3 Social implications

This comprehensive analysis highlights the social implications derived from three distinct studies on LGBTIQ+ tourism, each contributing to a holistic understanding of inclusivity, equity, and representation within this sector. Together, these studies underscore the importance of creating safe, welcoming, and socially responsible tourism environments that foster greater acceptance of LGBTIQ+ identities and support societal progress toward diversity and inclusion. The studies collectively emphasise the need for inclusive tourism practices that not only cater to the LGBTIQ+ communities but also contribute to a more just and respectful society.

The social implications of article I are significant in advancing inclusivity and equity within the tourism sector, specifically for LGBTIQ+ individuals. By incorporating the perspectives of LGBTIQ+ communities into tourism analysis, article I helps to address historical marginalisation and contributes to building a more just and inclusive society. The research emphasises the importance of designing tourism experiences that prioritise inclusivity, enabling LGBTIQ+ individuals to travel comfortably in environments free from discrimination.

Article I highlights the value of creating safe and welcoming spaces tailored to the needs of LGBTIQ+ tourists. Such spaces not only provide security but also foster opportunities for social connections and shared experiences, enriching the overall travel journey. Furthermore, article I underscores the importance of acknowledging and embracing the diversity within LGBTIQ+ communities, including underrepresented subgroups such as transgender, non-binary, and bisexual individuals. By addressing the unique needs and experiences of these groups, the research contributes to reducing inequalities and fostering greater equality across all identities.

The social implications of article II highlight the transformative potential of inclusive marketing practices within the tourism sector. By encouraging tourism authorities, destinations, managers, and companies to implement queer-friendly strategies, the findings support the development of policies that promote diversity and inclusion. Such initiatives not only benefit LGBTIQ+ tourists by fostering a sense of safety and belonging but also enhance the global image of destinations as welcoming and respectful spaces. This dual impact strengthens both the societal and market positioning of destinations committed to inclusivity.

Collaboration between tourist destinations and LGBTIQ+ organisations emerges as a critical strategy for driving social change. Partnerships can facilitate awareness campaigns, cultural events, and local initiatives that enrich communities and promote broader acceptance of diverse identities. These collaborative efforts extend beyond the tourism industry, fostering cultural understanding and reducing societal inequalities, thereby amplifying the positive ripple effects of inclusivity.

Additionally, implementing queer-friendly actions across all areas of tourism ensures that LGBTIQ+ individuals can navigate their travels in environments free from discrimination. Such practices not only elevate the reputation of destinations as inclusive but also contribute to greater societal acceptance of sexual and gender diversity. Emphasising safety and inclusion within tourism contexts further strengthens the sense of security for LGBTIQ+ tourists, which is essential for fostering memorable and enriching travel experiences.

The social implications of article III underscore the vital role of inclusive practices in fostering a more equitable and respectful tourism industry. By promoting inclusivity within gastronomic tourism, this research highlights how welcoming environments in popular destinations can contribute to broader societal acceptance and the reduction of discrimination. Such practices align with global efforts to advance equality and diversity, offering meaningful opportunities to enhance the visibility and integration of LGBTIQ+ communities.

The findings of article III also emphasise the importance of destinations adapting and diversifying their gastronomic offerings to meet the unique preferences of LGBTIQ+ tourists. Such efforts not only honour cultural and sexual diversity but also encourage more respectful and responsible tourism practices. By showcasing the diversity within LGBTIQ+ tourism and recognizing the varied activities these travellers engage in, the study fosters greater acceptance and respect for individual differences, extending these values beyond the tourism industry into broader societal contexts.

The findings across the three articles align with the United Nations Sustainable Development Goals 5 and 10 by emphasising the role of inclusive tourism in promoting gender equality and reducing inequalities. Inclusive practices not only enhance the travel experiences of LGBTIQ+ individuals but also foster societal progress by challenging biases, creating safe and equitable spaces, and expanding the tourism industry's reach to diverse markets. By addressing systemic barriers and promoting diversity, these studies highlight the mutual benefits of inclusivity, contributing to a more just and equal world.

This collective knowledge enhances our understanding of the social responsibilities of tourism providers. Through the emphasis on safety, inclusivity, and cultural enrichment, these studies reinforce the importance of a socially conscious approach to tourism that promotes equity, diversity, and respect across societies. Table 17 provides a structured summary of the social implications identified across the three articles, highlighting the ways in which each study contributes to advancing inclusivity, equity, and social cohesion within LGBTIQ+ tourism.

Table 17. Social implications of the three articles

Article I
Social implications
<ul style="list-style-type: none"> ● Promotes social inclusivity by integrating LGBTIQ+ perspectives, reducing inequalities, and fostering diversity, thereby advancing equitable representation in tourism. ● Advances social equality by designing inclusive tourism experiences that empower LGBTIQ+ individuals to travel comfortably within discrimination-free environments. ● Enhances social well-being by fostering safe and welcoming tourism spaces where LGBTIQ+ tourists can express their identity, enabling enriching and memorable experiences. ● Strengthens social bonds by creating inclusive tourism spaces that facilitate connections, enriching travel experiences through shared relationships and community building. ● Supports global social equity by aligning tourism practices with the United Nations Sustainable Development Goals, fostering inclusivity and equality for diverse gender identities and sexual orientations.
Article II
Social implications
<ul style="list-style-type: none"> ● Highlights the social value of LGBTIQ+-inclusive tourism by fostering belonging, cultural enrichment, and inclusivity, while positioning destinations as respectful and welcoming. ● Promotes social inclusivity by implementing queer-friendly actions that foster belonging for LGBTIQ+ individuals and elevate destinations' reputations as inclusive and respectful. ● Strengthens social acceptance by prioritising safety through inclusive tourism practices, fostering a sense of security for LGBTIQ+ tourists and enhancing global perceptions of these destinations.
Article III
Social implications
<ul style="list-style-type: none"> ● Advances global social equality by promoting inclusive tourism practices that combat discrimination and foster acceptance of diversity. ● Promotes societal acceptance by highlighting the diverse participation of LGBTIQ+ tourists, encouraging respect for individual differences within and beyond the tourism industry. ● Fosters social respect by encouraging destinations to diversify gastronomic offerings, honouring cultural and identity diversity within tourism practices.

Source: Authors' own work.

4. LIMITATIONS OF THE RESEARCH AND FUTURE RESEARCH DIRECTIONS

It is essential to acknowledge that all studies are subject to a set of inherent limitations that may influence the validity and generalizability of the findings. In this regard, the present section focuses on the specific limitations of each study, which are detailed in table 18. This table provides a clear and concise overview of the methodological, contextual, and theoretical constraints that may have affected the results and conclusions of the research.

Recognizing limitations is not only an act of academic honesty but also allows researchers to contextualise their findings within a broader framework. By identifying areas where research may have been constrained, new questions and approaches can be opened for exploration in future studies. Indeed, limitations also highlight the importance of ongoing research in the field, suggesting that there are always aspects yet to be investigated and delved into.

In order to analyse the limitations of the research and future research directions in a unified framework, this section explores commonalities and divergences among the three studies on LGBTIQ+ tourism. Each article presents unique constraints and propositions for further exploration, which collectively enrich the field by illuminating gaps and potential advancements in understanding LGBTIQ+ tourism from diverse perspectives. The analysis also considers how shared and unique limitations guide future research directions and how addressing these will contribute to a more inclusive and nuanced perspective on LGBTIQ+ tourism.

The primary limitations across the three articles emphasise the challenges of achieving a representative sample and cultural diversity in studying LGBTIQ+ tourism. Articles I, II, and III rely on sample populations from primarily Western or Spanish contexts, raising concerns about the generalizability of findings across non-Western or less inclusive regions. This cultural limitation is especially highlighted in article II and III, where the Spanish setting, with well-established LGBTIQ+ rights, may not accurately reflect the experiences of queer tourists in regions with less societal acceptance. This Western bias is a common constraint that suggests a need for comparative research across culturally diverse environments.

A shared limitation across all studies is their narrow focus on prominent gender identities and sexual orientations, often neglecting less represented groups within the LGBTIQ+ spectrum. While addressing this inclusivity gap poses challenges due to disparities in visibility and population sizes across diverse identities and orientations (IPSOS, 2021), it also offers a promising direction for future research. Article I specifically notes the exclusion of certain gender identities due to limitations in available literature, whereas article III points to the omission of intersecting factors like race and disability. These restrictions in demographic representation highlight the need to expand future research to include a wider range of

identities and intersecting factors within the LGBTIQ+ communities, fostering a more comprehensive understanding of their experiences in tourism and other contexts.

The articles collectively recognize that focusing on certain types of tourism (e.g., gastronomic tourism in article III or destination-specific queer-friendly marketing in article II) narrows the broader applicability of findings. Article III particularly points out that concentrating on gastronomic tourism may exclude valuable insights from other tourism types, potentially skewing our understanding of LGBTIQ+ tourists' varied preferences. This limitation highlights the necessity of exploring diverse tourism forms to better capture the comprehensive LGBTIQ+ tourism landscape.

Reflecting on these limitations, each article proposes avenues for future research, often complementing one another in how they suggest expanding the knowledge base within LGBTIQ+ tourism. A shared future research direction is the inclusion of non-Western perspectives to address the limitations posed by current, predominantly Western samples. Articles II and III, in particular, advocate for a more internationally diverse sample that encompasses regions where LGBTIQ+ identities face different social challenges. This comparative approach would enrich understanding and offer a global view of LGBTIQ+ tourism behaviours.

Another common direction is the integration of intersecting identity factors. Article III suggests studying the intersection of race, socioeconomic status, and disability alongside gender identity and sexual orientation. This approach, echoed in article I, would offer a more nuanced understanding of LGBTIQ+ tourism by recognizing how multiple socio-demographic aspects interact to shape motivations and travel preferences.

To overcome the limitations of tourism type constraints, all three articles recommend expanding the research scope to encompass a variety of tourism experiences. Article I proposes examining different tourism preferences within the LGBTIQ+ communities, while article II advocates for exploring sustainable and environmentally responsible practices in tourism. By examining diverse tourism forms, future studies could provide a more complete picture of LGBTIQ+ tourism preferences and promote a tourism industry that aligns with both social inclusivity and environmental sustainability.

Article II's emphasis on the role of authentic queer-friendly marketing actions as a significant motivator for LGBTIQ+ loyalty and satisfaction signals an important future research direction. Further studies could examine specific marketing practices to assess their impact on queer tourists across different cultures and socioeconomic backgrounds, thus supporting the development of genuinely inclusive and impactful tourism strategies.

Within this context, table 18 systematically presents the limitations and future research directions identified in each article, highlighting both article-specific insights and overarching gaps. These areas underscore essential opportunities to advance the field by addressing dimensions that have been underexplored or require deeper examination. By embracing these

directions, the research acknowledges the importance of pushing beyond established boundaries, fostering a richer academic dialogue and contributing to a more nuanced understanding of the phenomena studied.

Table 18. Limitations and future research directions of the three articles

Article I	
Research limitations	Future research directions
<ul style="list-style-type: none"> • The sample consisted of volunteers, potentially leading to a bias towards individuals who openly identify as queer, excluding those who conceal their sexual orientation or gender identity. • The study focused solely on internet users, limiting the generalizability of the findings to the entire LGBTIQ+ population. • The analysis of motivations was restricted to the most prominent gender identities and sexual orientations in tourism literature, without a large representation of less studied identities. • The study did not explore specific types of tourism preferences (e.g., solo travel, camping, luxury) or economic behaviours linked to sexuality and gender diversity within the LGBTIQ+ communities. 	<ul style="list-style-type: none"> • Investigating how diverse gender identities and sexual orientations impact tourism preferences, expenditure, and destination choices. • Analysing the inclusion of LGBTIQ+ travellers in various types of tourism (e.g., event-based, luxury, or adventure tourism). • Exploring how tourism destinations can implement inclusive strategies and policies that promote respect, diversity, and safety for LGBTIQ+ communities. • Examining how destinations can foster environments of equality and inclusivity, making them attractive and welcoming for queer travellers.
Article II	
Research limitations	Future research directions
<ul style="list-style-type: none"> • The sample consisted of volunteers, potentially leading to a bias towards individuals who openly identify as queer, excluding those who conceal their sexual orientation or gender identity. • The study focused solely on internet users, limiting the generalizability of the findings to the entire LGBTIQ+ population. • The use of convenience sampling and the study's focus on Spain, where LGBTIQ+ rights are protected, may limit the generalisation of results to non-Western contexts. • The Western context of the study, with strong anti-discrimination laws, may not reflect the experiences of queer tourists in regions where queer identities are marginalised. • The study does not address factors such as destination sustainability, environmentally responsible practices, or respect for cultural diversity, which may influence LGBTIQ+ tourists. 	<ul style="list-style-type: none"> • Exploring the conceptual model in non-Western contexts where queer identities are marginalised to assess if there is a need for safe and queer-friendly environments. • Analysing specific marketing strategies at LGBTIQ+ tourist destinations to assess their impact on tourist perceptions and behaviours, helping improve experiences and services. • Investigating the role of sustainability, environmental responsibility, and cultural diversity in shaping the attraction and satisfaction of LGBTIQ+ tourists. • A holistic approach to future research that integrates social, cultural, and environmental factors to understand how they enhance LGBTIQ+ tourism experiences.

Article III	
Research limitations	Future research directions
<ul style="list-style-type: none"> • The sample consisted of volunteers, potentially leading to a bias towards individuals who openly identify as queer, excluding those who conceal their sexual orientation or gender identity. • The study focused solely on internet users, limiting the generalizability of the findings to the entire LGBTIQ+ population. • The study focuses primarily on Spanish LGBTIQ+ tourists, which restricts the generalizability of its findings to other cultural contexts. This concentration may lead to cultural biases that limit understanding of broader LGBTIQ+ tourism behaviours across different countries and regions. • The research emphasises gastronomic tourism within the LGBTIQ+ communities, potentially overlooking insights from other tourism types. This limited scope may not capture the full range of tourism interests and activities among LGBTIQ+ travellers. • Although addressing LGBTIQ+ characteristics, the study does not examine how other factors, such as race, socioeconomic status, and disability, intersect with LGBTIQ+ tourism motivations and experiences, potentially narrowing the inclusivity of the findings. • The study's reliance on self-reported survey responses may introduce biases, including social desirability bias, as participants may respond in ways they perceive as favourable or socially acceptable. 	<ul style="list-style-type: none"> • Future studies should incorporate a more internationally diverse sample, enabling a more comprehensive view of LGBTIQ+ tourism behaviours across different cultural and regional backgrounds. • Research could explore additional tourism types beyond gastronomy—such as adventure, luxury, and cultural tourism—to provide a more comprehensive picture of the LGBTIQ+ tourism landscape and accommodate a wider range of interests within the communities. • Future research should address the intersection of various identity factors—such as race, socioeconomic status, and disability—alongside gender identity and sexual orientation. This approach could provide a more nuanced understanding of how layered identities influence tourism choices and experiences.

Source: Authors' own work.

REFERENCES

- Algueró Boronat, M., Rodríguez Artola, R. M., & Moliner Tena, M. A. (2024a). Queer-friendly tourist destinations: how are they perceived by the LGBTIQ+ communities?. *Current Issues in Tourism*, 1-19.
- Alguero-Boronat, M., Moliner-Tena, M. A., & Rodríguez-Artola, R. M. (2024b). LGBTIQ+ tourist motivations and memorable destination experience: The moderating effect of gender identity and sexual orientation. *Journal of Vacation Marketing*, 0(0).
- Apostolopoulou, E. N. (2016). Gay and lesbian tourism: In search of gay space? *Tourismos*, 11(3), 1–21.
- Balderas-Cejudo, A., Patterson, I., & Leeson, G. W. (2019). Senior Foodies: A developing niche market in gastronomic tourism. *International Journal of Gastronomy and Food Science*, 16, 100152.
- Ballegaard, N., & Chor, J. (2009). Gay and lesbian tourism: travel motivations, destination choices and holiday experiences of gays and lesbians.
- Boyd, N. A. (2011). San Francisco's Castro district: from gay liberation to tourist destination. *Journal of Tourism and Cultural Change*, 9(3), 237-248.
- Burchiellaro, O. (2024). The homocapitalist politics of queer tourism: global LGBTQ+ activism, queer travel, and other queer mobilities in Buenos Aires, Argentina. *International Feminist Journal of Politics*, 26(2), 240-263.
- Casey, M. (2010). Even poor gays travel: Excluding low income gay men from understandings of gay tourism. *Classed intersections: Spaces, selves, knowledges*, 181-198.
- Chirakranont, R., & Sakdiyakorn, M. (2022). Conceptualizing meaningful tourism experiences: Case study of a small craft beer brewery in Thailand. *Journal of Destination Marketing and Management*, 23(March), 100691.
- Choi, S. J., Shin, J., Kuper, P., & Zhang, L. Y. (2023). Corporate decisions on LGBT friendliness: a multi-level approach. *Management Decision*, 61(4), 996-1012.
- Ciszek, E. & Ponders, K. (2020), "The bones are the same: an exploratory analysis of authentic communication with LGBTQ publics", *Journal of Communication Management*, Vol. 24 No. 2, pp. 103-117.

Clift, S., & Forrest, S. (1999). Gay men and tourism destinations and holiday motivations. *Tourism Management*, 20(5), 615-625.

CMI, Community Marketing & Insights (2019). 24th Annual LGBTQ Tourism & Hospitality Survey. https://cmi.info/documents/temp/CMI_24th-LGBTQ-Travel-Study-Report2019.pdf

Coetzee, W. J., Liu, X. N., & Filep, C. V. (2019). Transformative potential of events—the case of gay ski week in Queenstown, New Zealand. *Tourism Review*, 74(5), 1081-1090.

Coon, D. R. (2012). Sun, sand, and citizenship: The marketing of gay tourism. *Journal of Homosexuality*, 59(4), 511-534.

Coudounaris, D. N., & Sthapit, E. (2017). Antecedents of memorable tourism experience related to behavioral intentions. *Psychology & Marketing*, 34(12), 1084–1093.

Cunha, S. (2018). Turismo gastronómico, un factor de diferenciación. *Millenium*, 2(5), 9.

DuBois, L. Z., & Shattuck-Heidorn, H. (2021). Challenging the binary: Gender/sex and the bio-logics of normalcy. *American Journal of Human Biology*, 33(5), e23623

Forga, J. M. P. (2015). Motivations of LGBT tourists in choosing the city of Barcelona. *Documents d'Anàlisi Geogràfica*, 61(3), 601-621.

García Ortega, M., & Marín Poot, H. M. (2014). Creación y apropiación de espacios sociales en el turismo gay: Identidad, consumo y mercado en el Caribe mexicano. *Culturales*, 2(1), 71-94.

Guaracino, J., & Salvato, E. (2017). *Handbook of LGBT tourism and hospitality: A guide for business practice*. Columbia University Press.

Hadjisolomou, A., Nickson, D., & Baum, T. (2023). ‘He is the customer, I will say yes’: Notions of power, precarity and consent to sexual harassment by customers in the gay tourism industry. *Gender, Work & Organization*.

Hartal, G. (2019). Gay tourism to Tel-Aviv: Producing urban value?. *Urban Studies*, 56(6), 1148-1164.

Hattingh, C., & Bruwer, J. P. (2020). Cape Town’s gay village: from “gaytrified” tourism Mecca to “heterosexualised” urban space. *International Journal of Tourism Cities*, 6(4), 907-928.

Hattingh, C., & Spencer, J. P. (2017). Salient factors influencing gay travellers’ holiday motivations: a push-pull approach. *African Journal of Hospitality, Tourism and Leisure*.

Hattingh, C., & Spencer, J. P. (2020). Homosexual not homogeneous: A motivation-based typology of gay leisure travelers holidaying in Cape Town, South Africa. *Journal of Homosexuality*, 67(6), 768-792.

Hodes, S., RK, J. Q. V., & Gerritsma, R. (2007). Amsterdam as a gay tourism destination in the twenty-first century. In *Tourism, creativity and development* (pp. 200-210). Routledge.

Hosany, S., Sthapit, E., & Björk, P. (2022). Memorable tourism experience: A review and research agenda. *Psychology & Marketing*, 39(8), 1467-1486.

Huang, Y. F., Zhang, Y., & Quan, H. (2019). The relationship among food perceived value, memorable tourism experiences and behaviour intention: the case of the Macao food festival. *International Journal of Tourism Sciences*, 19(4), 258-268.

Hudson, K. D. (2015). Toward a conceptual framework for understanding community belonging and well-being: Insights from a queer-mixed perspective. *Journal of Community Practice*, 23(1), 27-50.

Hughes, H. (1997). Holidays and homosexual identity. *Tourism management*, 18(1), 3-7.

Hughes, H. L. (2002). Gay men's holiday destination choice: a case of risk and avoidance. *International Journal of Tourism Research*, 4(4), 299-312.

Hughes, H. (2006). *Pink tourism: Holidays of gay men and lesbians*. Wallingford: CAB.

Hughes, H. L., & Deutsch, R. (2010). Holidays of older gay men: Age or sexual orientation as decisive factors?. *Tourism Management*, 31(4), 454-463.

Iniesta-Bonillo, M. A., Sánchez-Fernández, R., & Jiménez-Castillo, D. (2016). Sustainability, value, and satisfaction: Model testing and cross-validation in tourist destinations. *Journal of Business Research*, 69(11), 5002-5007.

Ipsos (2021).| LGBT+ Pride 2021 Global Survey. <https://www.ipsos.com/en/ipsos-lgbt-pride-2021-global-survey>

Jarvis, N., Weeden, C., Ladkin, A., & Taylor, T. (2022). Intergroup contact between front-line cruise staff and LGBT passengers. *Tourism Management Perspectives*, 42, 100960.

Johnston, L. (2007). Mobilizing pride/shame: Lesbians, tourism and parades. *Social & Cultural Geography*, 8(1), 29-45.

Katz, R. A. (2023). Grindr Tourism Among Tourists, Locals, and Immigrants: Dating App Impacts for Social Relations, Gay Tourism, and Digital Convergence. *Social Media+ Society*, 9(3), 20563051231192033.

- Kaygalak-Celebi, S., Kaya, S., Ozeren, E., & Gunlu-Kucukaltan, E. (2020). Pride festivals as a space of self-expression: tourism, body and place. *Journal of Organizational Change Management*, 33(3), 545-566.
- Kim, J.-H., Ritchie, J. R. B., & McCormick, B. (2012). Development of a scale to measure memorable tourism experiences. *Journal of Travel Research*, 51(1), 12–25.
- Klaus, P. & Maklan, S. (2012). "EXQ: a multiple-item scale for assessing service experience". *Journal of Service Management*, 23 (1), 5-33.
- Kotiloglu, S., & McDonald, A. T. (2023). Is LGBT inclusion motivated by organizational performance? Exploring the relationships between performance feedback and LGBT inclusion in firms. *Strategic Organization*, 14761270231199759.
- Lai, I. K. W., Wong, J. W. C., & Hitchcock, M. (2022). A study of how LGBTQ tourists' perceptions of residents' feelings about them affect their revisit intentions: an emotional solidarity perspective. *Journal of Sustainable Tourism*, 1-22.
- 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.
- Lewis, C., Prayag, G., & Pour, S. (2021). Linking travel motives to identity and travel behavior of the Australian LGBT market during COVID-19. *Journal of Travel & Tourism Marketing*, 38(7), 725-741.
- Liu, X. (2023). Gendered Economy: Sociality and the Lesbian Consumer Market in China 1. In *Sociological Forum* (Vol. 38, No. 1, pp. 214-234).
- Liu, X., Fu, X., Yuan, Y., Li, Z., & Suknuch, C. (2023). Understanding gay tourists' involvement and loyalty towards Thailand: The perspective of motivation-opportunity-ability. *Journal of Vacation Marketing*, 13567667221147318.
- Lucena, R., Jarvis, N., & Weeden, C. (2015). A review of gay and lesbian parented families' travel motivations and destination choices: gaps in research and future directions. *Annals of Leisure Research*, 18(2), 272-289.
- Lück, M. (2007). *Gay Tourism: Culture and Context*. 1106-1108.
- Madinga, N. W., van Eyk, M., & Amoah, F. (2023). LGBT Tourism in South Africa: the influence of customer value on behavioural intention. *Current Issues in Tourism*, 26(11), 1813-1827.

- McCartan, A., & Nash, C. J. (2022). Creating queer safe space: relational space-making at a grassroots LGBT pride event in Scotland. *Gender, Place & Culture*, 1-21.
- Melian-Gonzalez, A., Moreno-Gil, S., & Arana, J. E. (2011). Gay tourism in a sun and beach destination. *Tourism Management*, 32(5), 1027-1037.
- 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.
- Moliner, M. Á., Monferrer, D., Estrada, M., & Rodríguez, R. M. (2019). Environmental sustainability and the hospitality customer experience: A study in tourist accommodation. *Sustainability*, 11(19), 5279.
- Moliner, M. A., Monferrer Tirado, D., Estrada Guillén, M., & Vidal-Meliá, L. (2023). Memorable customer experiences and autobiographical memories: From service experience to word of mouth.
- Monterrubio, C. (2019). Tourism and male homosexual identities: directions for sociocultural research. *Tourism Review*, 74(5), 1058-1069.
- Monterrubio, C. (2021). The significance of gay tourism spaces for local gay men: Empirical evidence from Mexico. *Gay tourism. New perspectives*, 34-51.
- Monterrubio, C., Madera, S. L. R., & Pérez, J. (2020). Trans women in tourism: Motivations, constraints and experiences. *Journal of Hospitality and Tourism Management*, 43, 169-178.
- Nguyen, H., Nguyen, H. Q., & Colby, D. J. (2014). HIV knowledge and risks among Vietnamese men who have sex with men travelling abroad. *International journal of STD & AIDS*, 25(9), 643-649.
- Oakenfull, G. W. (2013). What matters: Factors influencing gay consumers' evaluations of "gay-friendly" corporate activities. *Journal of Public Policy & Marketing*, 32(1_suppl), 79-89.
- 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.
- Oyserman, D., Lewis Jr, N. A., Yan, V. X., Fisher, O., O'Donnell, S. C., & Horowitz, E. (2017). An identity-based motivation framework for self-regulation. *Psychological Inquiry*, 28(2-3), 139-147
- Page, S. J., Steele, W., & Connell, J. (2006). Analysing the promotion of adventure tourism: A case study of Scotland. *Journal of Sport & Tourism*, 11(1), 51-76

- Pandža Bajs, I. (2015). Tourist perceived value, relationship to satisfaction, and behavioral intentions: The example of the Croatian tourist destination Dubrovnik. *Journal of Travel Research*, 54(1), 122-134.
- Parrish, C., Winkler, R., Seal, D. W., Benotsch, E. G., Pinkerton, S. D., Redmann, J., ... & Cejka, A. (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*, 31(4), 397-415.
- Pathumporn, J., Kotchare, T., & Esichaikul, R. (2020). Guidelines for development of tourism components to promote phuket as a destination for foreign gay tourists. *PalArch's Journal of Archaeology of Egypt/Egyptology*, 17(12), 1438–1453
- Prayag, G., Lewis, C., & Pour, S. (2023). Intersectional examination of travel well-being and activities of LGB travellers. *Tourism Geographies*, 1-22.
- Prayag, G., Lewis, C., & Pour, S. (2024). Travel in my life: queer identity, travel motivation, resilience, life-satisfaction and wellbeing. *Current Issues in Tourism*, 27(2), 323-340.
- Pritchard, A., Morgan, N. J., Sedgely, D., & Jenkins, A. (1998). Reaching out to the gay tourist: opportunities and threats in an emerging market segment. *Tourism management*, 19(3), 273-282.
- Puar, J. (2002). A transnational feminist critique of queer tourism. *Antipode*, 34(5), 935-946.
- Ram, Y., Kama, A., Mizrachi, I., & Hall, C. M. (2019). The benefits of an LGBT-inclusive tourist destination. *Journal of destination marketing & management*, 14, 100374.
- Ro, H., Olson, E. D., & Choi, Y. (2017). An exploratory study of gay travelers: Socio-demographic analysis. *Tourism Review*, 72(1), 15-27.
- Sato, S., Kim, H., Buning, R. J., & Harada, M. (2018). Adventure tourism motivation and destination loyalty: A comparison of decision and non-decision makers. *Journal of destination marketing & management*, 8, 74-81.
- Soler, Eli (2020). *Diccionario de orientaciones sexuales*. Retrieved on May 13, 2023. Eli Soler: <https://elisoler.com/tipos-de-orientacion-sexual/>
- Stavrianea, A., & Kamenidou, I. E. (2021). Memorable tourism experiences, destination image, satisfaction, and loyalty: an empirical study of Santorini Island. *EuroMed Journal of Business*, 17(1), 1-20.

Tarssanen, S., & Kylänen, M. (2009). Handbook for experience stagers. Lapland Center of Expertise for the Experience Industry, OY Sevenprint Ltd, Rovaniemi.

Toth, S. J., & Mason, C. W. (2021). “Out” in the countryside: Gay tourist perspectives on rural travel in British Columbia, Canada. *The Journal of Rural and Community Development*, 16(3), 84–107.

Tressoldi, C., Espartel, L. B., & Rohden, S. F. (2024). Authentic brand positioning or woke washing? LGBTQI+ consumer perceptions of brand activism. *Equality, Diversity and Inclusion: An International Journal*, 43(1), 55-71.

Tung, V. W. S., & Ritchie, J. B. (2011). Exploring the essence of memorable tourism experiences. *Annals of tourism research*, 38(4), 1367-1386.

United Nations (2015). Sustainable Development Goals. <https://www.un.org/sustainabledevelopment/es/sustainable-development-goals/> Accessed 15 July 2023.

Usai, R., Cai, W., & Wassler, P. (2022). A queer perspective on heteronormativity for LGBT travelers. *Journal of Travel Research*, 61(1), 3-15.

Valcuende del Río, J. M., Costa, S. M., & Rosalba, P. (Eds.) (2023) Destinos turísticos LGBT+: Identidad, globalización y mercado. La Laguna (Tenerife): PASOS, RTPC. www.pasosonline.org. Colección PASOS Edita nº 30.

Velázquez, C. (2009), Expectativas del turismo lésbico gay en la ciudad de Puebla, tesis para obtener el grado de licenciada en antropología cultural, México, Escuela de Ciencias Sociales de la Universidad de las Américas Puebla.

Vieira de Jesus, D. S. (2018). Stay Like A Gay Local: Misterb&B And Peer-To-Peer Accomodation In Rio De Janeiro. *Turismo-Estudos E Praticas*, 7(2), 119-138.

Vorobjovas-Pinta, O. (2018). Gay neo-tribes: Exploration of travel behaviour and space. *Annals of Tourism Research*, 72, 1– 10.

Vorobjovas-Pinta, O., & Hardy, A. (2016). The evolution of gay travel research. *International Journal of Tourism Research*, 18(4), 409-416.

Vorobjovas-Pinta, O., & Hardy, A. (2021). Resisting marginalisation and reconstituting space through LGBTQI+ events. *Journal of Sustainable Tourism*, 29(2-3), 448-466.

Vorobjovas-Pinta, O., & Pearce, J. (2024). Scoping The Role of LGBTQI+ Festivals in Regional Australia: A Local Community Perspective. *Event Management, Fast Track*.

Vredenburg, J., Kapitan, S., Spry, A. & Kemper, J.A. (2020), “Brands taking a stand: authentic brand activism or woke washing?”, *Journal of Public Policy and Marketing*, Vol. 39 No. 4, pp. 444-460.

Waitt, G., & Markwell, K. (2006). *Gay tourism. Culture and context*. New York: The Haworth Hospitality Press.

Wang, C., Liu, J., Wei, L., & Zhang, T. (2020). Impact of tourist experience on memorability and authenticity: A study of creative tourism. *Journal of Travel & Tourism Marketing*, 37 (1), 48–63.

Yeh, L. (2016). *Pink Capitalism: Perspectives and implications for cultural management* https://www.ub.edu/cultural/wp-content/uploads/2018/03/Ensayo-personal_Prospectiva-ii_Lorenzo_JunzuanYe.pdf

Zhou, P. P., Wu, M. Y., Filep, S., & Weber, K. (2021). Exploring well-being outcomes at an iconic Chinese LGBT event: A PERMA model perspective. *Tourism Management Perspectives*, 40, 100905.

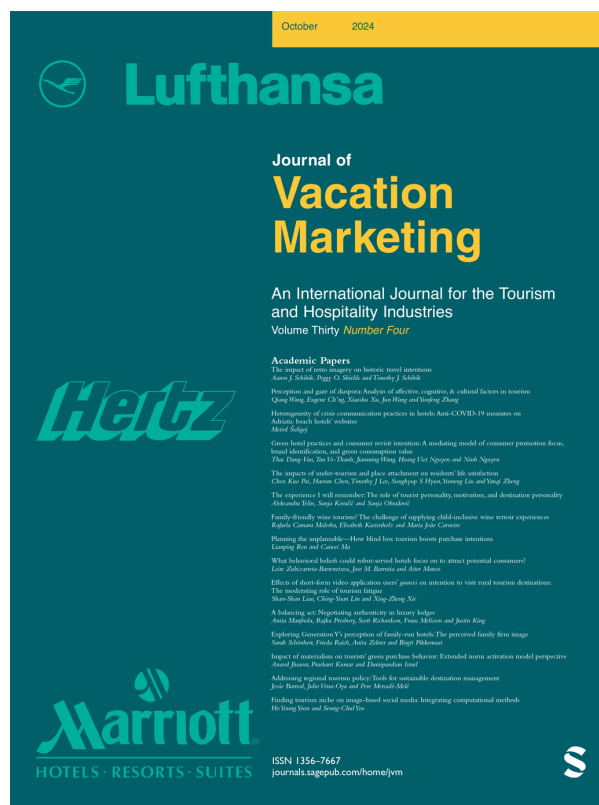
PART II

ARTICLE I

LGBTIQ+ tourist motivations and memorable destination experience: The moderating effect of gender identity and sexual orientation.

Alguero-Boronat, M., Moliner-Tena, M. A., & Rodriguez-Artola, R. M. (2024). LGBTIQ+ tourist motivations and memorable destination experience: The moderating effect of gender identity and sexual orientation. Journal of Vacation Marketing, 0(0). <https://doi.org/10.1177/13567667241268696>

The Journal of Vacation Marketing is a well-regarded academic publication focused on research related to the tourism and vacation marketing industries. Published by SAGE Publications, this journal covers a broad spectrum of topics within the travel and tourism sector, including tourist behaviour, marketing strategies, and destination branding.



ISSN: 1356-7667

Access the journal directly through this [link to the Journal of Vacation Marketing](https://doi.org/10.1177/13567667241268696)

Research Area: Tourism, vacation marketing, consumer behaviour in tourism.

Source Type: Academic journal with high relevance to marketing and tourism disciplines.

The journal is indexed in leading databases such as Scopus and Web of Science (SSCI), ensuring global reach and recognition in academic and professional circles.

Key Metrics and Impact:

- **Impact Factor (2024):** 5.8, reflecting the journal's relevance in academic research.
- **Quartile (JCR):** Q1, placing it in the top 25% of journals in the category of Tourism, Leisure, and Hospitality Management.
- **Scimago Journal Rank (SJR):** 1.320, further solidifying its standing as a high-impact journal in the tourism marketing field.
- **h-index:** 78, indicating that 78 of its published articles have been cited at least 78 times, underscoring the journal's academic influence and productivity.

Review Process and Accessibility:

- **Review Process:** The journal follows a blind peer review process, ensuring unbiased evaluation by external reviewers.
- **Open Access:** The journal is not open access, so articles are available via subscription or institutional access

LGBTIQ+ tourist motivations and memorable destination experience: The moderating effect of gender identity and sexual orientation

Journal of Vacation Marketing
1–20
© The Author(s) 2024
Article reuse guidelines:
sagepub.com/journals-permissions
DOI: 10.1177/13567667241268696
journals.sagepub.com/home/jvm



Mar Alguero-Boronat ,
Miguel Angel Moliner-Tena 
and Rosa María Rodríguez-Artola

Universitat Jaume I, Spain

Abstract

This research delves into the impact of LGBTIQ+ communities' motivations on the memorable destination experiences of 517 queer travellers. The primary goal is to unravel the influence of motivational factors (with special attention to LGBTIQ+ motivations) on the creation of memorable destination experiences, with a specific focus on scrutinising the moderating effects of gender identity and sexual orientation. It systematically examines both the homogeneity and heterogeneity within the spectrum of LGBTIQ+ tourists. The quantitative analysis of data, collected through an online questionnaire, reveals a notable consistency in tourist motivations regarding sexual orientations, and some diversity in represented gender identities. Pull LGBTIQ+ motivations do not exert a significant influence nor impact on the memorable experiences of queer tourists. By exploring the dynamics of LGBTIQ+ travellers, this study contributes significantly to our understanding of their motivations, shedding light on both commonalities and distinctions within LGBTIQ+ communities.

Keywords

LGBTIQ+ tourist, queer travellers, LGBTIQ+ tourist motivations, memorable tourist experience

Highlights

- Whether there is homogeneity or heterogeneity, it should not be used as grounds to exclude any individuals from studies within the queer tourist communities.
- Destinations and businesses in the tourism industry should advocate for equality and treat LGBTIQ+ tourists with the same regard as any other visitor.
- Push factors within sexual orientation and gender identity do not affect MDE in the same way.
- Push LGBTIQ+ motivations have a significant influence, while pull LGBTIQ+ motivations do not influence memorable destination experiences.

Introduction

Research on LGBTIQ+ tourists is gaining momentum among researchers, destination management organisations and tourism businesses, highlighting the perception of LGBTIQ+ communities as a lucrative market (Vorobjovas-Pinta and Hardy, 2016; Guaracino and Salvato, 2017). The growing interest in the LGBTIQ+ communities as consumers and integral members

Corresponding author:

Mar Alguero-Boronat, Department of Business Administration and Marketing, Universitat Jaume I, Avinguda de Vicent Sos Baynat, s/n, 12006 Castelló de la Plana, Castelló, Espanya, Castello de la Plana, Spain.
Email: alguero@uji.es

of society has opened up a fertile and still relatively unexplored field for research (Ong et al., 2022a).

In the study, the following terms will be employed to encompass LGBTIQ+ communities: “queer” or “LGBTIQ+”. Although “queer” is generally included in the abbreviation “LGBTIQ+”, its use in tourism reflects its evolution as a broader umbrella term to address diverse gender and sexual identities and experiences. Both terms are used in tourism to describe experiences related to sexual and gender diversity, adapting to specific preferences and contexts.

There is a growing body of research in the study of motivation in the travel and tourism industry (Zhou et al., 2021), with various motivational theories shedding light on the complexity of tourist behaviour (Monterrubio et al., 2020). However, very little research has empirically explored the tourism motivations of queer travellers in terms of memorable experiences at tourism destinations. This knowledge gap has created a void in our comprehension of how identity and orientation shape travellers’ experiences (Michael et al., 2020). To date, scant research has focused on analysing queer communities’ memorable experiences, LGBTIQ+ motivations or delving into subgroups to find out whether there is homogeneity or heterogeneity in the queer communities.

Previous studies on queer tourists do not address the influence of individual identity and orientation on travel motives (Waitt and Markwell, 2006; Lewis et al., 2021). Most literature on the LGBTIQ+ tourism sector focuses primarily on analyses of the G (and, to a lesser extent, the L) letters of the LGBTIQ+ acronym, overlooking transgender, asexual, non-binary and bisexual travellers, among others (Clift and Forrest, 1999; Monterrubio et al., 2020). Hattingh and Spencer (2020) suggest that much of the research on LGBTIQ+ tourists has focused on white, middle-class, urban, childless gay men, leading to a research bias. This bias can be attributed to interconnected reasons of visibility and numbers. Indeed, the gay male community is often more visible than others, which makes it seem easier to study (Coon, 2012; Hattingh and Spencer, 2020). Less recognised orientations and identities are a numerically smaller group (IPSOS, 2021). However, this lower numerical representation does not diminish the importance of studying and analysing these identities and orientations, as each contributes to the richness and diversity of LGBTIQ+ communities (Ong et al., 2022a). This leads many

researchers to focus only on the gay population or to extrapolate research findings about gay men and lesbian women to the entire LGBTIQ+ communities (Monaco, 2022). This generalisation is insufficient, unrepresentative and excludes a significant part of LGBTIQ+ communities (Ong et al., 2022a).

The primary aim of this study is to delve into the impact of LGBTIQ+ communities’ motivations on the creation of memorable destination experiences, exploring how these motivations are moderated by gender identity and sexual orientation. Anchored in the push and pull motivations theory, a well-established framework in tourist behaviour analysis, this study extends its conceptual foundation by incorporating LGBTIQ+ motivations introduced in prior literature (Hattingh and Spencer, 2017).

The study unfolds in two key stages. Initially, it examines the tourism motivations and memorable tourism destination experience of queer communities as a whole. Subsequently, through a multi-group analysis, the research explores variations in motivations between extensively studied queer subgroups and those that have received less attention. To conduct this analysis, participants are segmented based on their gender identity and sexual orientation, aiming to distinguish mostly studied and less studied groups. This division allowed for a more detailed assessment of the similarities and differences in the motivations and experiences of individuals with sexual identities and orientations that have historically received more visibility compared to those that have received less understanding in the tourism field. This study contributes to the broader understanding of LGBTIQ+ traveller dynamics. It not only investigates the shared motivations across the queer communities but also delves into the nuanced differences among various subgroups, providing valuable insights for both academic and practical applications in the field of queer tourism studies.

This differentiation aims to understand if there are patterns of motivation and common experiences within the overall LGBTIQ+ communities, as well as if there are significant differences among subgroups. Through the analysis of memorable experiences alongside the identification of motivations, patterns or trends indicative of homogeneity or heterogeneity in the perception and lived experiences of travel among various LGBTIQ+ subgroups can be discerned. In a world characterised by diversity and fluidity of gender identities and sexual orientations, it is

critical to understand how LGBTIQ+ communities construct meaning through their travel choices and the experiences they perceive at their destinations (Prayag et al., 2023b).

Literature review

Motivational factors and LGBTIQ+ motivations

Tourism motivations refer to psychological factors that shape our perceptions of the environment and motivate us to make particular choices to satisfy our desires (Beerli and Martín, 2004; Nicoletta and Servidio, 2012; Weeden et al., 2016). The push and pull model of motivations was introduced in the tourism sector by Dann (1977). It indicates that push factors are internal and create a feeling, need or desire to travel. Pull factors, on the other hand, cause individuals to seek to travel because destination attractiveness is the motivational factor that explains destination choice (Crompton, 1979; Dann, 1981). According to this model, the choice of a destination and tourism products results from a dynamic interaction between push and pull factors (Prayag and Ryan, 2011; Weeden et al., 2016). This theory suggests that people engage in tourism because of forces that motivate them to do so. Tourists are not attempting to fulfil a single need. Rather, they have various requirements that arise concurrently and seek multiple qualities in the destination. Monterrubio et al. (2020) underline the relevance of researching motivations to identify travellers' aspirations.

Throughout time, various studies have identified the LGBTIQ+ factors that hold greater importance in tourist motivations. These include sexual encounters (Clift and Forrest, 1999; Weeden et al., 2016), the ability to freely express LGBTIQ+ identities while on vacation (Ballegaard and Chor, 2009), the quest to escape from a heterosexual environment to queer-friendly spaces (Hughes, 1997; Pritchard et al., 1998), the construction and validation of LGBTIQ+ identity through travel (Hughes, 1997; Clift and Forrest, 1999; Waitt and Markwell, 2006), the availability of spaces where they feel legally protected (Hughes, 2006), and participation in queer events (Waitt and Markwell, 2006). The LGBTIQ+ motivations are inherently pull factors (Hattingh and Spencer, 2017), which means that pull motivations are directly related to specific dimensions linked to LGBTIQ+. These LGBTIQ+ tourism

motivations are the aspects that attract LGBTIQ+ tourists to choose a tourist destination, thus showing a clear connection with pull factors. However, this does not mean that there are no LGBTIQ+ motivations with aspects related to push factors. Among the reasons that push and drive LGBTIQ+ tourists, we also find LGBTIQ+ issues. For example, when a queer tourist travels motivated by the need to validate their identity or to express themselves freely, they respond to a push motivation. On the other hand, when the need is to find a space to be friendly, participate in queer events or have sexual encounters, the motivation is pull.

Then, the existence of particular motivational factors, both push and pull, is directly linked to LGBTIQ+ travellers (Lewis et al., 2023). Within the examination of tourism motivations, traditionally divided into push and pull categories, queer-specific motivations have also been identified (Lewis et al., 2021). These motivational elements possess unique characteristics that are distinct from the typical motivations of other tourist groups and play a key role in LGBTIQ+ travel planning and decision-making (Hattingh and Spencer, 2017). LGBTIQ+ motivations refer to the particular drives and desires that inspire queer people to travel to and experience tourism destinations, which are intrinsically linked to their gender identity and sexual orientation (Hattingh and Spencer, 2017). Therefore, these motivations will be included and examined in this article.

Memorable tourism destination experience

The travel experience has become more than just a search for holiday getaways; it is a search for authenticity, cultural connection and, above all, the creation of lasting memories (Moliner et al., 2023). Travellers seek authentic, rewarding, meaningful, multi-sensory and transformative experiences when exploring destinations (Chirakranont and Sakdiyakorn, 2022). Certain elements are linked to the traveller's needs, desires and motivations (Wang et al., 2020), while others are derived from the destination's own characteristics, such as the local environment and surrounding atmosphere (Page et al., 2006).

The tourist journey encompasses all the touchpoints with which a destination visitor interacts before, during and after the trip. Customer experience is the assessment that the visitor makes of this consumer journey, while memorable experience is the experience that lingers in the tourist's

memory and can be evoked through word of mouth or in revisit (Moliner et al., 2023). Therefore, memorable experience is a concept of utmost importance as it influences the future behaviour of the tourist. Tung and Ritchie (2011) defined a memorable experience (ME) as, “an individual’s subjective evaluation and undertaking (i.e., affective, cognitive and behavioural) of events related to his or her tourist activities which occurs before (i.e., planning and preparation), during (i.e., at the destination) and after the trip (i.e., recollection)”. The components of a memorable experience vary from person to person, as it is highly subjective and dependent on individual preferences, values and past experiences (Moliner et al., 2023). Memorable travel experiences are indelible memories that linger in the minds and hearts of travellers (Kim et al., 2012; Moliner et al., 2023). The main source of information for those who decide to return to a tourist destination lies in the memories that visitors treasure of their travel experiences (Marschall, 2012). Therefore, providing tourists with positive and memorable experiences becomes imperative in the competitive tourism market (Hosany et al., 2022). Tourists who have had positive memorable experiences are more likely to return to the destination (Coudounaris and Sthapit, 2017), forge an emotional attachment to the place (Vada et al., 2019) and experience greater subjective well-being (Sthapit and Coudounaris, 2018), which are important determinants of future travel decisions (Barnes et al., 2016). Furthermore, Kim et al. (2012) suggest that not all tourism experiences are unforgettable; only those remembered by the traveller who narrates a special travel experience should be considered memorable tourism experiences.

Tourist destinations are physical spaces where visitors stay overnight and enjoy different products, services, activities and experiences within the tourism value chain (UN Tourism, 2008). LGBTIQ+ tourist experiences generate lasting and positive memories that encourage tourists to return to destinations that have been inclusive and welcoming (Vorobjovas-Pinta and Pearce, 2024). Memorable tourism experiences in the destination are relevant to LGBTIQ+ travellers because they not only provide unforgettable and enriching moments in a specific location but also create a welcoming and safe environment for LGBTIQ+ travellers, fostering an emotional connection with the destination (Ram et al., 2019). For queer individuals, destinations and

tourist experiences serve as opportunities for personal discovery and reinvention (Prayag et al., 2023b). LGBTIQ+ activities at destinations create an inclusive and welcoming environment that enhances the memorable tourism experience (Vorobjovas-Pinta and Pearce, 2024). The destination allows LGBTIQ+ tourists to connect with the local culture, history, events and queer communities of the destination. These experiences not only enhance the trip but also allow LGBTIQ+ travellers to feel validated and recognised in their queer identity or orientation within the destination (Lewis et al., 2021), enhancing their experience and motivation to visit inclusive destinations (Vorobjovas-Pinta and Pearce, 2024).

LGBTIQ+ communities actively seek to live specific queer experiences that are not available or accessible in their places of origin (Lewis et al., 2023). However, it is important to note that these communities also face higher risks of experiencing discomfort, exclusion, discrimination or physical violence while travelling (Hughes, 2002). Creating inclusive tourist destinations and spaces is crucial to ensuring positive memorable experiences for all travellers, regardless of their orientations and identities. When LGBTIQ+ individuals feel welcomed and accepted, they have the chance to fully enjoy their journey, explore their authenticity and connect meaningfully with others (Prayag et al., 2023b).

Moderator variables

Gender identity refers to each individual’s internal and personal perception of their gender, namely, how they feel and identify themselves in terms of being male, female, a combination of both or neither of the two conventional options. Gender identity does not always coincide with biological sex or socially perceived gender expression (Soler, 2020; DuBois and Shattuck-Heidorn, 2021). While cisgender identities have been more commonly studied, non-binary and transgender identities have received less attention in the academic and tourist literature (Ong et al., 2022a). Table 1, provides a detailed description of various gender identities, offering an overview of each.

Sexual orientation refers to the emotional, romantic and/or sexual attraction that a person feels towards another person or persons. It is a fundamental dimension of a person’s sexual identity and can be directed towards people of the same gender, the opposite gender, both genders

Table 1. Gender identity concepts.

Gender identity	Description
Cisgender	Gender identity matches the sex assigned at birth.
Cis women	A person whose gender identity aligns with the sex assigned at birth as female.
Cis men	A person whose gender identity aligns with the sex assigned at birth as male.
Transgender	The gender identity with which you identify does not match the one you were assigned at birth.
Transsexual	The gender identity with which they identify does not coincide with the one assigned at birth, and they acquire the physical characteristics of people of the opposite sex through hormonal or surgical treatment.
Trans women	A person who was assigned male at birth but identifies and lives as a woman.
Trans men	A person who was assigned female at birth but identifies and lives as a man.
Non-binary	Gender identity does not fully match as male or female. They may identify as both genders, neither, a different gender or fluctuate between different genders. Includes agender, bigender, gender-fluid, gender non-conforming or genderqueer, polygender, pangender and trigender.

Source: Soler (2020).

Table 2. Sexual orientation concepts.

Sexual orientation	Description
Heterosexuality	Sexual attraction to people of the opposite gender.
Homosexuality	Sexual attraction to people of the same gender.
Bisexuality	Sexual attraction to people of more than one gender.
Asexuality	Lack of sexual attraction to any gender or gender identity.
Demisexuality	Sexual attraction that appears only when a strong emotional or intimate bond is established.
Autosexuality	Sexual attraction to oneself.
Anthrosexuality	Uncategorised sexual attraction, people who experience their sexuality without knowing in which category to identify themselves and/or without feeling the need to classify themselves in any of them.
Monosexuality	Sexual attraction to only one gender.
Aegosexuality	Those who feel a lack of connection between themselves and their libido.
Polysexual	Romantic and/or sexual attraction to individuals of multiple genders, but not necessarily all genders.
Graysexuality	Sexual attraction only on occasion or in specific circumstances.
Omnisexuality	Sexual attraction to all genders and sexes, regardless of sex or gender identity.
Sapiosexualidad	Sexual attraction towards a person's intelligence.

Source: Soler (2020).

or even neither gender (Table 2). Sexual orientations other than heterosexual, gay men or lesbian women have been less studied in the tourism sector (Prayag et al., 2023b).

Hypotheses development

The analysis on LGBTIQ+ tourism research and motivations has been addressed by several authors (Weeden et al., 2016; Vorobjovas-Pinta and Hardy, 2016; Hattingh and Spencer, 2017; Prayag et al., 2023b). However, a significant portion of the studies exhibit gaps in research concerning the travel motivations of the entire LGBTIQ+ tourist spectrum, where often the focus remains predominantly on gay male

tourists (Clift and Forrest, 1999; Hughes, 2002; Hughes and Deutsch, 2010; Ong et al., 2022a).

Previous studies indicate that travel motivations influence the creation of a memorable tourist experience (Dagustani et al., 2018; Sthapit and Coudounaris, 2018; Chen et al., 2021; Tešin et al., 2023). However, none of them have explored the motivations specific to LGBTIQ+ tourists or the pull and push motivations regarding LGBTIQ+ tourists. Regarding the memorable destination experience, no academic study has been found to address the perspective from the viewpoint of LGBTIQ+ tourists.

The concept of push factors primarily encompasses the traveller's internal sentiments, perceptions and motivations, encompassing what are

often termed as social psychological factors, alongside contextual elements such as LGBTIQ+ rights (Szabó and Sümeghy, 2023). In contrast, pull factors are independent of the individual and signify the offerings and reputation of the destination (Dann, 1981). It is important to emphasise that when referring to LGBTIQ+ motivations in the study, we are specifically addressing queer pull motivations. Within the realm of push motivations, specific queer elements are also found. The desire to explore one's sexuality can serve as a motivation for travel (Hughes, 2002; Vorobjovas-Pinta, 2018; Lewis et al., 2021), providing queer individuals with opportunities to express these identities outside of their usual environment (Lewis et al., 2023). In the case of queer travellers, both general and queer-specific push and pull factors influence their choice of activities (Lewis et al., 2021).

The study examines the effects of tourist motivations on memorable experiences, as motivation significantly influences the quality and nature of the experiences sought and experienced by the tourists during their journey (Tešin et al., 2023). Tourist experiences aligned with individual motivations tend to be more memorable and endure in long-term memory (Chen et al., 2021). The likelihood of an individual experiencing intense and memorable emotions during their journey significantly increases when they are highly motivated to visit a specific destination (Dagustani et al., 2018).

Kim et al. (2012) highlight the importance of several motivational factors in generating memorable experiences, such as enjoyment, personal revitalisation, self-discovery and cultural immersion. These elements offer valuable insights into how destination experiences can be designed and enhanced to meet the expectations of travellers in search of unforgettable moments. Thus, a greater motivation to undertake a trip may be linked to the impressions left by previous trips. In this context, different reasons for travel influence activity choices, as detailed in conventional models of tourist motivation (Crompton, 1979). For queer travellers, both general and LGBTIQ+ communities-specific motives influence activity choices (Prayag et al., 2023b). Some studies have indicated that for a positive travel experience, it is crucial for the chosen tourist destination to demonstrate a broadly LGBTIQ+ friendly atmosphere and societal acceptance (Szabó and Sümeghy, 2023). Analysing the influencing factors on queer communities' travel motivations within the context of memorable

tourism destination experiences contributes significantly to the understanding of LGBTIQ+ tourists. Consequently,

- H1:** Queer tourists' push motivations positively influence the memorable destination experience.
- H2:** Queer tourists' pull motivations positively influence the memorable destination experience.
- H3:** LGBTIQ+ motivations of queer tourists positively influence the memorable experience of the destination.

Memorable destination experiences contribute to the crafting of a unique narrative for each individual (Moliner et al., 2023). Personal memory is influenced by a variety of factors, including situational demands, personal or social motivations, and the audience with whom we share our memories (Sutton et al., 2010). Therefore, experiences are closely linked to individual differences, such as LGBTIQ+ particularities. Tourist experiences can lead to personal growth and change in the tourist; what is lived and learned during the journey can be integrated into daily life (Tarssanen and Kylänen, 2009), including queer growth (Waitt and Markwell, 2006). Furthermore, the moderating effects of gender and identity have a significant impact on the relationship between memorable touristic experiences, with gender being a relevant factor among all the antecedents of these experiences (Hosany et al., 2022). Researchers like Coudounaris and Sthapit (2017) propose to explore the impact of moderating factors, such as gender, on memorable tourism experiences.

Previous research suggests that LGBTIQ+ tourists have the ability to generate distinctive and meaningful experiences (Lewis et al., 2021). Earlier investigations into the travel patterns of LGBTIQ+ tourists overlook the possibility that motivations are influenced by personal identity (Lewis et al., 2021) or sexual orientation (Prayag et al., 2023b). For queer people, travel can also be motivated by their identity and sexuality (Vorobjovas-Pinta, 2018). Sexual orientation can influence tourism motivations by driving the search for inclusive and safe destinations and activities (Hughes and Deutsch, 2010), in which they can express themselves freely (Clift and Forrest, 1999), as well as the search for experiences and social connections with other queer people (Hudson, 2015). Queer people

may use travel as a means to embrace their identity (Lewis et al., 2021), make connections with a community (Zhou et al., 2021) and enjoy particular queer experiences that may not be available in their place of origin (Lewis et al., 2023). Identity and sexual orientation influence motivation by guiding the choice of actions and the way people interpret the world based on their identity (Oyserman, 2009).

The previous literature presents a divided opinion regarding the homogeneity and heterogeneity of LGBTIQ+ tourism. LGBTIQ+ tourism is recognised for some researchers as a heterogeneous sector (Vorobjovas-Pinta and Hardy, 2016; Szabó and Sümeghy, 2023), yet other researchers have viewed it as a homogeneous group (Pritchard et al., 1998; Melian-Gonzalez et al., 2011). Previous research has argued that LGBTIQ+ individuals exhibit diversity considering the LGBTIQ+ tourist as a heterogeneous group with various niches within the concept of LGBTIQ+ tourism (Hughes and Deutsch, 2010; Hattingh and Spencer, 2020). However, knowledge regarding LGBTIQ+ tourism remains limited in addressing the nuanced understanding of the role of gender and sexuality within this context (Blichfeldt et al., 2013). Researchers so far now acknowledge the specific challenges of comprehending the diverse sexual orientations beyond a heterosexual, gay or lesbian identity (Weeden et al., 2016).

This research aims to analyse whether LGBTIQ+ tourists exhibit joint tourist behaviour and motivations, investigating whether they behave as a homogeneous or heterogeneous group within the tourism context. The purpose of this study is to determine if queer tourists prioritise their LGBTIQ+ characteristics before embarking on a trip.

The current identification of common patterns or significant differences within LGBTIQ+ communities requires further investigation (Ong et al., 2022a). Gender identities and sexual orientations evolve over time, so it is crucial to include all individuals within these communities in all studies (Prayag et al., 2023b). This study endeavours to investigate the extent to which gender identity and sexual orientation play crucial roles as moderating variables in shaping tourism motivations and subsequently influencing the creation of memorable experiences at various destinations. To redress the paucity of scholarly works pertaining to this topic, we will use the LGBTIQ+ motivations framework developed by Hattingh and Spencer (2017). Once the entire group of queer

tourists has been studied, differentiation will be made among LGBTIQ+ tourists based on less explored orientation subgroups compared to those more widely investigated in tourism studies. Similarly, this differentiation will be done in relation to queer identities. Consequently,

H4: Gender identity moderates the relationships between queer tourist motivations and memorable destination experience.

H5: Sexual orientation moderates the relationships between queer tourist motivations and memorable destination experience.

Thus, we posit several relationships between push factors, pull factors, LGBTIQ+ factors and memorable tourism destination experience as depicted in Figure 1. The main concepts are defined in Table 3.

Research methodology

Measurement of the variables

We designed a questionnaire using scales to measure the variables validated by the literature. The research has a favourable report from the university's Deontological Commission (CEISH/73/2023), which considers that it complies with the required ethical standards. To measure the dimensions of push, pull and LGBTIQ+ factors, we used the scales validated by Hattingh and Spencer (2017). To measure the memorable experience of tourism destinations, we used the scale of factors influencing travellers' decisions and preferences (Kim et al., 2012). The range of the five-point Likert scales used was as follows: [1] "Strongly disagree" to [5] "Strongly agree". All scales are shown in Table 4.

Data collection

To conduct this research, we chose an online survey, which allowed for efficient access to a wide audience of participants. The dissemination of the survey was carried out through associations (Fuenla Entiende LGTB, AET-Transsexualia, Euforia-Familias TransAliadas, Club LGTBI+ Samarucs València, Espacio Diverso LGTBI PIQUEER, Violetas LGTBI La Palma, Familias Diversidad de Almería), safe spaces for the communities (Oz, esto no es Kansas, in Castellón de la Plana) and academic journals on LGBTIQ+ topics (MariCorners). The fieldwork ran from 14 March 2023 to 3 August 2023. A sample of 517 participants was used as the basis for the analysis

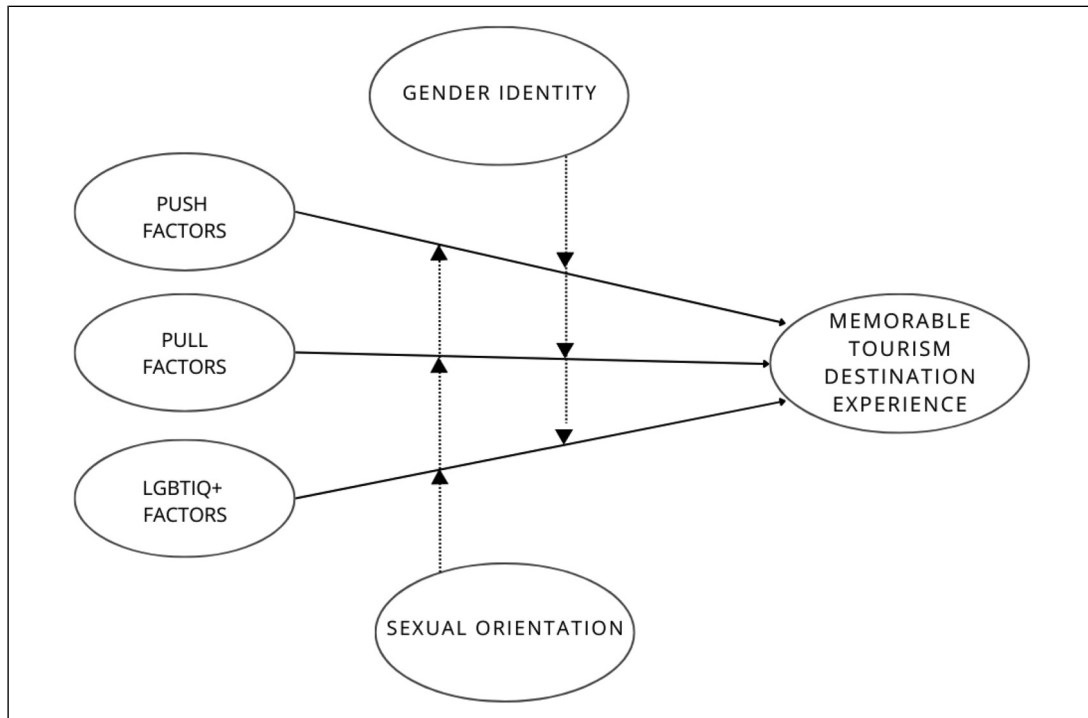


Figure 1. Research model and hypotheses.
Source: Authors' own work.

Table 3. Key concepts and definitions.

Key concepts	Description
Memorable tourism destination experience	Tourism experience positively remembered and recalled after the event has occurred (Kim et al., 2012)
Travel motivation factors	Socio-psychological factors that drive one's desire to travel (Crompton, 1979).
Gender identity	The way a person identifies and feels in terms of gender, which can be male, female, a combination of both, neither or somewhere in between (Oyserman, 2009).
Sexual orientation	A person's enduring pattern of emotional, romantic and/or sexual attraction to other individuals, which may include attraction to people of the same sex, the opposite sex or more than one gender, among others (Oyserman, 2009).

Source: Prayag et al. (2023b).

and interpretation of the results in this study. This study was conducted nationwide in Spain. Several demographics and travel characteristics were also measured (see Table 5).

The analysis in this study includes heterosexual individuals with LGBTQ+ gender identities (N = 26; 5.03%). In this study, we refer to heterosexual individuals within the LGBTQ+ community as trans individuals with a heterosexual orientation. Gender identities and sexual orientations are diverse; therefore, while their gender identity places them within LGBTQ+ communities, their sexual orientation does not. Nevertheless,

these individuals should not be excluded from studies, as they are part of the queer communities. This approach allows for the study of individuals with LGBTQ+ identities and heterosexual orientations, representing a significant advancement in queer tourism research. The inclusion of heterosexual people in this study is critical to reflect the diversity and breadth of queer communities, heterosexual individuals are part of the LGBTQ+ communities. Ignoring certain segments of queer tourists means losing sight of the full picture of the realities faced by LGBTQ+ people in all their manifestations.

Table 4. Source of measurement and items.

Construct	Source	Items
Memorable tourism destination experience (MTDE) Experience (EX)	Kim et al. (2012)	Do any of the following statements represent the experience of your last trip? I really enjoyed the tourist experience I was revitalised (recharged my batteries) thanks to the tourist experience I learned things about myself during the tourist experience I had the opportunity to closely experience the local culture I experienced something new (food, activities, ...) during the tourist experience
Push factors (PSF)	Hattingh and Spencer (2017)	Did any of these statements push you to go sightseeing the last time you travelled?
Physiological (PH)		Travel for rest and relaxation
Knowledge (KN)		Travel to escape from daily life / daily routine Novelty travel (discover/explore a new or exciting place) Travel to enrich myself intellectually (learn something new)
Belonging (BL)		Travel to improve kinship relationships (family/friends) Travel to interact socially with other queer people Travel for an opportunity to develop intimate friendships/romances
Internal Motivations (IM)		Travel for social recognition/ego enhancement Nostalgia trip to visited places
LGBTIQ+ factors (LGBTF) Gay-related attributes (GRA)	Hattingh and Spencer (2017)	Are these LGBTIQ+ factors related to your ultimate decision to visit one destination or another? Visit an LGBTIQ+-friendly environment, acceptance of LGBTIQ+ communities by the locals Visit a safe destination in relation to queer personal security The diversity and cosmopolitan reputation of the destination Local queer culture/queer sites in the destination The queer nightlife (bars, clubs and other entertainment) of the destination Destination has laws on same-sex marriage Explore queer/nudist destination beaches Attend a queer event
Pull factors (PLF) Culture attributes (CA)	Hattingh and Spencer (2017)	Did any of the following statements represent a reason for choosing your last tourist destination? Explore dramatic/beautiful landscapes and scenery Explore general tourist attractions/well-known tourist sites Discover beaches Explore a unique city Explore culture and history (monuments, heritage, art, local customs)
Enjoyment attributes (EA) Comfort and relaxation attributes (CRA)		Enjoy a relaxed atmosphere Enjoy local food and wine, including restaurants The climate of the destination Discover unique accommodation Sports/fitness and wellness facilities

Source: Kim et al. (2012), Hattingh and Spencer (2017)

Table 5. Demographic characteristics.

Category	%	Category	%
<i>Gender</i>			
Mostly studied identities: Cisgender			75.24
Less studied identities: Non-binary and transgender			24.76
<i>Sexual orientation</i>			
Mostly studied orientations: Homosexuality and heterosexuality			57.64
Less studied orientations: Bisexuality, demisexuality, autosexuality, monosexuality, aegosexuality, polysexuality, and asexuality			42.36
<i>Age range</i>		<i>Travel company</i>	
<18	2.71	Individual	16.25
19–24	37.33	Couples	41.78
25–39	42.94	Friends	26.31
40–49	9.87	Family	14.31
50–59	5.61	Other	1.35
60>	1.55		
<i>Education level</i>		<i>Transport</i>	
Secondary School	5.03	Car	33.26
High School Graduate	10.44	Recreational vehicle (Blablacar)	3.87
Advanced Specific Vocational Training	13.54	Van	0.98
University studies	37.14	Train	18.76
Postgraduate studies	33.85	Plane	40.23
		Other	2.90

Source: Authors' own work.

Results

Measurement model and reliability analysis

First, the reliability and validity of the measurement scales are analysed. The structural equation model is divided into evaluation of the measurement model and the structural model. To evaluate the measurement model of this empirical research, we conducted four tests. First, we tested reliability and internal consistency using composite reliability (CR), in which we applied the criterion of a minimum value of 0.600 (Hair et al., 2019). All CR dimensions in the full analysis meet a minimum value of 0.600. Second, we studied the multicollinearity tests on items/indicators using the variance inflation factor (VIF). VIF values less than or equal to 5.000 (Hair et al., 2021) indicate that there are no multicollinearity problems. In the present study, collinearity posed no threat, as VIF values were less than 5.000 (Table 6). Third, we checked convergent validity through the average variance extracted (AVE). The criterion is a minimum of 0.500 (Hair et al., 2019). The AVE for the constructs was above 0.500 in the full sample, which corroborates the convergent validity of the sample. Fourth, we tested the discriminant validity through the heterotrait–monotrait ratio (HTMT). The criterion should be no higher than 0.900 (Henseler et al., 2015). The full sample met this criterion. Table 6 shows these parameters (CR, VIF, AVE and HTMT).

Structural model

As regards the structural model, the results reveal that the relationship between LGBTIQ+ factors (LGBTIF) and memorable tourism destination experience (MTDE) is not significant in any of the gender identities, whether mostly studied identities ($\beta = -0.010$, $SD = 0.038$, $t = 0.264$, $p = 0.396$) or less studied identities ($\beta = -0.045$, $SD = 0.075$, $t = 0.597$, $p = 0.275$), or in the various sexual orientations studied, whether mostly studied orientations ($\beta = -0.007$, $SD = 0.044$, $t = 0.166$, $p = 0.434$) or less studied orientations ($\beta = -0.046$, $SD = 0.052$, $t = 0.888$, $p = 0.187$), or for the total sample as a whole ($\beta = -0.021$, $SD = 0.034$, $t = 0.621$, $p = 0.267$). In contrast, both push and pull motivation exert a significant influence on the tourist's memorable experience, with very similar weights. Table 7 shows the results. It is important to note that among the push motivations is “belonging,” classified as a push motivation with LGBTIQ+ characteristics, which exerts a positive influence on the customer's memorable experience through push motivations.

Multi-group analysis

Finally, we analyse whether there are significant differences between the different gender identity and sexual orientation groups in order to identify moderating effects. In this section, we will

Table 6. Measurement model by SmartPLS: CR, VIF, AVE, and HTMT.

Items	Complete											
	CR	AVE	VIF	HTMT								
				BL	CRA	CA	EA	EX	GA	IM	KN	PH
Belonging (BL)	0.751	0.509	1.330									
Comfort and relaxation attributes (CRA)	0.788	0.555	1.428	0.466								
Culture attributes (CA)	0.852	0.539	1.506	0.150	0.425							
Enjoyment attributes (EA)	0.780	0.643	1.630	0.286	0.876	0.762						
Experience (EX)	0.837	0.509	1.000	0.220	0.449	0.654	0.754					
Gay-related attributes (GA)	0.904	0.541	1.287	0.830	0.442	0.205	0.208	0.223				
Internal Motivations (IM)	0.768	0.626	1.252	0.121	0.265	0.570	0.349	0.626	0.094			
Knowledge (KN)	0.850	0.740	1.226	0.603	0.335	0.142	0.133	0.163	0.544	0.068		
Physiological (PH)	0.839	0.723	1.201	0.256	0.408	0.360	0.775	0.436	0.193	0.252	0.115	
Identities												
Mostly studied identities												
	CR	AVE	VIF	HTMT								
				BL	CRA	CA	EA	EX	GA	IM	KN	PH
Belonging (BL)	0.758	0.517	1.303									
Comfort and relaxation attributes (CRA)	0.811	0.589	1.351	0.449								
Culture attributes (CA)	0.861	0.559	1.464	0.149	0.389							
Enjoyment attributes (EA)	0.768	0.630	1.576	0.344	0.831	0.742						
Experience (EX)	0.824	0.492	1.000	0.228	0.416	0.655	0.759					
Gay-related attributes (GA)	0.855	0.435	1.232	0.573	0.282	0.148	0.181	0.178				
Internal Motivations (IM)	0.773	0.630	1.210	0.776	0.430	0.213	0.218	0.239	0.485			
Knowledge (KN)	0.848	0.737	1.210	0.129	0.222	0.549	0.367	0.697	0.098	0.163		
Physiological (PH)	0.848	0.737	1.216	0.213	0.403	0.334	0.794	0.451	0.100	0.145	0.287	

(continued)

Table 6. (continued)

	Less studied identities												
	CR		AVE		VIF		HTMT						
	CR	AVE	VIF	HTMT	BL	CRA	CA	EA	EX	GA	IM	KN	PH
Belonging (BL)	0.670	0.428	1.433										
Comfort and relaxation attributes (CRA)	0.670	0.432	2.016	0.506									
Culture attributes (CA)	0.819	0.480	1.765	0.339	0.685								
Enjoyment attributes (EA)	0.804	0.672	2.137	0.245	1.080	0.838							
Experience (EX)	0.867	0.568	1.000	0.315	0.623	0.656	0.751						
Gay-related attributes (GA)	0.930	0.633	1.467	0.837	0.530	0.162	0.153	0.195					
Internal Motivations (IM)	0.679	0.561	1.371	1.116	0.477	0.184	0.221	0.218	0.688				
Knowledge (KN)	0.859	0.753	1.366	0.254	0.474	0.649	0.303	0.411	0.129	0.128			
Physiological (PH)	0.767	0.623	1.286	0.648	0.422	0.532	0.770	0.447	0.383	0.657	0.202		
Orientations													
	Mostly studied orientations												
	CR		AVE		VIF		HTMT						
	CR	AVE	VIF	HTMT	BL	CRA	CA	EA	EX	GA	IM	KN	PH
Belonging (BL)	0.710	0.460	1.225										
Comfort and relaxation attributes (CRA)	0.771	0.532	1.397	0.536									
Culture attributes (CA)	0.867	0.574	1.598	0.130	0.397								
Enjoyment attributes (EA)	0.775	0.638	1.517	0.319	0.867	0.680							
Experience (EX)	0.843	0.524	1.000	0.233	0.443	0.610	0.716						
Gay-related attributes (GA)	0.910	0.561	1.215	0.628	0.375	0.116	0.219	0.215					
Internal Motivations (IM)	0.780	0.641	1.257	0.796	0.500	0.322	0.328	0.189	0.504				
Knowledge (KN)	0.842	0.727	1.415	0.191	0.354	0.717	0.541	0.676	0.097	0.138			
Physiological (PH)	0.821	0.698	1.158	0.236	0.340	0.364	0.724	0.395	0.162	0.252	0.220		

(continued)

Table 6. (continued)

	Less studied orientations												
	CR	AVE	VIF	HTMT	BL	CRA	CA	EA	EX	GA	IM	KN	PH
Belonging (BL)	0.697	0.488	1.386										
Comfort and relaxation attributes (CRA)	0.807	0.585	1.471	0.438									
Culture attributes (CA)	0.827	0.491	1.533	0.250	0.465								
Enjoyment attributes (EA)	0.786	0.650	1.887	0.342	0.866	0.893							
Experience (EX)	0.830	0.495	1.000	0.316	0.456	0.702	0.790						
Gay-related attributions (GA)	0.867	0.456	1.371	0.613	0.286	0.224	0.176	0.171					
Internal Motivations (IM)	0.744	0.599	1.215	0.903	0.413	0.093	0.147	0.317	0.616				
Knowledge (KN)	0.866	0.764	1.119	0.266	0.145	0.320	0.130	0.539	0.076	0.230			
Physiological (PH)	0.858	0.751	1.324	0.338	0.482	0.388	0.824	0.491	0.146	0.155	0.291		

Note: BL: belonging; CRA: comfort and relaxation attributes; CA: culture attributes; EA: enjoyment attributes; EX: experience; GA: gay-related attributes; IM: internal motivations; KN: knowledge; PH: physiological; CR: composite reliability; AVE: average variance extracted; VIF: variance inflation factor; HTMT: heterotrait-monotrait ratio.
 Source: Authors' own work.

Table 7. Direct relationship.

	β	SD	T	p	Results
<i>Complete</i>					
LGBTF > MTDE	-0.021	0.034	0.621	.267	Not supported
PLF > MTDE	0.419	0.038	10.887	.000*	Supported*
PSF > MTDE	0.317	0.043	7.350	.000*	Supported*
<i>Mostly studied identities</i>					
LGBTF > MTDE	-0.010	0.038	0.264	.396	Not supported
PLF > MTDE	0.390	0.045	8.731	.000*	Supported*
PSF > MTDE	0.368	0.047	7.772	.000*	Supported*
<i>Less studied identities</i>					
LGBTF > MTDE	-0.045	0.075	0.597	.275	Not supported
PLF > MTDE	0.514	0.064	8.078	.000*	Supported*
PSF > MTDE	0.173	0.090	1.920	.002*	Supported*
<i>Mostly studied orientations</i>					
LGBTF > MTDE	-0.007	0.044	0.166	.434	Not supported
PLF > MTDE	0.395	0.059	6.661	.000*	Supported*
PSF > MTDE	0.309	0.067	4.600	.000*	Supported*
<i>Less studied orientations</i>					
LGBTF > MTDE	-0.046	0.052	0.888	.187	Not supported
PLF > MTDE	0.446	0.052	8.572	.000*	Supported*
PSF > MTDE	0.336	0.055	6.076	.000*	Supported*

Note: LGBTF: LGBTIQ+ factors; MTDE: memorable tourism destination experience; PLF: pull factors; PSF: push factors; β : beta coefficient; SD: standard deviation; T: T statistics. * $p < .05$.

Source: Authors' own work.

Table 8. Multi-group analysis.

	Identity (multi-group analysis)		Orientation (multi-group analysis)	
	Difference (mostly studied identities vs less studied identities)	p (mostly studied identities vs less studied identities)	Difference (less studied vs mostly studied orientation)	p (less studied vs mostly studied orientation)
LGBTF > MTDE	-0.035	0.336	-0.039	0.238
PLF > MTDE	0.124	0.056	0.051	0.261
PSF > MTDE	-0.195	0.027*	0.027	0.382

Note: LGBTF: LGBTIQ+ factors; MTDE: memorable tourism destination experience; PLF: pull factors; PSF: push factors. Relationships are significant at $p < .05$.

Source: Authors' own work.

perform a multiple group analysis, using the context of SmartPLS 4.0, to compare the groups under examination.

Table 8 shows the differences between two groups (mostly studied identities and less studied identities, and less studied and mostly studied orientation), concerning two specific relationships between variables. First, the columns Difference (Mostly studied identities vs less studied identities) and Difference (Less studied vs mostly studied orientation) show the extent to which the coefficient estimates differ between the groups for each specific relationship. Second, the columns P (Mostly studied identities vs less studied identities) and P (Less studied vs mostly

studied orientation) indicate the statistical significance of the differences in both directions.

Table 8 shows that there are no differences observed in most of the relationships between variables, indicating that the difference is not statistically significant in those directions. However, it can be observed that there is a difference in relation to the variables PSF > MTDEF between the predominantly studied identity groups and the less studied identity groups. The rest of the results lead to the conclusion that the observed differences in the relationships between LGBTF > MTDEF and PLF > MTDEF among the predominantly studied identity groups and the less studied identity groups, as well as the aforementioned

relationships plus PSF > MTDEF in less studied and predominantly studied orientations, are not statistically significant.

In the context of this study, the results suggest that there are no significant differences in the relationships analysed within the sexual orientation groups. In the gender identity groups, there are no significant differences except for the push factors, which significantly affect them. Sexual orientations can be considered homogeneous in terms of their tourist motivations related to the memorable destination experience. Gender identities cannot be considered homogeneous in all aspects, as they have differential elements that motivate them to leave their place of origin and discover another place. In the scope of this specific study, the motivations and factors analysed affect both the less studied sexual orientations and the predominantly studied ones uniformly, as well as the LGBTIQ+ motivations and pull factors for the predominantly studied identities and the less studied identities. Therefore, hypotheses H1, H2 and H4 are supported, but not H3 or the proposed moderating effects in H5.

Discussion and conclusions

In the results obtained within the measurement model and reliability analysis, it is evident that LGBTIQ+ motivations hold greater significance compared to other dimensions, both in the analysis of LGBTIQ+ communities as a whole and in the segmentation of less and more studied queer orientations and identities. These findings suggest that, for LGBTIQ+ tourists, these motivations represent a determining factor in the decision-making process regarding tourist destinations.

The recognition of the significant value of LGBTIQ+ motivations in the choice of tourist destinations is evident in the current research. Within LGBTIQ+ motivations encompass a range from queer nightlife (bars, clubs and other entertainment venues) of the destination (Pritchard et al., 1998) to the presence of events targeted at the LGBTIQ+ communities (Waitt and Markwell, 2006). This connection between motivations related to the LGBTIQ+ communities and travel decision-making underscores the importance of inclusion and diversity in the tourism industry (Ong et al., 2022a), driving greater attention to the needs and preferences of this market segment. LGBTIQ+ motivations highlight the importance of establishing inclusive and safe tourism environments. This need becomes apparent in light of concerns about

discrimination and lack of security for the LGBTIQ+ tourists (Hughes, 2002). In order to alleviate the sense of surveillance and anxiety experienced by queer tourists, it is essential to establish environments that explicitly communicate their inclusive and welcoming nature towards sexual diversity (Ong et al., 2022b).

Following previous literature for LGBTIQ+ travellers, the choice of destination goes beyond seeking beautiful places and exciting activities. It is a quest for spaces where they can authentically be themselves, without fear of prejudice or discrimination (Hughes, 2006). Queer characteristics and destination inclusion are fundamental motivations when deciding where to spend their vacations (Vorobjovas-Pinta, 2018). The presence of inclusive laws and policies, as well as respect for different expressions of gender and sexual orientations, become important indicators when planning their trip (Clift and Forrest, 1999; Hughes and Deutsch, 2010; Szabó and Sümeghy, 2023). Establishing inclusive and diverse environments allows for the free coexistence of queer identities and orientations, fostering an atmosphere devoid of fear of potential reprisals (Ong et al., 2022b).

However, with respect to the generation of memorable customer experiences, upon conducting the structural model and multigroup analysis to validate the proposed hypotheses, it is concluded that the push motivation of belonging exerts a significant influence on customer memorable experience, which means that travel to interact socially with other queer people, to improve kinship relationships and for an opportunity to develop intimate friendships/romances are drivers in the generation of memorable experiences for queer tourist (Hughes, 1997, 2002; Clift and Forrest, 1999; Waitt and Markwell, 2006; Hughes and Deutsch, 2010). Furthermore, it could be suggested that there are push factors with LGBTIQ+ characteristics, such as personal connections (Hudson, 2015), that do hold value in the LGBTIQ+ tourist's memorable experience. This idea emphasises that the relationships and personal bonds formed during the journey can be crucial elements in creating a meaningful and lasting experience for the LGBTIQ+ tourist (Zhou et al., 2021). The opportunity to connect with like-minded individuals, share experiences and build authentic relationships adds an important emotional and social dimension to the travel experience (Dann, 1977; Hughes, 2002; Hattingh and Spencer, 2017), contributing to its memorability and enrichment.

In contrast, LGBTIQ+ tourism motivations do not show significance in the memorable experience of the LGBTIQ+ tourist. LGBTIQ+ motivations may be a determining factor in choosing a tourist destination (Hattingh and Spencer, 2017), but their effect on the memorable experience of the destination itself may be limited compared to other aspects. Although LGBTIQ+ tourists tend to favour destinations that support and celebrate LGBTIQ+ attributes, this preference does not automatically guarantee a memorable experience for them. Queer tourists opt for destinations that reflect and respect their identity and sexual orientation (Lewis et al., 2021), searching for other factors that ensure them a memorable travel experience. Additionally, while seeking destinations that align with their LGBTIQ+ characteristics is crucial for queer tourists (Lewis et al., 2023), they are also searching for those extra, intangible factors that elevate their travel experiences. Not all queer travellers seek queer-specific activities when they travel; there are other aspects besides sexuality or queer identity in queer tourists that influence their motivations (Prayag et al., 2023a). The growing social acceptance of queer individuals (Vorobjovas-Pinta and Hardy, 2016) suggests that LGBTIQ+ individuals are increasingly moving away from the binary motivational framework of closet/ghetto once believed to be applicable (Prayag et al., 2023a).

The memorable experience of a destination may depend more on its intrinsic characteristics, such as its cultural heritage or physiological factors like rest, relaxation, belonging or escape from daily routine (Hughes, 1997). Through the results, it can be seen that an LGBTIQ+ traveller might be initially drawn to a destination's reputation as inclusive and friendly, but once there, it is the authenticity and uniqueness of the place that will truly leave a lasting impression. Push and pull dimensions may be the real drivers of experiences that endure in the traveller's memory, beyond any considerations related to queer identity and orientation.

Upon further examination of segmentation within LGBTIQ+ communities, it becomes evident that the observed dimensions carry similar weight in sexual orientations, but not in gender identities. Our study confirms uniformity in sexual orientations in the tourism experiences and motivations of LGBTIQ+ individuals, contrasting with the diversity observed in recent queer tourism research (Vorobjovas-Pinta and Hardy, 2016; Szabó and Sümeghy, 2023). Consistent with previous studies, we regard the

queer tourist segment as homogeneous in terms of sexual orientation (Pritchard et al., 1998; Melian-Gonzalez et al., 2011).

Regarding gender identity, we observe that queer tourist motivations and pulls show no differentiations, reflecting homogeneity. However, queer identity may face life challenges (Prayag et al., 2023a), as having a relatively disadvantaged intersectional identity may influence travel experiences. This aspect is reflected in our study, where less studied identities differ from the more studied ones in terms of push motivations, where psychological, knowledge, belonging and internal motivations have a greater impact on memory recollection. Therefore, our results indicate that less studied identities (such as transgender and non-binary or queer identities) have distinct needs, interests and desires in terms of tourism experiences.

This finding challenges previous conceptions regarding the complete homogeneity or heterogeneity of motivations within LGBTIQ+ communities (Hattingh and Spencer, 2020; Szabó and Sümeghy, 2023), indicating that motivations related to sexual orientations emerge as a unifying factor in tourism decision-making, without implying differentiation in tourism decision-making. In contrast to differences in identities in push factors, which motivate individuals to travel to certain destinations or engage in certain tourist activities, challenges associated with identity can act as additional barriers that hinder full participation and enjoyment of the travel experience. These challenges can range from facing discriminatory attitudes from other travellers or tourism staff to the lack of services and inclusive spaces that respect and celebrate identity diversity (Prayag et al., 2023b).

These conclusions stem from the fact that less studied identities are part of a less socially recognised group (Prayag et al., 2023a) and have varying abilities to conceal their gender identity (Lewis, 2020). Queer identities face discrimination during travel (Hughes, 2002), so when travelling, they seek to ensure that their queer characteristics are protected and do not feel vulnerable due to their LGBTIQ+ identity (Hughes, 2006). Those who conform to the norm may experience less prejudice compared to those who do not (Ong et al., 2022b).

The diversity within LGBTIQ+ communities is as extensive as the diversity among individuals themselves (Ong et al., 2022a). We recognise this great diversity within queer individuals, as established in previous literature (Prayag et al., 2023b).

Management and social implications

The LGBTIQ+ tourists seek to engage in tourist activities just like any other group of tourists, but with full awareness and acceptance of their queer orientations and identities. Inclusion in tourism is crucial to ensure that LGBTIQ+ individuals do not have to sacrifice their authenticity and comfort during their travels (Clift and Forrest, 1999; Waitt and Markwell, 2006). Inclusive tourism not only benefits LGBTIQ+ communities by providing them with positive and discrimination-free travel experiences but also enriches the tourism industry as a whole by opening up new market opportunities and promoting diversity and equality. Therefore, it is imperative for the tourism sector to embrace inclusion as a fundamental principle and actively work to create a welcoming and respectful environment for all travellers, regardless of their sexual orientation or gender identity (Ong et al., 2022a). Inclusive tourism practices not only benefit LGBTIQ+ communities by providing positive and discrimination-free travel experiences but also enrich the tourism industry by opening up new market opportunities and promoting diversity and equality (Vorobjovas-Pinta and Pearce, 2024).

Given the importance of queer identity and orientation in shaping travel motives and activities, it is essential for tourism products and services to be designed with the specific needs of this group of travellers in mind (Prayag et al., 2023b). When developing travel activities for queer individuals, it is crucial to address the specific needs and motivations of the LGBTIQ+ communities (Lewis et al., 2021), providing them with opportunities for personal discovery and reinvention in a safe and welcoming environment (Vorobjovas-Pinta and Pearce, 2024).

Historically, these communities have been marginalised or overlooked in many fields of study, including tourism (Valcuende del Río et al., 2023). Emphasis on the significance of gender identity and sexual orientation in the tourism context indicates that a previously lacking voice and visibility have now been granted (Zhou et al., 2021). Recognising the diversity of identities and orientations within the LGBTIQ+ community promotes greater inclusion, reduction of inequalities and respect for individual needs (Vorobjovas-Pinta and Pearce, 2024). Furthermore, inclusive practices targeting marginalised groups can also foster a sense of inclusion among other individuals

(Ong et al., 2022b). This research opens the door to a more comprehensive and accurate analysis of how LGBTIQ+ travel is shaped.

The importance of acknowledging and including all members of queer tourist communities in research cannot be overstated. Regardless of whether these communities exhibit homogeneity or diversity in their motivations and experiences, every individual within the LGBTIQ+ spectrum deserves to be represented and acknowledged. Recognising the diversity of identities and orientations within this group promotes greater inclusion, reduction of inequalities and respect for individual needs, which is in line with goal 10 of the United Nations Sustainable Development Goals: to build a more just and equal world.

In our journey towards building a more inclusive society, it is imperative that research and analysis encompass the perspectives and voices of queer communities (Prayag et al., 2023b). Excluding certain groups based on social recognition or numerical prevalence undermines the principles of equality and diversity (Ong et al., 2022a). Inclusive spaces should also cater to different socioeconomic levels, ensuring that all individuals can access and benefit from LGBTIQ+ tourism experiences. This involves creating accessible environments for all members of the community, regardless of their queer characteristics, socioeconomic status (Prayag et al., 2023a), physical ability, ethnicity or any other arbitrary divisions (Ong et al., 2022b), and how these factors interact to produce a more inclusive environment. By limiting studies to only certain segments of the LGBTIQ+ population, we risk perpetuating marginalisation and overlooking valuable insights that could contribute to a more comprehensive understanding of queer tourism dynamics. Furthermore, embracing the diversity within queer communities enriches the depth and breadth of research findings, enabling a more nuanced exploration of the complexities surrounding LGBTIQ+ tourism. Incorporating a diverse range of perspectives and experiences is crucial for shedding light on unique trends, challenges and opportunities within the sphere of tourism, as well as across various research disciplines.

Limitations and future research directions

Despite the progress made in this study, it is essential to recognise its limitations. This study

was based on a sample of volunteers, which may introduce bias towards those who openly identify as queer, excluding those who keep their sexual orientation and gender identity private. Furthermore, by limiting the study to LGBTIQ+ people who use the internet, the findings cannot be generalised to the entire queer population.

Although significant and homogeneous motivations have been identified within LGBTIQ+ communities, the analysis has been limited to subgroups of identities and orientations based on their prominence in tourism literature. However, individually addressing each gender identity and sexual orientation would be crucial to understand if there is any type of tourism diversity within LGBTIQ+ communities. Aspects to consider could include the type of tourism (solo traveller, camping, luxury, party, events, etc.), choices of tourist destinations or economic expenditure based on sexuality and queer gender. Although this task faces challenges due to disparities in representation and population among different identities and orientations (IPSOS, 2021), it represents a promising research avenue for the future.

Another possible line of research is the possibility of exploring how tourism destinations can be inclusive for LGBTIQ+ communities. This involves investigating strategies and practices that promote inclusion, respect and diversity at all types of tourism destinations, regardless of their focus. Examining how destinations can adopt inclusive policies and attitudes could provide a broader picture of how the tourism industry can move towards an environment where equality and respect are the norm.

Declaration of conflicting interests


The authors declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

Funding

The authors received no financial support for the research, authorship, and/or publication of this article.

ORCID iDs

Mar Alguero-Boronat  <https://orcid.org/0000-0003-0797-1531>

Miguel Ángel Moliner-Tena  <https://orcid.org/0000-0001-9274-4151>

References

- Ballegaard N and Chor J (2009) Gay and lesbian tourism: travel motivations, destination choices and holiday experiences of gays and lesbians. Master thesis. http://studenttheses.cbs.dk/bitstream/handle/10417/811/nina_ballegaard_og_jane_chor.pdf
- Barnes SJ, Mattsson J and Sørensen F (2016) Remembered experiences and revisit intentions: a longitudinal study of safari park visitors. *Tourism Management* 57: 286–294.
- Berli A and Martín JD (2004) Tourists' characteristics and the perceived image of tourist destinations: a quantitative analysis – a case study of Lanzarote, Spain. *Tourism Management* 25(5): 623–636.
- Blichfeldt BS, Chor J and Milan NB (2013) Zoos, sanctuaries and turfs: enactments and uses of gay spaces during the holidays. *International Journal of Tourism Research* 15(5): 473–483.
- Chen LH, Wang MJS and Morrison AM (2021) Extending the memorable tourism experience model: a study of coffee tourism in Vietnam. *British Food Journal* 123(6): 2235–2257.
- Chirakranont R and Sakdiyakorn M (2022) Conceptualizing meaningful tourism experiences: case study of a small craft beer brewery in Thailand. *Journal of Destination Marketing and Management* 23(March): 100691.
- Clift S and Forrest S (1999) Gay men and tourism destinations and holiday motivations. *Tourism Management* 20(5): 615–625.
- Coon DR (2012) Sun, sand, and citizenship: the marketing of gay tourism. *Journal of Homosexuality* 59(4): 511–534.
- Coudounaris DN and Sthapit E (2017) Antecedents of memorable tourism experience related to behavioral intentions. *Psychology & Marketing* 34(12): 1084–1093.
- Crompton J (1979) Motivations for pleasure vacation. *Annals of Tourism Research* 6(4): 408–424.
- Dagustani D, Kartini D, Oesman YM, et al. (2018) Destination image of tourist: effect of travel motivation and memorable tourism experience. *Etikonomi* 17(2): 307–318.
- Dann GM (1977) Anomie, ego-enhancement and tourism. *Annals of Tourism Research* 4(4): 184–194.
- Dann LY (1981) Common stock repurchases: an analysis of returns to bondholders and stockholders. *Journal of Financial Economics* 9(2): 113–138.
- DuBois LZ and Shattuck-Heidorn H (2021) Challenging the binary: gender/sex and the biology of normalcy. *American Journal of Human Biology* 33(5): e23623.

- Guaracino J and Salvato E (2017) *Handbook of LGBT Tourism and Hospitality: A Guide for Business Practice*. New York, NY: Harrington Park Press.
- Hair JF, Risher JJ, Sarstedt M, et al. (2019) When to use and how to report the results of PLS-SEM. *European Business Review* 31(1): 2–24.
- Hair JF, Hult GTM, Ringle CM, et al. (2021) Partial least squares structural equation modeling (PLS-SEM) using R: A workbook.
- Hattingh C and Spencer JP (2017) Salient factors influencing gay travellers' holiday motivations: a push-pull approach. *African Journal of Hospitality, Tourism and Leisure*. 6(4): 1–26.
- Hattingh C and Spencer JP (2020) Homosexual not homogeneous: a motivation-based typology of gay leisure travelers holidaying in Cape Town, South Africa. *Journal of Homosexuality* 67(6): 768–792.
- Henseler J, Ringle CM and Sarstedt M (2015) A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science* 43(1): 115–135.
- Hosany S, Sthapit E and Björk P (2022) Memorable tourism experience: a review and research agenda. *Psychology & Marketing* 39(8): 1467–1486.
- Hudson KD (2015) Toward a conceptual framework for understanding community belonging and well-being: insights from a queer-mixed perspective. *Journal of Community Practice* 23(1): 27–50.
- Hughes H (1997) Holidays and homosexual identity. *Tourism Management* 18(1): 3–7.
- Hughes HL (2002) Gay men's holiday destination choice: a case of risk and avoidance. *International Journal of Tourism Research* 4(4): 299–312.
- Hughes HL (2006) *Pink Tourism: Holidays of Gay Men and Lesbians*. Cabi.
- Hughes HL and Deutsch R (2010) Holidays of older gay men: age or sexual orientation as decisive factors? *Tourism Management* 31(4): 454–463.
- Ipsos (2021) LGBT+ Pride 2021 Global Survey. <https://www.ipsos.com/en/ipsos-lgbt-pride-2021-global-survey>.
- Kim J-H, Ritchie JRB and McCormick B (2012) Development of a scale to measure memorable tourism experiences. *Journal of Travel Research* 51(1): 12–25.
- Lewis C (2020) Rethinking access for minority segments in rural health: an LGBTQI+ perspective. *Australian Journal of Rural Health* 28(5): 509–513.
- Lewis C, Prayag G and Pour S (2021) Linking travel motives to identity and travel behavior of the Australian LGBT market during COVID-19. *Journal of Travel & Tourism Marketing* 38(7): 725–741.
- Lewis C, Mehmet M and 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.
- Marschall S (2012) Personal memory tourism' and a wider exploration of the tourism – memory nexus. *Journal of Tourism and Cultural Change* 10(4): 321–335.
- Melian-Gonzalez A, Moreno-Gil S and Arana JE (2011) Gay tourism in a sun and beach destination. *Tourism Management* 32(5): 1027–1037.
- Michael N, Nyadzayo MW, Michael I, et al. (2020) Differential roles of push and pull factors on escape for travel: personal and social identity perspectives. *International Journal of Tourism Research* 22(4): 464–478.
- Moliner MA, Monferrer Tirado D, Estrada Guillén M, et al. (2023) Memorable customer experiences and autobiographical memories: from service experience to word of mouth.
- 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.
- Monterrubio C, Madera SLR and Pérez J (2020) Trans women in tourism: motivations, constraints and experiences. *Journal of Hospitality and Tourism Management* 43: 169–178.
- Nicoletta R and Servidio R (2012) Tourists' opinions and their selection of tourism destination images: an affective and motivational evaluation. *Tourism Management Perspectives* 4: 19–27.
- Ong F, Vorobjovas-Pinta O and Lewis C (2022a) LGBTIQ+ identities in tourism and leisure research: a systematic qualitative literature review. *Journal of Sustainable Tourism* 30(7): 1476–1499.
- Ong F, Lewis C and Vorobjovas-Pinta O (2022b) Questioning the inclusivity of events: the queer perspective. *Journal of Sustainable Tourism*: 306–323.
- Oyserman D (2009) Identity-based motivation: implications for action-readiness, procedural-readiness, and consumer behavior. *Journal of Consumer Psychology* 19(3): 250–260.
- Page SJ, Steele W and Connell J (2006) Analysing the promotion of adventure tourism: a case study of Scotland. *Journal of Sport & Tourism* 11(1): 51–76.
- Prayag G and Ryan C (2011) The relationship between the “push” and “pull” factors of a tourist destination: the role of nationality—an analytical qualitative research approach. *Current Issues in Tourism* 14(2): 121–143.
- Prayag G, Lewis C and Pour S (2023a) Intersectional examination of travel well-being and activities of LGB travellers. *Tourism Geographies*: 1–22.

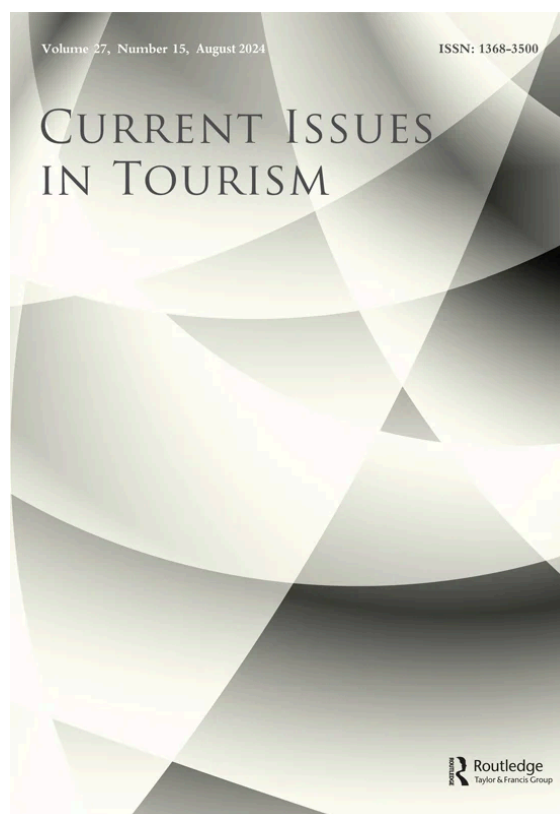
- Prayag G, Lewis C and Pour S (2023b) Travel in my life: queer identity, travel motivation, resilience, life-satisfaction and wellbeing. *Current Issues in Tourism*: 1–18.
- Pritchard A, Morgan NJ, Sedgely D, et al. (1998) Reaching out to the gay tourist: opportunities and threats in an emerging market segment. *Tourism Management* 19(3): 273–282.
- Ram Y, Kama A, Mizrahi I, et al. (2019) The benefits of an LGBT-inclusive tourist destination. *Journal of Destination Marketing & Management* 14: 100374.
- Soler E (2020) Diccionario de orientaciones sexuales. Available at: <https://elisoler.com/tipos-de-orientacion-sexual/> (accessed 13 May 2023).
- Sthapit E and Coudounaris DN (2018) Memorable tourism experiences: antecedents and outcomes. *Scandinavian Journal of Hospitality and Tourism* 18(1): 72–94.
- Sutton J, Harris CB and Barnier AJ (2010) Memory and cognition. In: Radstone S and Schwarz B (eds) *Memory: Histories, Theories, Debates*. Fordham University Press, 209–226.
- Szabó BA and Sümegehy D (2023) Travel patterns and motivations of the Hungarian Gay and Lesbian Community. *Journal of Homosexuality*: 1–24.
- Tarssanen S and Kylänen M (2009) *Handbook for Experience Stagers. Lapland Center of Expertise for the Experience Industry*. Rovaniemi: OY Sevenprint Ltd.
- Tešin A, Kovačić S and Obradović S (2023) The experience I will remember: the role of tourist personality, motivation, and destination personality. *Journal of Vacation Marketing*: 13567667231164768.
- Tung VWS and Ritchie JB (2011) Exploring the essence of memorable tourism experiences. *Annals of Tourism Research* 38(4): 1367–1386.
- UN Tourism (2008) Glossary of tourism terms. <https://www.unwto.org/glossary-tourism-terms>.
- Vada S, Prentice C and Hsiao A (2019) The influence of tourism experience and well-being on place attachment. *Journal of Retailing and Consumer Services* 47: 322–330.
- Valcuende del Río JM, Costa SM and Rosalba P (Eds) (2023) *Destinos turísticos LGBT+: Identidad, globalización y mercado*. La Laguna (Tenerife): PASOS, RTPC. www.pasosonline.org. Colección PASOS Edita n° 30.
- Vorobjovas-Pinta O (2018) Gay neo-tribes: exploration of travel behaviour and space. *Annals of Tourism Research* 72: 1–10.
- Vorobjovas-Pinta O and Hardy A (2016) The evolution of gay travel research. *International Journal of Tourism Research* 18(4): 409–416.
- Vorobjovas-Pinta O and Pearce J (2024) *Scoping The Role of LGBTQI+ Festivals in Regional Australia: A Local Community Perspective*. *Event Management*. Fast Track.
- Waitt G and Markwell K (2006) *Gay Tourism. Culture and Context*. New York: The Haworth Hospitality Press.
- Wang C, Liu J, Wei L, et al. (2020) Impact of tourist experience on memorability and authenticity: a study of creative tourism. *Journal of Travel & Tourism Marketing* 37(1): 48–63.
- Weeden C, Lester JA and Jarvis N (2016) Lesbians and gay men's vacation motivations, perceptions, and constraints: a study of cruise vacation choice. *Journal of Homosexuality* 63(8): 1068–1085.
- Zhou PP, Wu MY, Filep S, et al. (2021) Exploring well-being outcomes at an iconic Chinese LGBT event: a PERMA model perspective. *Tourism Management Perspectives* 40: 100905.

ARTICLE II

Queer-friendly tourist destinations: how are they perceived by the LGBTIQ+ communities?

Algueró Boronat, M., Rodríguez Artola, R. M., & Moliner Tena, M. A. (2024). *Queer-friendly tourist destinations: how are they perceived by the LGBTIQ+ communities?*. *Current Issues in Tourism*, 1-19. <https://doi.org/10.1080/13683500.2024.2378137>

Current Issues in Tourism is a prestigious academic journal that focuses on the latest trends and research in tourism, leisure, and hospitality management. It is published by Taylor & Francis Ltd. and is known for its contributions to understanding tourism's social, cultural, economic, and environmental impacts.



Print ISSN: 1368-3500

Online ISSN: 1747-7603

Access the journal directly through this [link to Current Issues in Tourism](#).

Research Area: The journal focuses on Geography, Planning and Development, and Tourism, Leisure, and Hospitality Management

Source Type: It is an academic journal, recognized for publishing peer-reviewed scholarly articles in the tourism and hospitality fields.

The journal is indexed in prominent databases such as **Scopus** and **Web of Science (SSCI)**, ensuring broad academic reach and relevance

Key Metrics and Impact:

- **Impact Factor (2023):** 5.7, showing significant academic influence in the field of tourism.
- **Quartile (JCR):** Q1 in Geography, Planning, and Development, as well as in Tourism, Leisure, and Hospitality Management.
- **Scimago Journal Rank (SJR 2024):** 1.916, indicating its strong scientific influence.
- **h-index:** 108, reflecting a high level of citations and academic impact.

Review Process and Accessibility:

- **Review Process:** Blind peer review, ensuring the rigour and quality of published research.
- **Open Access:** The journal is not open access, with articles generally accessible via institutional or individual subscription.



Queer-friendly tourist destinations: how are they perceived by the LGBTIQ+ communities?

Mar Algueró Boronat, Rosa María Rodríguez Artola & Miguel Angel Moliner Tena

To cite this article: Mar Algueró Boronat, Rosa María Rodríguez Artola & Miguel Angel Moliner Tena (15 Jul 2024): Queer-friendly tourist destinations: how are they perceived by the LGBTIQ+ communities?, Current Issues in Tourism, DOI: [10.1080/13683500.2024.2378137](https://doi.org/10.1080/13683500.2024.2378137)

To link to this article: <https://doi.org/10.1080/13683500.2024.2378137>



Published online: 15 Jul 2024.



Submit your article to this journal [↗](#)



View related articles [↗](#)






View Crossmark data [↗](#)

RESEARCH ARTICLE



Queer-friendly tourist destinations: how are they perceived by the LGBTIQ+ communities?

Mar Algueró Boronat , Rosa María Rodríguez Artola  and Miguel Angel Moliner Tena 

Universitat Jaume I, Castelló, Spain

ABSTRACT

This study employs identity-based motivation theory to analyze the impact of queer-friendly initiatives in tourist destinations. Data was collected from 590 LGBTIQ+ tourists using a self-administered electronic questionnaire. The research reveals that queer tourists value destinations that share and promote inclusive values. Results suggest companies that are more committed to the communities have a high significant impact, although queer tourists appreciate any queer-friendly action. Contrary to previous studies on LGBTIQ+ communities and brands, queer tourists value the queer-friendly actions, solidarity, and kindness of tourist destinations without placing significant emphasis on the genuineness of these actions. This research provides important insights for queer-friendly destinations looking to support and engage with the LGBTIQ+ communities, enhancing their significance within this market segment.

ARTICLE HISTORY

Received 21 December 2023
Accepted 3 July 2024

KEYWORDS

Queer-friendly; LGBTIQ+ marketing actions; tourist destination; rainbow washing

1. Introduction

The increasing focus on LGBTIQ+ communities as consumers has unveiled a fertile yet relatively uncharted area for research (Ong et al., 2022). Specifically, the LGBTIQ+ tourism sector is a global topic that remains relatively underexplored in research (Zhou et al., 2021). This growing interest is further fueled by the considerable disposable income within the LGBTIQ+ communities, making LGBTIQ+ tourists an attractive market (Berezan et al., 2015; Madinga et al., 2023). In 2018, queer individuals spent an estimated \$211 billion on travel (Pathumporn et al., 2020), contributing approximately 6% to the world's total tourism spending (Ram et al., 2019). For this reason, LGBTIQ+ tourism has long been acknowledged as a lucrative and rapidly growing segment within the tourism industry (Hattingh & Spencer, 2020). This specialised market presents a promising opportunity for stakeholders in the tourism sector, with potential for significant profitability (Madinga et al., 2023). Despite the sector's growth, there remains a scarcity of studies dedicated to LGBTIQ+ tourism (Hartal & Sasson-Levy, 2021). LGBTIQ+ tourism arises from the need to create safe spaces for LGBTIQ+ tourists, where they can interact and socialise safely (Lewis et al., 2023). LGBTIQ+ tourists have unique expectations, needs, and desires within the tourism sector, such as validating their identity through travel, seeking LGBTIQ+ friendly environments, and the pursuit of LGBTIQ+ spaces (Prayag et al., 2024).

To clarify and understand the fundamental concepts within the realm of LGBTIQ+ and queer tourism, we present the following terms in Table 1. These definitions aim to provide a clear and precise understanding of key concepts, with the goal of facilitating understanding and discussion about the diversity of identities and experiences within the LGBTIQ+ communities.

Table 1. Fundamental concepts and terms in LGBTIQ+ and queer tourism.

Concept	Definition
LGBTIQ+	LGBTIQ+ refers to an acronym used to represent a wide range of gender identities and sexual orientations. This acronym is used to include individuals who identify as lesbian, gay, bisexual, transgender, intersex, queer, as well as other identities and sexual orientations within the LGBTIQ+ communities (Vorobjovas-Pinta & Hardy, 2016).
Queer	Historically, 'Queer' had negative connotations as a pejorative term. Today, 'Queer' is an umbrella term used by individuals to reclaim a sense of identity outside traditional norms of gender and sexuality. The terms 'queer' and 'LGBTIQ+' are synonymous (Prayag et al., 2024), and therefore will be used interchangeably throughout the study.
LGBTIQ+ friendly and Queer-friendly	'LGBTIQ+ friendly' and 'Queer-friendly' describes places, establishments, or services that are open, accepting, and accommodating to individuals of diverse sexual orientations and gender identities (Prayag et al., 2024).
LGBTIQ+ and Queer tourism	LGBTIQ+ and Queer tourism involves travel experiences tailored to the interests and needs of the LGBTIQ+ communities, offering inclusive and safe spaces, events, and destinations (Ong et al., 2022).
Inclusive tourism	Inclusive tourism promotes accessibility, equality, and diversity in travel experiences, ensuring that all individuals, regardless of background, can participate and feel welcomed (Ram et al., 2019).
LGBTIQ+ and Queer marketing actions	Strategies and campaigns developed by businesses or organisations to promote products or services to the LGBTIQ+ communities. Focuses on inclusivity, diversity, and understanding of LGBTIQ+ needs (Choi et al., 2023).
Rainbow washing	Refers to the phenomenon where companies or organisations use LGBTIQ+ symbols or messages for marketing purposes, without making substantive efforts to support LGBTIQ+ rights or communities. It can be seen as a form of performative allyship or superficial support (Tressoldi et al., 2024).
Identity-based motivation theory (IBMT)	The theory of identity-based motivation offers insights into how individuals derive motivation and pursue their objectives based on their identity (Oyserman et al., 2017).

Source: Authors' own work.

Currently, LGBTIQ+ tourism has a 'positive' connotation, leading tourist destinations to engage with this segment (Valcuende et al., 2023). The terms related to LGBTIQ+ characteristics have not always had a beneficial marketing impact on tourist destinations, but nowadays, the designation of a place as queer-friendly is perceived positively by consumers, as it projects a modern image (Ruiz, 2021).

Identities exert influence over consumption behaviours (Tressoldi et al., 2024). For this reason, more tourist destinations are seeking to attract LGBTIQ+ travellers (Hattingh & Spencer, 2017). The LGBTIQ+ tourism (lesbians, gays, bisexuals, trans, and other sexual minorities) niche is continuously expanding, and numerous destinations are competing to capture the attention of this market segment, implementing specific advertising campaigns for this purpose (Valcuende et al., 2023). In recent years, companies have started to recognise the value of implementing inclusive strategies for LGBTIQ+ consumers (Kotiloglu & McDonald, 2023). Currently, companies such as Queer Destinations or IGLTA are dedicated to creating queer-friendly destinations and businesses. Initiatives like Travel Proud, driven by Booking.com, lead the promotion of inclusivity by having the 'Proud Certified' distinction, covering more than 120 countries, 10,000 cities, and 47,000 accommodation places (Booking.com, 2023). These actions are relevant because studies like that of Ram et al. (2019) reveal that LGBTIQ+ individuals often face marginalisation, hostility, and anti-homosexual violence.

Destinations targeting the LGBTIQ+ communities must ensure they provide value to their customers (Madinga et al., 2023). Some places reinforce the mere illusion of social inclusion for LGBTIQ+ individuals, 'rainbow washing', instead of fostering authentic equality and respect for diversity (Wulf et al., 2022). 'Rainbow-washing' is understood as a superficial inclusivity strategy where LGBTIQ+ pride symbols are used symbolically for commercial purposes without a genuine commitment to inclusion (Tressoldi et al., 2024). Despite previous analyses, we found a clear lack of studies conducted on experiences in tourist destinations and how these actions truly impact tourists, as well as how they perceive queer-friendly actions. Therefore, there is a research gap that requires a broader focus on the overall impact of LGBTIQ+ campaigns on tourist destinations (Ram et al., 2019).

Previous research on strategies used by tourist destinations to attract LGBTIQ+ travellers is limited (Ro & Khan, 2022), particularly regarding identity-based motivation theory (IBMT) and variables such

as memorable experiences, intentions for behavioural loyalty, satisfaction, and perceived value. This lack of detailed exploration of the direct and indirect relationships between these variables represents a significant gap in existing literature. Given this theoretical gap, this study focuses on examining how these variables affect LGBTIQ+ tourists, identifying existing relationships, and evaluating whether the LGBTIQ+ actions of tourist destinations generate positive or negative effects on the queer communities.

Due to the current trends of rainbow washing, some queer-friendly strategies are losing their value, as queer individuals are seeking genuine actions (Vredenburg et al., 2020). The study analyzes whether this issue truly exists within queer tourism regarding the LGBTIQ+ marketing actions taken by tourist destinations. Consumers attach significance to the way companies approach diversity (Burgess et al., 2023). The investigation seeks to discover how tourists perceive these actions and which practices hold more value for queer tourists.

The main objective of this study is to analyze the impact of tourist destination LGBTIQ+ marketing actions on queer communities. The study employs the identity-based motivation theory as a theoretical framework to delve into the effectiveness and impact of queer-friendly actions in tourist destinations. By applying this theory, the research examines the impact of genuine and superficial LGBTIQ+ marketing actions implemented by destinations, in their significance to queer tourists. Through this evaluation, the research will shed light on the significance and effectiveness of queer-friendly strategies in the tourism industry, illuminating how they can influence the memorable experience, satisfaction, loyalty and perceived value of LGBTIQ+ tourists.

The article is structured as follows: Section 2 presents a literature review and the development of the resulting hypothesis, addressing concepts such as memorable experience in a tourist destination, LGBTIQ+ actions, behavioural loyalty intentions, satisfaction with the tourist destination, and its perceived value. Section 3 discusses the research methodology adopted in this study, while Section 4 provides a description of the results. Section 5 discusses the findings and Section 6 offers the contributions and implications of the study. Finally, Section 7 examines the limitations of the study along with suggestions for future research.

2. Literature review

2.1. Identity-based motivation theory (IBMT)

The theory of identity-based motivation is an approach in social psychology that examines how individuals find motivation and pursue their goals through their sense of identity (Oyserman et al., 2017). According to the IBMT, individuals are motivated to act consistently with their identity, both their personal and social identity (Oyserman et al., 2017). Identities that are socially unacceptable or not supported within certain communities can become significant and important drivers of behaviour outside the home (Oyserman & Dawson, 2020). The identity of individuals who feel stigmatised at home may become relevant during travel (Lewis et al., 2023), and consequently, play a more significant role in influencing tourist behaviour (Prayag et al., 2024).

The model we propose is based on the premise that the need to express a limited identity in the domestic environment can become an energising factor (Oyserman & Dawson, 2020) to give value to LGBTIQ+ friendly spaces in travel. Queer-friendly spaces and experiences are seen as an opportunity for the expression of identity, which can lead to greater satisfaction and perceived value for tourists when visiting places positioned as LGBTIQ+ friendly, thereby potentially resulting in greater loyalty to these destinations and a perdurable memorable experience.

2.2. Inclusive LGBTIQ+ tourism

Inclusive LGBTIQ+ tourism involves creating a safe and welcoming environment for queer communities (Ram et al., 2019). Such destinations provide positive experiences tailored to diverse identities

and needs (Ram et al., 2019), celebrating and supporting LGBTIQ+ individuals through their environments and policies (Prayag et al., 2024). This translates into the implementation of queer-friendly strategies and actions, from committed marketing actions to more visual strategies, also known for their superficiality, commonly referred to as rainbow washing (Tressoldi et al., 2024). From Identity-based motivation theory's point of view, inclusivity in a destination is concretised in the ability it offers an LGBTIQ+ visitor to freely express their identity, without worrying about social acceptance (Oyserman et al., 2017). When a tourist destination adopts an inclusive queer approach, it not only becomes more welcoming to LGBTIQ+ individuals but also benefits from increased attraction and loyalty from this market (Liu et al., 2023). LGBTIQ+ tourists seek destinations that not only accept them but also celebrate them, where they can freely enjoy their identity without fear of discrimination or exclusion (Ong et al., 2022). Fear, discrimination, risk, and safety concerns increase for LGBTIQ+ tourists, transforming into the need to find queer-friendly havens when travelling (Liu et al., 2023; Ro & Khan, 2022). As a tourist segment, the LGBTIQ+ communities expresses a clear preference for destinations that provide friendly treatment, recognise them as an integral part, and make them feel included (Wong & Tolkach, 2017), and secure to manifest their identity (Prayag et al., 2024).

Queer-friendly destinations are tourist places that welcome LGBTIQ+ individuals, where they can predominantly or exclusively socialise with other communities members safely and easily, and where the local culture, city, and/or state are not threatening (Ram et al., 2019). LGBTIQ+ spaces actively adopt an inclusive and welcoming stance toward sexual and identity diversity. Destinations that embrace queer inclusivity are defined not only by acceptance but also by concrete actions undertaken to support and celebrate the LGBTIQ+ communities (Valcuende et al., 2023; Yeh, 2016). This term implies an active commitment by the destination to create an environment where all people, regardless of sexual orientation or gender identity, feel welcome, accepted, and safe (Ram et al., 2019). A tourist destination provides plenty of informative signals that allow queer tourists to form an impression of the LGBTIQ+ friendliness of the destination (Ro & Khan, 2022). Queer-friendly destinations can be explicitly visible to the public (with a clear display of LGBTIQ+ symbols such as a rainbow or pink triangles) or implicit (concentrating the communities in specific neighbourhoods of a city, hidden from the rest of the non-queer population) (Ram et al., 2019).

2.3. Queer-friendly actions and rainbow washing

LGBTIQ+ communities may have consumption experiences of services that differ from those of other consumers (Chauhan et al., 2021). The implementation of specific queer identity strategies with a social purpose creates a positive bond in the relationship with the LGBTIQ+ communities (Ciszek & Pounders, 2020). Within the marketing of experiences, products, and services, LGBTIQ+ symbolism has a significant impact on queer communities (Ciszek & Pounders, 2020). However, opportunistic actions of image washing can have negative impacts (Vredenburg et al., 2020). Support for LGBTIQ+ communities should be truthful and authentic (Madinga et al., 2023), requiring initiatives such as backing social policies, inclusive advertising (Vredenburg et al., 2020), partnerships with LGBTIQ+ organisations, establishment of anti-discrimination policies, and active participation in LGBTIQ+ events and fairs. Superficial support is perceived with suspicion, often driven by ulterior motives and offering no genuine backing to the communities (Tressoldi et al., 2024). Authenticity in marketing actions entails inclusivity, in accordance with the IBMT, ensuring a safe and socially accepted expression of LGBTIQ+ identity.

The promotion and marketing of spaces catering to the LGBTIQ+ communities are essential components of a destination's comprehensive marketing strategy, playing a pivotal role in enhancing the destination's overall image (Hahm et al., 2018). A study by Community Marketing & Insights (CMI, 2019) indicates that 80% consider it important or very important for the destination to be respectful to the LGBTIQ+ communities, while 31% consider it a determining factor for the destination to be a

queer-friendly area. Consequently, companies have also adopted a more inclusive perspective in their advertising strategies (Cheng et al., 2023), reflecting the progressive social recognition of diverse forms of identity and sexual orientation. In fact, the LGBTIQ+ tourism market has experienced significant growth, and currently, numerous tourist destinations actively compete to capture the attention of this market segment, implementing specially designed advertising campaigns for this sector (Valcuende et al., 2023). Although current market trends and academic studies emphasise the importance of inclusivity toward the LGBTIQ+ communities in corporate marketing strategies, research regarding queer customer perceptions of a company or destination's queer-friendly actions is considerably scarce (Ro & Khan, 2022).

Existing studies on queer tourism fail to consider how queer-friendly marketing actions are perceived by queer tourists, potentially driven by their individual identity (Lewis et al., 2021). According to IBMT, queer individuals often use travel as a means for self-acceptance (Prayag et al., 2024), to connect with their communities (Zhou et al., 2021), and to experience specifically queer experiences that may not be available or accessible in their home locations (Lewis et al., 2023). This leads them to seek out queer-friendly spaces where they can feel safe and protected (Ong et al., 2022). Previous research primarily focus on the contribution of LGBTIQ+ actions or campaigns in areas such as businesses and brands (Burgess et al., 2023; Choi et al., 2023; Cizek & Pounders, 2020; Domínguez Ruiz, 2021; Oakenfull, 2013; Sibai et al., 2021), as well as the phenomenon of rainbow-washing (Tresoldi et al., 2024; Vredenburg et al., 2020), without addressing the memorable experiences, satisfaction, perceived value and loyalty of queer individuals during their travels. Studies related to LGBTIQ+ marketing actions have focused on specific products, goods, or brands (Choi et al., 2023).

Past investigations have not analyzed how these actions influence when it comes to experiences, where LGBTIQ+ tourists may have other concerns, and simple friendliness could be beneficial for them (Ram et al., 2019). In this study we are not talking about a product that the consumer buys, but rather about an experience, a trip with durability, where the treatment received will be notable. Through this study, we seek to analyze whether the rest of the conclusions drawn in other studies and industries are applicable to tourist destinations. This research is novel due to the lack of attention to queer tourists' perceptions of how queer-friendly actions impact them in tourist destinations, which should be at the forefront in exploring and understanding the effects of these actions.

3. Hypothesis development

Queer-friendly strategies can be perceived as either genuine or superficial by LGBTIQ+ communities. Companies implement these actions to attract LGBTIQ+ tourists, aiming to create lasting experiences and foster loyalty towards the destination. However, tourist destinations will only achieve these outcomes if they manage to satisfy and receive a favourable perception of the strategies they implement from queer tourists.

Through the conduct of this study, we aim to examine the current impact of strategies related to queer tourists. We seek to understand the value and perception of queer-friendly actions in queer communities, as well as the repercussions they generate. Analyzing how the queer identity of tourists influences the perception of marketing actions, and consequently, determining whether the IBMT plays a decisive role in assessing the friendliness of tourist destinations. Therefore, we present the following section outlining the hypotheses.

3.1. Queer-friendly destination actions

Marketing actions related to inclusivity, identity and the acceptance of sexual and gender diversity in tourist destinations, known as queer-friendly, pose various hypotheses about the potential consequences on visitors to these places. These hypotheses explore the impact on tourists' experience, satisfaction, and the perceived value of the tourist destination visited.

Marketing experts have indicated that consumer choices are significantly influenced by their previous experiences stored in the memory (Kim, 2018). The travel experience has transformed into more than just seeking holiday getaways; it is a quest for authenticity, cultural connection, and, above all, the creation of lasting memories (Moliner-Tena et al., 2023). Even before initiating advertising strategies, tourist spaces must be prepared to address the needs of the queer market, to avoid promoting a superficial illusion of social inclusion for LGBTIQ+ individuals (Wulf et al., 2022), ensuring that tourists enjoy a rewarding experience during their stay (Berezan et al., 2015).

LGBTIQ+ consumers show more favourable attitudes toward queer-themed advertising and demonstrate greater interest in brands associated with the queer communities (Mumcu & Lough, 2017). In the field of tourism, perceived value is a general assessment of tourist products or services, where customers compare benefits with sacrifices (Luo et al., 2020). Strategies that demonstrate respect and consideration for identity and sexual diversity are associated with a heightened perception of value (Choi et al., 2023), as LGBTIQ+ tourists perceive that the destination strives to meet their needs based on their queer identity, what aligns with the IBMT.

Tourist satisfaction is the result of the traveller's comparison of expectations with their actual perception during the tourism experience. In the context of tourism, this satisfaction is related to both the fulfilment of common tourist needs and the specific individual needs of each traveller (Wu et al., 2018). Oakenfull (2013) demonstrated that friendliness toward the LGBTIQ+ communities can increase customer satisfaction, as inclusion-based initiatives have the potential to build customer trust and create a more positive image for the company. As IBMT states, the implementation of initiatives that promote inclusion and recognition contributes to creating a more welcoming environment, generating higher levels of satisfaction among LGBTIQ+ visitors as they feel fully recognised and welcomed during their stay (Berezan et al., 2015). Previous studies find that marketing-oriented companies tend to proactively engage in inclusive policies and activities (Choi et al., 2023). Customer satisfaction is a significant powerful motive for the implementation of actions supporting LGBTIQ+ rights (Oakenfull, 2013).

In this context, we formulate the following hypothesis:

H1: Queer-friendly actions positively affect (a) the memorable experience of the tourist destination, (b) the perceived value of the tourist destination, and (c) the satisfaction of the tourist destination.

3.2. Tourism destination perceived value

A significant challenge faced by the tourism industry lies in providing value to the LGBTIQ+ tourism market (Madinga et al., 2023), given that perceptions of value vary considerably among different market segments (Weinstein, 2020). Perceived value is considered to play a significant role in tourist loyalty (Zhang et al., 2023). Most studies indicate that perceived value is a fundamental element in determining loyalty to a service, suggesting that dimensions of perceived value maintain a positive relationship with loyalty intentions (Huang et al., 2019). Both perceived value and memorable tourism destination experience play crucial roles in shaping future behaviours. Perceived value represents the comprehensive evaluation of a product, and in the context of tourism, it exerts significant influence on the quality of tourist experiences. As a comprehensive product evaluation, perceived value can have a direct impact on creating memorable experiences for tourists (Huang et al., 2019).

Perceived value often stands out as a precursor and a key determinant of customer satisfaction (Pandža Bajs, 2015). Recent prior articles show that perceived value has a direct positive impact on satisfaction (Zhang et al., 2023). LGBTIQ+ travellers' perception of the value of a destination requires additional research for study and analysis (Madinga et al., 2023). Therefore, this study presents the following hypothesis:

H2: Perceived value exerts a direct and positive influence (a) on behavioural loyalty intentions, (b) on memorable tourism destination experiences, and (c) on destination satisfaction.

3.3. Tourism destination satisfaction

Researchers have argued that loyalty intentions are indicative of the likelihood to revisit a place (Park et al., 2019). Previous research, such as the study conducted by Liu et al. (2023), highlights that the depth of the connection with the destination correlates directly with higher levels of loyalty among queer tourists. Previous findings indicate a positive impact of satisfaction on destination loyalty for LGBTIQ+ tourists (Liu et al., 2023). In turn, prior research has shown that satisfied tourists are more likely to recommend and return to a destination they have previously visited (Sato et al., 2018). This phenomenon is particularly pronounced in the queer travel market, given that destinations considered queer-friendly are scarce in a predominantly heterosexual context (Pritchard et al., 1998). Several studies have confirmed a significant relationship between memorable tourism destination experience and satisfaction (Stavrianea & Kamenidou, 2021). Consequently,

H3: Destination satisfaction positively affects (a) behavioural loyalty intentions and (b) memorable experiences in a tourist destination.

3.4. Memorable tourism destination experience

In line with IBMT, the experiences of queer travellers may be conditioned by their identity and sexuality (Lewis et al., 2021), when seeking destinations that are welcoming to the LGBTIQ+ communities. The connection between memorable tourism destination experience and visitor behaviour patterns after their stay significantly contributes to service providers designing personalised and truly unforgettable experiences for travellers, thereby encouraging the possibility of their returning in future (Stavrianea & Kamenidou, 2021). Distinctive tourism experiences trigger visitor loyalty to the destination, positively influencing tourist loyalty and the intention of tourists to revisit and recommend the destination (Chen & Rahman, 2018). Ultimately, previous academic literature shows that travellers with a favourable memorable experience are more likely to return to that destination (Stavrianea & Kamenidou, 2021). Consequently,

H4: Memorable experience in a tourist destination positively affects behavioural loyalty intentions.

Our proposed model (Figure 1), grounded in IBMT (Oyserman et al., 2017), aims to elucidate how individuals' identities influence their perceptions of and responses to queer-friendly actions in tourist destinations. We extend this theory by demonstrating that factors such as satisfaction, perceived value, memorable experiences, and loyalty towards destinations labeled as queer-friendly are significant outcomes of the social identity expression for queer individuals during their travels.

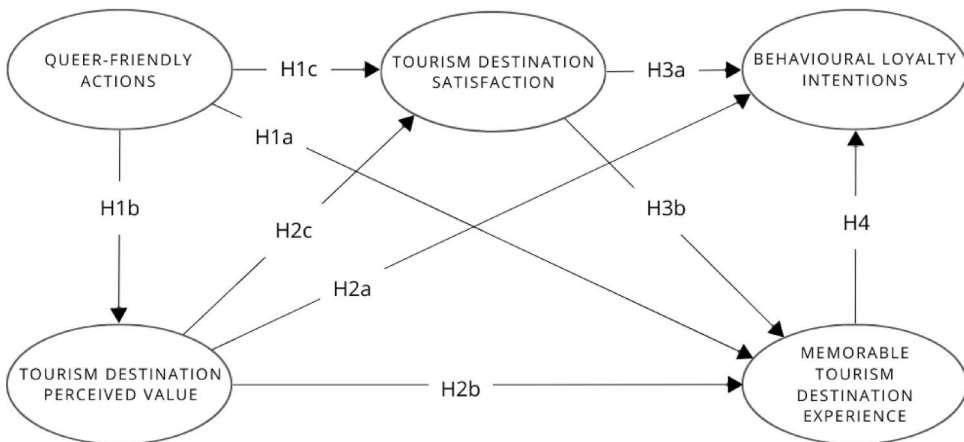


Figure 1. Theoretical model.

Source: Authors' own work.

4. Research methodology

We designed a comprehensive questionnaire that incorporated well-established scales, validated by the existing literature, to assess the relevant variables. All measurements were collected using a five-point Likert scale ranging from [1] 'Strongly disagree' to [5] 'Strongly agree'. This research has a favourable report from the University Ethics Committee (CEISH/73/2023), acknowledging that it complies with the required ethical standards.

To carry out the data collection, the Qualtrics tool was used, which is a survey platform that facilitates the collection of responses and data provided by the respondents. The survey distribution was done exclusively online, without any kind of incentive, an online survey was selected because of its capacity to provide efficient access to a broad and diverse pool of participants. The survey was disseminated through various channels, including Spanish LGBTIQ+ associations to distribute among their members. They were also shared on social media platforms such as Instagram, Twitter, and Facebook, where Spanish influencers with LGBTIQ+ audiences disseminated the survey among their followers, such as the activist and drag queen Killer Queen. Thereby ensuring the engagement of a heterogeneous and representative cross-section of the LGBTIQ+ communities.

The data collection phase spanned from 14 March 2023 to 3 August 2023, the survey received 618 complete responses, with 28 responses discarded, resulting in a sample of 590 individuals. After completing the personal classification questions, respondents were invited to imagine their last visited destination and answer questions related to that specific experience, detailing where they conducted their last tourist activity.

To assess the theoretical model illustrated in [Figure 1](#), we used the partial least squares structural equation modelling (PLS-SEM) technique. As per the recommendation of [Hair et al. \(2019\)](#), PLS-SEM proves to be particularly well-suited for the examination of intricate theoretical models. Model estimation was carried out using SmartPLS software version 4. Moreover, a bootstrapping procedure with 5,000 samples and a one-tailed test were employed to evaluate the model's significance. The PLS-SEM entails a two-step process: Step 1 involves the evaluation of the measurement model, and Step 2 encompasses the assessment of the structural model, aligning with the approach outlined by [Hasan et al. \(2020\)](#).

4.1. Data collection

The table that follows offers a detailed overview of the respondents' demographic and travel characteristics, providing valuable insights into the profile of the study participants and their travel-related attributes. This study was conducted in Spain, a country that significantly supports the idea of people in the LGBTIQ+ community openly expressing their sexual orientation and affection in public ([IPSOS, 2021](#)). This ensures that the results are not biased by experiences of discrimination in the domestic environment of queer travellers.

Queer tourism studies have a tendency to homogenise LGBTIQ+ tourists, portraying them as white males with high purchasing power ([Greey, 2018](#)), thereby marginalising other groups that might be less appealing to tourist destinations due to both economic and racial considerations ([Reddy-Best & Olson, 2020](#)). This study takes a progressive approach by considering allies in queer tourism research. Allies are individuals who may not identify as part of the LGBTIQ+ communities but travel and explore the world alongside queer communities members. Advertising and marketing campaigns with a queer theme aim not only to reach the LGBTIQ+ communities but also to engage their families and friends. Moreover, these campaigns target heterosexual consumers who make purchasing decisions based on their own values and lifestyle ([Mumcu & Lough, 2017](#)). Furthermore, it is important to include heterosexual individuals to reflect the diversity of the queer communities. Within LGBTIQ+ communities, trans people can identify with any sexual orientation, including heterosexual. Neglecting any segment of queer tourists means missing out on a comprehensive understanding of the diverse realities faced by LGBTIQ+ people.

4.2. Measurement instrument

The dimensions of the memorable tourism destination experience were evaluated using the scale validated by Kim et al. (2012). The assessment of queer-friendly actions was conducted using the CMI scale (2019), while behavioural loyalty intentions were measured using the validated scale developed by Klaus and Maklan (2012). The dimension of tourism destination satisfaction was gauged using the Moliner, Monferrer, Estrada and Rodríguez scale (2019), and the tourism destination perceived value was assessed using the Iniesta-Bonilla, Sánchez-Fernández and Jiménez-Castillo scale (2016). All scales are shown in Table 2.

The inclusion of queer-friendly actions carried out by tourist destinations aims to determine whether certain more elaborate and specific actions had a greater or lesser influence compared to others that focused solely on imagery and advertising, without a background or specific

Table 2. Demographic characteristics.

Category	%
Gender	
Trans Woman	3.88
Cis Woman	51.94
Trans Man	5.18
Cis Man	25.57
Non-Binary	6.47
Other	6.90
LGBTIQ+ member or Ally	
LGBTIQ+ member	87.62
LGBTIQ+ Ally	12.37
Age range	
<18	2.54
19–24	37.12
25–39	41.53
40–49	9.49
50–59	7.46
60>	1.86
Education level	
Secondary school	4.24
High school graduate	9.83
Advanced Specific Vocational Training	13.73
University studies	37.29
Postgraduate studies	34.91
Sexual Orientation	
Lesbian	21.84
Gay	24.27
Bisexual	29.61
Asexual	5.66
Heterosexual	16.34
Other	2.20
Travel Company	
Individual	15.59
Couples	42.20
Friends	26.10
Family	14.75
Other	1.36
Language	
Spanish	91.69
English	8.31
Transport	
Car	35.76
Recreational vehicle (Blablacar)	3.56
Van	0.85
Boat	0.34
Train	16.95
Plane	40.00
Other	2.54

Source: Authors' own work.

actions that actively impacted the LGBTIQ+ population. The authenticity in this study is reflected in inquiries regarding past travel experiences, thus involving real-life encounters. Rather than relying on advertisements or information, the focus is on whether respondents have personally visited the destination and are able to assess its authenticity firsthand. Thus, authenticity is evaluated through marketing actions with varying degrees of involvement from destinations, allowing the calculation of the importance attributed by respondents to one action over another.

5. Results

We conducted an assessment of the measurement scales' reliability and validity. The structural equation model is divided into an evaluation of the measurement model and the structural model.

5.1. Measurement model assessment

In the evaluation of the measurement model for this empirical research, the following tests were performed. First, we assessed the reliability and consistency of our measurement scales by analyzing the

Table 3. Source of measurement and items.

Construct	Source	Items
Memorable tourism destination experience	Kim et al. (2012)	Do any of the following statements represent the experience of your last trip? I really enjoyed the tourist experience I was revitalised (recharged my batteries) thanks to the tourism experience I learned things about myself during the tourist experience I had the opportunity to closely experience the local culture Experience something new (food, activities) during the tourist experience
Tourism destination satisfaction	Moliner et al. (2019)	Do any of the following statements represent satisfaction with your last trip? My expectations were met while visiting the destination I am satisfied with the services (accommodation, food, attractions) provided at the destination Price was in line with the quality offered My feelings about the destination are very positive Overall, I am satisfied with my last visit
Tourism destination perceived value	Iniesta-Bonillo et al. (2016)	Is the perceived value of your last trip represented in any of the following statements? Considering the money I spent, it was worth visiting the destination Considering the time I spent, it was worth visiting the destination Considering the efforts I made, it was worth visiting the destination Overall, the destination was well worth a visit
Behavioural loyalty intentions	Klaus and Maklan (2012)	After the visit to your last destination did you make any of the following statements? I said positive things about this destination I uploaded photos and videos of this destination to social networks I recommended this destination I encouraged family and friends to visit this destination After my visit, I consider the destination as an option to repeat in the future
Queer-friendly actions	CMI (2019)	I uploaded my ratings and comments to online channels Does it influence your travel decision if a destination carries out the following outreach actions? Support of LGBTIQ+ rights Advocate for LGBTIQ+ rights and equality Sponsor a local or national LGBTIQ+ nonprofit organisation Sponsor or participate in a local Pride event Use a rainbow flag in their advertising images Redesign their logo with rainbow colours

Source: Authors' own work.

mean and standard deviation of the items within each construct. Second, outer loadings were mainly above 0.7 (see Table 3), except for a few items. For that reason, measurement items MTDE1, BLOI2, and BLOI6 have been deleted, as they were below the recommended threshold of 0.60 (Keshavarz & Jamshidi, 2018). Third, Cronbach's alpha values and the calculation of composite reliability surpass the suggested threshold of 0.70, as recommended by Hair et al. (2019), which demonstrates a high level of internal consistency reliability. Lastly, we verified convergent validity using the average variance extracted (AVE), where a minimum of 0.500 was the set criterion (Hair et al., 2019). The AVE for the constructs in the full sample exceeded the 0.500 threshold, thereby affirming convergent validity (Table 4).

Heterotrait–Monotrait (HTMT) was examined to establish discriminant validity. All the HTMT values were no higher than 0.900 (Henseler et al., 2015), suggesting that the measurement model achieved discriminant validity (Table 5).

Table 4. Measurement model results.

Construct	Indicator	Mean	Standard deviation (S.D.)	Outer loadings	Cronbach's alpha (α)	Composite reliability (Rho_a)	Composite reliability (Rho_c)	Average variance extracted (AVE)
Memorable tourism destination experience (MTDE)	MTDE				0.723	0.764	0.817	0.529
	MTDE2	4.310	1.029	0.760				
	MTDE3	3.859	1.217	0.758				
	MTDE4	3.942	1.190	0.756				
	MTDE5	4.251	1.047	0.626				
Tourism destination satisfaction (TDSA)	TDSA				0.873	0.882	0.908	0.665
	TDSA1	4.442	0.748	0.791				
	TDSA2	4.415	0.833	0.818				
	TDSA3	4.237	0.922	0.725				
	TDSA4	4.493	0.788	0.865				
Tourism destination perceived value (TDPV)	TDPV				0.907	0.909	0.935	0.783
	TDPV1	4.459	0.800	0.838				
	TDPV2	4.551	0.779	0.902				
	TDPV3	4.548	0.749	0.907				
	TDPV4	4.619	0.711	0.890				
Behavioural loyalty intentions (BLOI)	BLOI				0.821	0.844	0.880	0.650
	BLOI1	4.546	0.780	0.778				
	BLOI3	4.300	0.991	0.885				
	BLOI4	4.127	1.101	0.847				
	BLOI5	4.078	1.166	0.702				
Queer-friendly actions (QUEER)	QUEER				0.879	0.881	0.909	0.625
	QUEER1	4.454	0.866	0.755				
	QUEER2	4.525	0.815	0.799				
	QUEER3	4.369	0.879	0.831				
	QUEER4	4.144	0.947	0.860				
	QUEER5	3.712	1.052	0.769				
QUEER6	3.512	1.059	0.720					

Source: Authors' own work.

Table 5. Discriminant validity using HTMT criterion.

	MTDE	LGBT	BLOI	TDSA	TDPV
Memorable tourism destination experience (MTDE)					
Queer-friendly actions (QUEER)	0.223				
Behavioural loyalty intentions (BLOI)	0.611	0.181			
Tourism destination satisfaction (TDSA)	0.566	0.273	0.691		
Tourism destination perceived value (TDPV)	0.524	0.185	0.661	0.868	

Source: Authors' own work.

5.2. Structural model and hypothesis testing results

As outlined by Hair et al. (2019), the evaluation of the structural model encompasses several key aspects, including the investigation of collinearity, assessed through the variance inflation factor (VIF), the assessment of explanatory power, and the significance and relevance of the path coefficients. Notably, all VIF values observed in this study remained below 5.000, confirming the absence of collinearity issues (Hair et al., 2019). With the assurance that collinearity was not a concern, we proceeded to test the proposed hypothesis, as presented in Table 6. The results (Table 6) revealed that all hypotheses were supported, with the exception of H3, which indicates that queer-friendly actions have no statistical significance with respect to tourist satisfaction with the destination to which they travel ($\beta = -0.020$, $SD = 0.029$, $T = 0.684$, $P = 0.247$).

All hypotheses are fulfilled except for H1c: Queer-friendly Actions \rightarrow Tourism Destination Satisfaction. In the following section, the findings are outlined (Table 7).

For further analysis, age was used as a control variable to examine its potential influence on behavioural loyalty intentions ($\beta = 0.258$, $SD = 0.158$, $t = 1.636$, $p = 0.051$). The results indicate that age does not have a significant relationship. Similarly to place of origin, age does not seem to be a determining factor in the observed results, suggesting that the two variables that may signify discrimination among LGBTIQ+ travellers do not influence the results.

Table 6. Hypothesis testing.

Paths Direct	VIF values	B	S D	T	P	Results
H1a Queer-friendly Actions \rightarrow Memorable Tourism Destination Experience	1.063	0.073	0.036	2.033	0.021	Supported*
H1b Queer-friendly Actions \rightarrow Tourism Destination Perceived Value	1.000	0.241	0.043	5.606	0.000	Supported*
H1c Queer-friendly Actions \rightarrow Tourism Destination Satisfaction	1.029	-0.020	0.029	0.684	0.247	Not Supported
H2a Tourism Destination Perceived Value \rightarrow Behavioural Loyalty Intentions	2.532	0.301	0.059	5.096	0.000	Supported*
H2b Tourism Destination Perceived Value \rightarrow Memorable Tourism Destination Experience	2.491	0.361	0.059	6.166	0.000	Supported*
H2c Tourism Destination Perceived Value \rightarrow Tourism Destination Satisfaction	1.029	0.778	0.032	24.040	0.000	Supported*
H3a Tourism Destination Satisfaction \rightarrow Behavioural Loyalty Intentions	2.692	0.249	0.057	4.354	0.000	Supported*
H3b Tourism Destination Satisfaction \rightarrow Memorable Tourism Destination Experience	2.570	0.180	0.061	2.956	0.002	Supported*
H4 Memorable Tourism Destination Experience \rightarrow Behavioural Loyalty Intentions	1.390	0.239	0.047	5.081	0.000	Supported*

Note. *Relationships are significant at $P < 0.05$; B: Beta Coefficient; SD: Standard deviation; T: T statistics; P: P values. Source: Authors' own work.

Table 7. Indirect effects.

Indirect paths	B	SD	T	P	Results
Queer-friendly Actions \rightarrow Behavioural Loyalty Intentions	0.160	0.030	5.353	0.000	Supported*
Queer-friendly Actions \rightarrow Memorable Tourism Destination Experience	0.117	0.024	4.906	0.000	Supported*
Queer-friendly Actions \rightarrow Tourism Destination Satisfaction	0.187	0.035	5.352	0.000	Supported*
Tourism Destination Perceived Value \rightarrow Behavioural Loyalty Intentions	0.313	0.051	6.126	0.000	Supported*
Tourism Destination Perceived Value \rightarrow Memorable Tourism Destination Experience	0.140	0.049	2.835	0.002	Supported*
Tourism Destination Satisfaction \rightarrow Behavioural Loyalty Intentions	0.043	0.016	2.646	0.004	Supported*

Note. *Relationships are significant at $P < 0.05$; B: Beta Coefficient; SD: Standard deviation; T: T statistics; P: P values. Source: Authors' own work.

6. Discussion of findings

The identity-based motivation theory provides a framework to understand how queer-friendly actions by tourist destinations influence LGBTIQ+ tourists. The research highlights the significance of IBMT aspects in shaping the perceptions of queer individuals, specifically in how they perceive marketing actions targeted towards the queer community as positive due to their queer identity. Tourists with queer identities prioritise spaces that align with their identities (Prayag et al., 2024) and positively value queer-friendly environments (Ram et al., 2019). This theory suggests that individuals seek places where they can authentically express themselves, and for queer tourists, this includes valuing destinations that demonstrate inclusivity and support for LGBTIQ+ communities. From a theoretical perspective, the IBMT posits that social identity can motivate the choice of tourism services by queer individuals (Lewis et al., 2021). The study determines that queer identity connects more favourably with tourist destinations implementing queer-friendly actions, through a more memorable experience and higher perceived value, fostering loyalty towards these tourist destinations.

Past studies about rainbow washing and queer-friendly marketing actions have argued that weak actions by brands are harmful and do not have a positive impact on the LGBTIQ+ communities (Tressoldi et al., 2024; Vredenburg et al., 2020). However, our study diverges from this current, as for queer tourists, all actions that involve kindness towards the LGBTIQ+ communities are valued positively. It is crucial to highlight that actions showing greater authenticity are the ones most valued by this group, just as demonstrated in other research (Chauhan et al., 2021; Madinga et al., 2023). For instance, actions such as advocating for the rights and equality of LGBTIQ+ individuals, sponsoring local or national non-profit LGBTIQ+ organisations, and participating in local Pride events are the ones that have a more significant impact on LGBTIQ+ tourists. In contrast, more superficial and visual actions contribute less impact and value (Wulf et al., 2022). The study suggests that each queer-friendly action, regardless of its scope, commitment, and authenticity, holds significant meaning for LGBTIQ+ tourists. Queer tourists appreciate all forms of support, commitment, and kindness offered by tourist destinations. This appreciation can be attributed to the fact that this group has often faced discrimination, exclusion, and marginalisation (Liu et al., 2023). Therefore, discovering tourist destinations that promote inclusion, acceptance, and protection becomes especially relevant for them, regardless of the extent to which tourist spaces are involved. It is indeed acknowledged that within diverse academic discourses, there exists a discerning scrutiny exercised by queer individuals regarding the ostensibly queer-friendly initiatives undertaken by brands. While these initiatives are lauded for advancing social boundaries, they are concurrently deemed inadequate (Tressoldi et al., 2024). The act of being visible in these efforts helps make queer identities more common, which creates a society where everyone feels included and accepted (Eisend & Hermann, 2019). Nonetheless, the efficacy of such efforts depends on several various factors. Within the realm of fashion, notable instances include the initiatives spearheaded by H&M in 2019 and Primark in 2018, which, despite ostensibly celebrating LGBTIQ+ pride, lacked substantive depth (EQTY Insider, 2023). Consequently, these efforts faced criticism from discerning consumers and sparked organised boycotts. Existing literature on LGBTIQ+ friendly initiatives has largely overlooked the tourism industry, focusing instead on brands and products. It is crucial to distinguish between the authenticity of marketing efforts and the authenticity of self-expression. While the former refers to the actions taken by brands and destinations to appear inclusive, the latter pertains to the lived experiences of LGBTIQ+ individuals. Both forms of authenticity are interconnected but serve different purposes. Authenticity in marketing aims to create an inclusive image, while authenticity in self-expression focuses on the personal experiences of LGBTIQ+ tourists. Interestingly, even marketing efforts that are not completely authentic can positively impact LGBTIQ+ self-expression. Our study suggests that even superficial inclusivity signals can create environments where LGBTIQ+ individuals feel somewhat accepted. This partial acceptance, although not

ideal, can foster self-expression in contexts such as tourism, where the interaction is temporary and less personal. However, for more personal and permanent consumption contexts, genuine and deep commitment to LGBTIQ+ inclusivity becomes crucial (Tressoldi et al., 2024). In other long-term settings, LGBTIQ+ individuals prioritise authentic inclusivity (Madinga et al., 2023). This ensures that their identities are consistently respected and valued, not just superficially. The dual use of authenticity in inclusive marketing and LGBTIQ+ self-expression highlights the complex relationship between brand actions and consumer experiences. Authenticity in marketing, when done correctly, can lead to genuine self-expression among LGBTIQ+ tourists, creating a virtuous cycle of inclusivity and acceptance.

The queer-friendly actions taken by a tourist destination contribute to increasing the perceived value of the area (Ro & Khan, 2022) and the tourist memorable experience, positioning the destination as an attractive and welcoming option for LGBTIQ+ tourists (Ram et al., 2019). Positive perceived value and memorable experiences generated during their stay indirectly lead to a greater willingness to maintain loyalty to destinations in future trips (Stavrianea & Kamenidou, 2021). Customers are more likely to invest in products, services, or experiences offered by companies that are supportive of the LGBTIQ+ communities (Choi et al., 2023). Destinations that embrace LGBTIQ+ diversity and adopt queer-friendly policies demonstrate a deep understanding of the specific needs of LGBTIQ+ tourists (Madinga et al., 2023).

It is crucial to acknowledge that while queer-friendly actions and spaces are significant for queer visitors, these marketing strategies do not directly impact their satisfaction with tourist destinations. However, the perceived value of the destination that implements LGBTIQ+ marketing strategies, once recognised as queer-friendly, enhances the satisfaction and appreciation of LGBTIQ+ tourists towards the destination. LGBTIQ+ tourist satisfaction is closely tied to the destination's ability to provide a diverse and inclusive environment (Hattingh & Spencer, 2017).

Inclusive LGBTIQ+ tourist destinations benefit not only a specific segment of travellers but also creates a welcoming environment for all visitors. When these spaces are inclusive, queer tourists and their companions, who may have diverse identities and orientations, feel welcomed and comfortable (Ram et al., 2019). This not only enhances the travel experience for queer tourists but also fosters an atmosphere of acceptance and diversity that is valuable for any visitor.

7. Contributions and implications

7.1. Theoretical contributions

The queer-friendly marketing actions encompass a broad spectrum of genuineness and involvement with the LGBTIQ+ communities, all of them being relevant and important for queer tourists, regardless of the level of commitment within the tourism sector. As far as we know, this is the first study that empirically examines the queer-friendly actions of tourist destinations and their impact on LGBTIQ+ tourists. This perspective addresses a gap in knowledge about how destinations employing queer marketing strategies affect LGBTIQ+ tourists. Current theory on LGBTIQ+ marketing actions has emphasised the importance of companies being perceived as authentic activists (Sibai et al., 2021), which tends to be viewed favourably by consumers (Tressoldi et al., 2024). However, our study highlights that destination activism is important in itself, without necessarily needing to be perceived as genuine by the communities, as other studies suggest.

Tourist queer spaces should provide an environment where these individuals feel respected, secure, and accepted. This involves creating spaces such as bars, streets, services, experiences, events, and interaction places where LGBTIQ+ tourists feel safe. This sense of safety and acceptance contributes to the perceived value and memorable experiences for queer tourists, which in turn fosters loyalty and satisfaction toward the tourist destination. Thus, the adoption of queer-friendly measures translates into a greater propensity for loyal behaviours by visitors, contributing to strengthening the relationship between queer tourists and the destination.

Therefore, destinations opting for friendliness toward LGBTIQ+ communities are conveying positive messages to their customers. This initiative suggests that they strive to embrace individual differences, which, in turn, will decrease customer loss and foster queer travellers future visits. Other research pinpoints that queer tourists are more loyal than average tourists in terms of the number of visits or the intention to return due to LGBTIQ+ friendliness (Liu et al., 2023; Pritchard et al., 1998).

Consequently, we expand the theoretical framework of IBMT by demonstrating how identity-based motivations can lead to increased loyalty through greater perceived value and a more memorable experience. Identity-based motivations demonstrate how individuals find motivation and pursue their goals through their identity (Oyserman et al., 2017). This study reinforces and expands upon the insights of IBMT by confirming that individuals within the LGBTIQ+ community are driven by their queer identity and perceive actions related to it as favourable, thus impacting their experience, perceived value, and loyalty towards the tourist destination.

7.2. Practical implications

Queer tourists value all initiatives directed towards them, but they place greater importance on those that demonstrate genuine commitment and authenticity in their engagement as clients. Therefore, it remains crucial for destinations, spaces, services, and products aimed at LGBTIQ+ communities to offer real value in their efforts (Madinga et al., 2023), striving to promote true equality and respect for diversity (Wulf et al., 2022). While all actions are appreciated, the study indicates that highlighting, improving, and implementing more effective inclusion policies will create greater perceived value among queer tourists. Destinations targeting the LGBTIQ+ market must recognise that, although superficial inclusivity may have temporary benefits, it is the genuine and committed efforts that build greater loyalty, perceived value, and long-lasting relationships with LGBTIQ+ consumers. Strategies should include ongoing support for LGBTIQ+ issues, authentic representation in advertising, and policies that promote inclusivity within the organisation. These efforts not only attract LGBTIQ+ tourists but also foster an environment where they can express themselves authentically. Hence, in the following [Figure 2](#), we present LGBTIQ+ friendly strategies applicable to the tourism sector, emphasising authenticity and genuineness, to delve deeper into queer-friendly approaches.

The previous figure suggests specific actions that can be carried out by tourist destinations, but they are not necessarily limited to them. Within the sector, they can also be applicable and recommended for tourism companies and providers of tourism services or products seeking to attract queer tourists. This study supports the notion that implementing marketing LGBTIQ+ is



Figure 2. Queer-friendly strategies.

Source: Authors' own work.

significant and important for LGBTIQ+ tourists. Therefore, it is recommended to carry out the proposed actions as valuable throughout the study. Specific marketing strategies promote memorable experiences and contribute to positive reviews that benefit the overall image of the destination and thus attract loyal tourists. The creation of queer friendly strategies, creates a higher perceived value for LGBTIQ+ tourists, strengthens the destination's position as welcoming to the LGBTIQ+ communities, and contributes to long-term success (Mumcu & Lough, 2017).

7.3. Social implications

The results of this study provide a solid foundation to support the promotion of policies and regulations that foster inclusion in the marketing of queer-friendly tourist destinations. By demonstrating the value and relevance of marketing LGBTIQ+ actions, opportunities arise for governments and tourism authorities to actively promote queer inclusive practices. All companies dedicated to the tourism industry sector can use the findings of this study to actively promote diversity and inclusion in their business and marketing practices. Creating safe spaces from all perspectives and areas of tourism. By incorporating queer-friendly actions, all experiences, products, services and areas can differentiate themselves as hospitable LGBTIQ+ places. This would not only benefit queer tourists by making them feel welcomed and represented but also strengthen the position of spaces as inclusive, respectful, and LGBTIQ+ friendly, providing a globally positive and beneficial image. These policies could contribute to generating a positive impact in society.

The collaboration between tourist destinations and LGBTIQ+ organisations can yield significant social benefits. This includes fundraising events, welcoming spaces for local queer residents, awareness campaigns, and cultural programs. These collaborations promote a more inclusive and equitable society by supporting vital programs and enriching cultural offerings, creating a diverse environment for all.

8. Research limitations and future research

The study is not without limitations, and recommendations for future studies are suggested below. Firstly, the use of convenience sampling and the choice of Spain as the study location provide a Western context where the rights of LGBTIQ+ individuals are protected by anti-discrimination laws. This situation may influence the generalisation of the results. Future research should explore the conceptual model in non-Western environments, particularly in those where queer identities continue to be marginalised or penalised. These investigations can focus on whether there is a need to escape everyday life and find safe and queer-friendly environments for queer tourists. Another future line of research could analyze specific marketing strategies implemented in LGBTIQ+ tourist destinations and their impact on tourists' perception and behaviour, contributing to the continuous improvement of the experiences and services offered. The present study does not examine actions such as destination sustainability, the inclusion of environmentally responsible practices, and respect for cultural diversity, which may influence LGBTIQ+ tourists. A holistic approach covering social, cultural, and environmental aspects could be examined, to determine if these factors strengthen the attraction and satisfaction of LGBTIQ+ tourists at tourist destinations.

Disclosure statement

No potential conflict of interest was reported by the author(s).

ORCID

Mar Algueró Boronat  <http://orcid.org/0000-0003-0797-1531>

Rosa María Rodríguez Artola  <http://orcid.org/0000-0001-7087-1109>

Miguel Angel Moliner Tena  <http://orcid.org/0000-0001-9274-4151>

References

- Berezan, O., Raab, C., Krishen, A. S., & Love, C. (2015). Loyalty runs deeper than thread count: An exploratory study of gay guest preferences and hotelier perceptions. *Journal of Travel & Tourism Marketing*, 32(8), 1034–1050. <https://doi.org/10.1080/10548408.2014.958209>
- Booking.com. (2023). *Travel proud*. <https://partner.booking.com/es/proud-certified>.
- Burgess, A., Wilkie, D. C. H., & Dolan, R. (2023). Brand approaches to diversity: A typology and research agenda. *European Journal of Marketing*, 57(1), 60–88. <https://doi.org/10.1108/EJM-09-2021-0696>
- Chauhan, V., Reddy-Best, K. L., Sagar, M., Sharma, A., & Lamba, K. (2021). Apparel consumption and embodied experiences of gay men and transgender women in India. *Journal of Homosexuality*, 68(9), 1444–1470. <https://doi.org/10.1080/00918369.2019.1698914>
- Chen, H., & Rahman, I. (2018). Cultural tourism: An analysis of engagement, cultural contact, memorable tourism experience and destination loyalty. *Tourism Management Perspectives*, 26, 153–163. <https://doi.org/10.1016/j.tmp.2017.10.006>
- Cheng, Z., Wang, R., Li, Y., & Dai, J. (2023). Paving the way for a sustainable society: Assessing the inclusive tourism development in transition China. *The Journal of Environment & Development*, 32(4), 323–342. <https://doi.org/10.1177/10704965231197672>
- Choi, S. J., Shin, J., Kuper, P., & Zhang, L. Y. (2023). Corporate decisions on LGBT friendliness: A multi-level approach. *Management Decision*, 61(4), 996–1012. <https://doi.org/10.1108/MD-08-2022-1055>
- Ciszek, E., & Pounders, K. (2020). The bones are the same: An exploratory analysis of authentic communication with LGBTQ publics. *Journal of Communication Management*, 24(2), 103–117. <https://doi.org/10.1108/JCOM-10-2019-0131>
- Community Marketing & Insights (CMI). (2019). *24th annual LGBTQ tourism & hospitality survey*. https://cmi.info/documents/temp/CMI_24th-LGBTQ-Travel-Study-Report2019.pdf.
- Eisend, M., & Hermann, E. (2019). Consumer responses to homosexual imagery in advertising: A meta-analysis. *Journal of Advertising*, 48(4), 380–400. <https://doi.org/10.1080/00913367.2019.1628676>
- EQTY Insider. (2023). *Los casos más descarados de pinkwashing LGBT+*. <https://eqtyinsider.com/marketing/los-casos-mas-descarados-de-pinkwashing-lgbt/>.
- Greay, A. (2018). Queer inclusion precludes (black) queer disruption: Media analysis of the black lives matter Toronto sit-in during Toronto Pride 2016. *Leisure Studies*, 37(6), 662–676. <https://doi.org/10.1080/02614367.2018.1468475>
- Hahm, J., Ro, H., & Olson, E. D. (2018). Sense of belonging to a lesbian, gay, bisexual, and transgender event: The examination of affective bond and collective self-esteem. *Journal of Travel & Tourism Marketing*, 35(2), 244–256. <https://doi.org/10.1080/10548408.2017.1357519>
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24. <https://doi.org/10.1108/EBR-11-2018-0203>
- Hartal, G., & Sasson-Levy, O. (2021). The progressive orient: Gay tourism to Tel Aviv and Israeli ethnicities. *Environment and Planning C: Politics and Space*, 39(1), 11–29. <https://doi.org/10.1177/2399654419862819>
- Hasan, M. K., Abdullah, S. K., Lew, T. Y., & Islam, M. F. (2020). Determining factors of tourists' loyalty to beach tourism destinations: A structural model. *Asia Pacific Journal of Marketing and Logistics*, 32(1), 169–187. <https://doi.org/10.1108/APJML-08-2018-0334>
- Hattingh, C., & Spencer, J. (2017). Salient factors influencing gay travellers' holiday motivations: A push-pull approach. *African Journal of Hospitality, Tourism and Leisure*, 6(4), 1–26.
- 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), 768–792. <https://doi.org/10.1080/00918369.2018.1555393>
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115–135. <https://doi.org/10.1007/s11747-014-0403-8>
- Huang, Y. F., Zhang, Y., & Quan, H. (2019). The relationship among food perceived value, memorable tourism experiences and behaviour intention: The case of the Macao food festival. *International Journal of Tourism Sciences*, 19(4), 258–268. <https://doi.org/10.1080/15980634.2019.1706028>
- Iniesta-Bonillo, M. A., Sánchez-Fernández, R., & Jiménez-Castillo, D. (2016). Sustainability, value, and satisfaction: Model testing and cross-validation in tourist destinations. *Journal of Business Research*, 69(11), 5002–5007. <https://doi.org/10.1016/j.jbusres.2016.04.071>
- Ipsos. (2021). *LGBT+ Pride 2021 global survey*. <https://www.ipsos.com/en/ipsos-lgbt-pride-2021-global-survey>.
- Keshavarz, Y., & Jamshidi, D. (2018). Service quality evaluation and the mediating role of perceived value and customer satisfaction in customer loyalty. *International Journal of Tourism Cities*, 4(2), 220–244. <https://doi.org/10.1108/IJTC-09-2017-0044>
- Kim, J. H. (2018). The impact of memorable tourism experiences on loyalty behaviors: The mediating effects of destination image and satisfaction. *Journal of Travel Research*, 57(7), 856–870. <https://doi.org/10.1177/0047287517721369>
- Kim, J-H, Ritchie, J. R. B., & McCormick, B. (2012). Development of a scale to measure memorable tourism experiences. *Journal of Travel Research*, 51(1), 12–25. <https://doi.org/10.1177/0047287510385467>

- Klaus, P., & Maklan, S. (2012). EXQ: A multiple-item scale for assessing service experience. *Journal of Service Management*, 23(1), 5–33. <https://doi.org/10.1108/09564231211208952>
- Kotiloglu, S., & McDonald, A. T. (2023). Is LGBT inclusion motivated by organizational performance? Exploring the relationships between performance feedback and LGBT inclusion in firms. *Strategic Organization*. <https://doi.org/10.1177/14761270231199759>
- 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>
- Lewis, C., Prayag, G., & Pour, S. (2021). Linking travel motives to identity and travel behavior 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>
- Liu, X., Fu, X., Yuan, Y., Li, Z., & Suknuch, C. (2023). Understanding gay tourists' involvement and loyalty towards Thailand: The perspective of motivation-opportunity-ability. *Journal of Vacation Marketing*, 30(3), 439–458. <https://doi.org/10.1177/13567667221147318>
- Luo, W., Tang, P., Jiang, L., & Su, M. M. (2020). Influencing mechanism of tourist social responsibility awareness on environmentally responsible behavior. *Journal of Cleaner Production*, 271, 122565. <https://doi.org/10.1016/j.jclepro.2020.122565>
- Madinga, N. W., van Eyk, M., & Amoah, F. (2023). LGBT tourism in South Africa: The influence of customer value on behavioural intention. *Current Issues in Tourism*, 26(11), 1813–1827. <https://doi.org/10.1080/13683500.2022.2070458>
- Moliner-Tena, M. A., Monferrer-Tirado, D., Estrada-Guillen, M., & Vidal-Meliá, L. (2023). Memorable customer experiences and autobiographical memories: From service experience to word of mouth. *Journal of Retailing and Consumer Services*, 72, 103290. <https://doi.org/10.1016/j.jretconser.2023.103290>
- Moliner, M. A., Monferrer, D., Estrada, M., & Rodríguez, R. M. (2019). Environmental sustainability and the hospitality customer experience: A study in tourist accommodation. *Sustainability*, 11(19), 5279. <https://doi.org/10.3390/su11195279>
- Mumcu, C., & Lough, N. (2017). Are fans proud of the WNBA's 'pride' campaign? *Sport Marketing Quarterly*, 26(1), 42–54.
- Oakenfull, G. W. (2013). What matters: Factors influencing gay consumers' evaluations of "gay-friendly" corporate activities. *Journal of Public Policy & Marketing*, 32(1_suppl), 79–89. <https://doi.org/10.1509/jppm.12.050>
- 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. <https://doi.org/10.1080/09669582.2020.1828430>
- Oyserman, D., & Dawson, A. (2020). Your fake news, our facts: Identity-based motivation shapes what we believe, share, and accept. In R. Greifeneder, M. E. Jaffé, E. J. Newman, & N. Schwarz (Eds.), *The psychology of fake news: Accepting, sharing, and correcting misinformation* (pp. 173–195). Routledge. <https://doi.org/10.4324/9780429295379-13>
- Oyserman, D., Lewis Jr, N. A., Yan, V. X., Fisher, O., O'Donnell, S. C., & Horowitz, E. (2017). An identity-based motivation framework for self-regulation. *Psychological Inquiry*, 28(2-3), 139–147. <https://doi.org/10.1080/1047840X.2017.1337406>
- Pandža Bajsi, I. (2015). Tourist perceived value, relationship to satisfaction, and behavioral intentions: The example of the Croatian tourist destination Dubrovnik. *Journal of Travel Research*, 54(1), 122–134. <https://doi.org/10.1177/0047287513513158>
- Park, J., Musa, G., Moghavvemi, S., Thirumoorthi, T., Taha, A. Z., Mohtar, M., & Sarker, M. M. (2019). Travel motivation among cross border tourists: Case study of Langkawi. *Tourism Management Perspectives*, 31, 63–71. <https://doi.org/10.1016/j.tmp.2019.03.004>
- Pathumporn, J., Kotchare, T., & Esichaikul, R. (2020). Guidelines for development of tourism components to promote Phuket as a destination for foreign gay tourists. *PalArch's Journal of Archaeology of Egypt/Egyptology*, 17(12), 1438–1453.
- Prayag, G., Lewis, C., & Pour, S. (2024). Travel in my life: Queer identity, travel motivation, resilience, life-satisfaction and wellbeing. *Current Issues in Tourism*, 27(2), 323–340. <https://doi.org/10.1080/13683500.2023.2189092>
- Pritchard, A., Morgan, N. J., Sedgely, D., & Jenkins, A. (1998). Reaching out to the gay tourist: Opportunities and threats in an emerging market segment. *Tourism Management*, 19(3), 273–282. [https://doi.org/10.1016/S0261-5177\(98\)80016-2](https://doi.org/10.1016/S0261-5177(98)80016-2)
- Ram, Y., Kama, A., Mizrachi, I., & Hall, C. M. (2019). The benefits of an LGBT-inclusive tourist destination. *Journal of Destination Marketing & Management*, 14, 100374. <https://doi.org/10.1016/j.jdmm.2019.100374>
- Reddy-Best, K. L., & Olson, E. (2020). Trans traveling and embodied practices: Panopticism, agency, dress, and gendered surveillance. *Annals of Tourism Research*, 85, 103028. <https://doi.org/10.1016/j.annals.2020.103028>
- Ro, H., & Khan, M. (2022). The impact of LGBT friendliness on sexual minority customers' perceptions and intentions to stay. *International Journal of Hospitality Management*, 102, 103181. <https://doi.org/10.1016/j.ijhm.2022.103181>
- Ruiz, I. E. D. (2021). *Se vende diversidad: Orgullo, promoción y negocio en el World Pride*. Egales.
- Sato, S., Kim, H., Buning, R. J., & Harada, M. (2018). Adventure tourism motivation and destination loyalty: A comparison of decision and non-decision makers. *Journal of Destination Marketing & Management*, 8, 74–81. <https://doi.org/10.1016/j.jdmm.2016.12.003>

- Sibai, O., Mimoun, L., & Boukis, A. (2021). Authenticating brand activism: Negotiating the boundaries of free speech to make a change. *Psychology & Marketing*, 38(10), 1651–1669. <https://doi.org/10.1002/mar.21477>
- Stavrianea, A., & Kamenidou, I. E. (2021). Memorable tourism experiences, destination image, satisfaction, and loyalty: An empirical study of Santorini Island. *EuroMed Journal of Business*, 17(1), 1–20. <https://doi.org/10.1108/EMJB-10-2020-0106>
- Tressoldi, C., Espartel, L. B., & Rohden, S. F. (2024). Authentic brand positioning or woke washing? LGBTQI+ consumer perceptions of brand activism. *Equality, Diversity and Inclusion: An International Journal*, 43(1), 55–71. <https://doi.org/10.1108/EDI-05-2022-0126>
- Valcuende, J. M., Blanco-López, J., & Pichardo, J. I. (2023). Media, cruising, gay sex and tourist destinations. *Annals of Tourism Research*, 101, 103598. <https://doi.org/10.1016/j.annals.2023.103598>
- 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>
- Vredenburg, J., Kapitan, S., Spry, A., & Kemper, J. A. (2020). Brands taking a stand: Authentic brand activism or woke washing? *Journal of Public Policy & Marketing*, 39(4), 444–460. <https://doi.org/10.1177/0743915620947359>
- Weinstein, A. (2020). Creating superior customer value in the now economy. *Journal of Creating Value*, 6(1), 20–33. <https://doi.org/10.1177/2394964319898962>
- Wong, C. C. L., & Tolkach, D. (2017). Travel preferences of Asian gay men. *Asia Pacific Journal of Tourism Research*, 22(6), 579–591. <https://doi.org/10.1080/10941665.2017.1308396>
- Wu, H. C., Cheng, C. C., & Ai, C. H. (2018). A study of experiential quality, experiential value, trust, corporate reputation, experiential satisfaction and behavioral intentions for cruise tourists: The case of Hong Kong. *Tourism Management*, 66, 200–220. <https://doi.org/10.1016/j.tourman.2017.12.011>
- Wulf, T., Naderer, B., Olbermann, Z., & Hohner, J. (2022). Finding gold at the end of the rainbowflag? Claim vagueness and presence of emotional imagery as factors to perceive rainbowwashing. *International Journal of Advertising*, 41(8), 1433–1453. <https://doi.org/10.1080/02650487.2022.2053393>
- Yeh, L. (2016). *Pink capitalism: Perspectives and implications for cultural management*. https://www.ub.edu/cultural/wp-content/uploads/2018/03/Ensayo-personal_Prospectiva-ii_Lorenzo_JunzuanYe.pdf.
- Zhang, H., Jiang, J., & Zhu, J. J. (2023). The perceived value of local knowledge tourism: Dimension identification and scale development. *Frontiers in Psychology*, 14, 1170651. <https://doi.org/10.3389/fpsyg.2023.1170651>
- Zhou, P. P., Wu, M. Y., Filep, S., & Weber, K. (2021). Exploring well-being outcomes at an iconic Chinese LGBT event: A PERMA model perspective. *Tourism Management Perspectives*, 40, 100905. <https://doi.org/10.1016/j.tmp.2021.100905>

ARTICLE III

The taste of diversity: Spanish LGBTIQ+ travellers and the role of gastronomy tourism

Algueró Boronat, M., Rodríguez Artola, R. M., & Moliner Tena, M. A. (2024). *The taste of diversity: Spanish LGBTIQ+ travellers and the role of gastronomy tourism*. *Tourism and Hospitality Research*, 0(0). <https://doi.org/10.1177/14673584241299924>

Tourism and Hospitality Research is a distinguished academic journal that provides a platform for the latest research and developments in the fields of tourism and hospitality. It is published by SAGE Publications, known for its commitment to high-quality and impactful academic content across multiple disciplines.



Print ISSN: 1467-3584

Online ISSN: 1742-9692

Access to the journal directly through this link to [Tourism and Hospitality Research](#).

Research Area: The journal focuses on Tourism, Leisure, and Hospitality Management, encompassing various themes such as consumer behaviour, sustainable tourism practices, and strategic management in the hospitality sector.

Source Type: It is an academic journal that publishes peer-reviewed scholarly articles, recognized for contributing to theoretical advancements and practical applications in tourism and hospitality research.

The journal is indexed in major academic databases, including Scopus and Web of Science, ensuring broad academic visibility and accessibility for researchers and practitioners.

Key Metrics and Impact:

- **Impact Factor:** 3.0, indicating a solid academic influence in the field of tourism and hospitality.
- **Quartile (JCR):** Q2 in Tourism, Leisure, and Hospitality Management, reflecting its reputable standing among peer journals.
- **Scimago Journal Rank (SJR):** 0.833, demonstrating its scientific influence and impact within the academic community.

- **H-index:** 39, reflecting a substantial level of citations and academic impact.

Review Process and Accessibility:

- **Review Process:** The journal employs a rigorous blind peer review process, upholding the quality and reliability of the research it publishes.
- **Open Access:** Tourism and Hospitality Research is not fully open access. Articles are available through institutional or individual subscriptions, although there may be options for open-access publication upon payment of a fee.

The taste of diversity: Spanish LGBTIQ+ travellers and the role of gastronomy tourism

Tourism and Hospitality Research
2024, Vol. 0(0) 1–8
© The Author(s) 2024
Article reuse guidelines:
sagepub.com/journals-permissions
DOI: 10.1177/14673584241299924
journals.sagepub.com/home/thr



Mar Algueró Boronat , Rosa María Rodríguez Artola and Miguel Angel Moliner Tena

Universitat Jaume I, Castelló de la Plana, Spain

Abstract

This article explores and compares LGBTIQ+ individuals in various types of tourism, with a special focus on gastronomic tourism. As tourism diversifies, it is essential to understand how different groups find and experience these spaces. This study analyses whether there is a specific profile of the LGBTIQ+ gastronomic tourist. Through a literature review and case studies, the characteristics of 590 LGBTIQ+ travellers in different tourism contexts are investigated, comparing them with those seeking gastronomic experiences. The results show that there is no specific type of LGBTIQ+ tourist for each class of tourism. However, the analysis shows that age and gender identity are significant variables that differentiate LGBTIQ+ tourists who prefer gastronomic tourism from those who participate in other types of tourism.

Keywords

LGBTIQ+ tourists, gastronomic tourism, tourism diversity, comparative analysis, tourist profile

Introduction

In recent decades, tourism has evolved significantly from a mere recreational activity to a complex and multifaceted field that reflects the diverse identities and preferences of contemporary travellers (Ong et al., 2022). In a world where diversity stands as a hallmark of progress, the LGBTIQ+ tourism industry faces the imperative of understanding and catering to an increasingly broad range of travellers (Prayag et al., 2024). LGBTIQ+ individuals have emerged as a crucial and dynamic segment within the global tourism landscape. The LGBTIQ+ tourism sector represents a growing market with unique expectations and motivations that demand exploration (Zhou et al., 2021).

LGBTIQ+ tourism is one of the fastest-growing markets in the international travel sector, with approximately 36 million overnight international visitors worldwide identifying as lesbian, gay, bisexual, transgender, transsexual, cross-dresser, intersex, or queer (LGBTIQ+) (Organización Mundial del Turismo, 2017). Oriol Pamies, CEO of Queer Destinations and a board member of IGLTA (International Gay & Lesbian Travel Association), has stated that this

segment is experiencing an annual growth rate of over 10.3%. The World Tourism Organization reports that the LGBTIQ+ tourism sector accounts for more than 3% of international travellers (Prat, 2015; UNWTO, 2017). According to Pathumporn et al. (2020), it is estimated that in 2018, LGBTIQ+ travellers spent \$211 billion on travel, contributing approximately 6% of total global tourism expenditure (Ram et al., 2019). Despite the growth of LGBTIQ+ tourism, academic research on LGBTIQ+ travellers remains scarce, limited, outdated, and underdeveloped, highlighting the need for a current and comprehensive understanding of this tourist profile (Vorobjovas-Pinta and Hardy, 2016).

The main objective of this study is to analyse and compare LGBTIQ+ individuals across different types of tourism, with a particular focus on gastronomic tourism. By comparing various forms of tourism, the study seeks to

Corresponding author:

Mar Algueró Boronat, Universitat Jaume I, Avinguda de Vicent Sos Baynat, s/n, Castelló de la Plana 12006, Castelló, Spain.
Email: alguero@uji.es

identify patterns and nuances that define the profile of LGBTIQ+ gastronomic tourists. The research adopts a diverse and intersectional approach, recognizing the multiplicity of identities and preferences that coexist within this community. Through a thorough literature review and the analysis of 590 surveys, this work explores the personal characteristics influencing LGBTIQ+ travel decisions. It examines the differences between travellers seeking gastronomic experiences and those engaged in other types of tourism, shedding light on the unique features that distinguish this segment.

Literature review

Gastronomic tourism is defined by the Committee on Tourism and Competitiveness (CTC) as a type of tourism activity characterized by the visitor's experience being centred around food and related products and activities (UNWTO, 2019).

Research on gastronomic tourism covers a wide range of topics (Sánchez-Cañizares and López-Guzmán, 2012). However, there is a research gap regarding the intersection between gastronomic tourism and the LGBTIQ+ community. Currently, a growing number of people travel motivated by gastronomy (Sánchez-Cañizares and López-Guzmán, 2012), including LGBTIQ+ individuals. Gastronomic tourism attracts travellers with higher economic power, particularly from BRICS countries (Brazil, Russia, India, China, and South Africa) (Cunha, 2018). This trend aligns with LGBTIQ+ tourists, who are also recognized as high-spending travellers (Hattingh and Spencer, 2020). Both areas share key characteristics that position them as a promising yet underexplored combination in terms of spending power and expenditure compared to the cisgender heterosexual tourist.

LGBTIQ+ tourism is identified as a highly profitable and rapidly expanding market segment (Hattingh and Spencer, 2020). This market segment represents a high purchasing power and significant expenditure capacity (Ram et al., 2019). LGBTIQ+ travellers invest in experiences and seek destinations offering added value (Hattingh and Spencer, 2020). Additionally, projections suggest that this market will continue to grow at an accelerated rate, presenting lucrative opportunities for tourism industry stakeholders and considerable profit potential (Madinga et al., 2023).

Gastronomy is a key way in which people construct their identity, channel their creativity, and form social connections (Johnston and Baumann, 2015). Johnston and Baumann's (2015) focus on foodies provides important insight into how food enthusiasts build their identity through the pursuit of authentic culinary experiences. Just as foodies make their appreciation for good food a central

part of their lifestyle and attain cultural status by legitimizing their gastronomic preferences, this parallels how LGBTIQ+ tourists seek authenticity and cultural diversity as elements that transcend conventional tourism. Both groups, through these practices, not only pursue personal satisfaction but also reinforce their cultural capital and belonging to an elite that values creativity, openness, and an appreciation for diversity. Thus, the gastronomic practices of these tourists reflect a complex relationship between cultural democratization and social distinction.

Despite this evident growth and potential, there is still a significant scarcity of research specifically focused on LGBTIQ+ tourists (Hartal and Sasson-Levy, 2021). This lack of knowledge represents an opportunity to delve into the specific characteristics of this segment, particularly concerning its gastronomic profile, to explore whether combining two high-spending tourist profiles results in a unique and unified tourism profile. This research merges both sectors not only through economic factors but also because both groups seek authentic, enriching experiences that transcend conventional tourism and are characterized by a profound appreciation for diversity and openness to new cultures.

Methodology

The research on LGBTIQ+ gastronomic tourism was conducted in Spain through an online data collection strategy based on a questionnaire targeted at the Spanish population. The survey was distributed through social media and LGBTIQ+ associations without offering incentives to participants, which facilitated efficient access to a broad audience.

The study received favourable approval from the University's Ethics Committee (CEISH/73/2023), confirming that the research adhered to the required ethical standards. This approval ensures that data collection was conducted with respect for participants' privacy and confidentiality.

The analysis was performed using R Studio, employing the ANOVA (Analysis of Variance) method. The data collection phase yielded a total of 590 responses from LGBTIQ+ individuals. Of these, 437 (73%) did not engage in gastronomic tourism, while 153 (27%) did. The following table 1 provides a detailed overview of the demographic and travel characteristics of the respondents:

This study adopts an intersectional approach to analyse the experiences of LGBTIQ+ tourists in various tourism contexts, with a particular focus on gastronomic tourism. Intersectionality, a methodology originally developed by women of color, particularly Black feminists in the United States such as Kimberlé Crenshaw (1989), examines how overlapping social identities intersect and affect individual

Table 1. Demographic characteristics.

Category	%
Types of tourism	
Gastronomy	25.93
Other types	74.07
Gender identity	
Cisgender	78.3
Trans and non-binary	21.7
Age range	
<18	2.59
19–24	37.54
25–39	41.59
40–49	9.22
50–59	7.28
60>	1.78
Travel company	
Individual	15.7
Couples	41.26
Friends	26.21
Family	15.37
Other	1.46
Education level	
Secondary school	10.19
High school graduate	4.20
Advanced specific vocational training	14.24
University studies	37.38
Postgraduate studies	33.98
Transport	
Car	35.76
Recreational vehicle (Blablacar)	3.56
Van	0.85
Boat	0.34
Train	16.95
Plane	40.00
Other	2.54

Source: Authors' own work.

experience. This framework emerged to address the ways in which systems of oppression, such as race and gender, interact and shape marginalization. This approach allows for a more nuanced understanding of how factors such as age, gender identity, and other socio-cultural aspects influence participation in gastronomic tourism. It not only considers homogeneous experiences within the LGBTIQ + tourist category but also examines how dynamics of power, privilege, and discrimination impact the ways different subgroups within the LGBTIQ + community engage with tourism.

Results

The results present an analysis of the different types of travel undertaken by LGBTIQ + tourists, specifically

comparing those who travel with gastronomic motivations to those who engage in other types of tourism, such as relaxation, nature, history, art, entertainment, events, business, luxury, adventure, family, and sexual tourism. The research reveals a significant differentiation between LGBTIQ+ tourists who participate in gastronomic tourism and those who do not. This differentiation was assessed using Analysis of Variance (ANOVA).

Regarding the age of the tourists, the results showed a p -value of 0.00571, indicating a statistically significant difference between the two groups. Specifically, it was observed that LGBTIQ+ tourists engaged in gastronomic tourism tend to be older than those who do not (Table 2). The average age of LGBTIQ+ gastronomic tourists is between 25 and 39 years, whereas those who do not engage in gastronomic tourism are predominantly within the 19 to 24 years age range.

The ANOVA analysis did not reveal a significant difference in educational levels between the two groups. The p -value (0.271) exceeds the common significance level, suggesting that there is insufficient evidence to conclude that the educational level means differ between the groups (Table 2). Educational level appears to be a homogeneous variable across both groups.

Similarly, with respect to the travel company (individual, couple, with friends, or family), the analysis indicates that there is no statistically significant difference at the conventional 0.05 level ($p = .0593$). Although this value is close to the significance threshold, it does not provide conclusive evidence of a definitive difference (Table 2). The sample indicates that both groups tend to travel as couples, and occasionally with friends.

The analysis found no significant difference in the types of transportation used by the two groups ($p = .806$) (Table 2). The lack of evidence suggests that there is no particular preference for a specific mode of transportation among LGBTIQ + gastronomic tourists compared to those who do not participate in gastronomic tourism.

ANOVA results show that average expenditures are similar for both groups across all analysed categories: accommodation ($p = .348$), gastronomy ($p = .521$), entertainment ($p = .131$), souvenirs ($p = .113$), transportation ($p = .939$) and total expenses ($p = .518$). The absence of significant differences in total spending and across specific categories indicates that consumption patterns are similar for both LGBTIQ+ tourism segments.

In terms of the number of trips per year, the p -value obtained (0.46) is higher than the common significance level (0.05). This indicates that there is no evidence to conclude that there is a significant difference in the

Table 2. Results of analysis of variance (ANOVA) ($N = 590$).

Sociodemographic and travel characteristics	Type of tourism	Mean	p Value
Age range	Other tourism	2.810069	0.00571*
	LGBTIQ+ gastronomic tourism	3.071895	
Education level	Other tourism	3.858124	0.271
	LGBTIQ+ gastronomic tourism	3.973856	
Travel company	Other tourism	2.485126	0.0593
	LGBTIQ+ gastronomic tourism	2.313725	
Transport	Other tourism	4.471396	0.806
	LGBTIQ+ gastronomic tourism	4.535948	
Trips per year	Other tourism	3.402746	0.46
	LGBTIQ+ gastronomic tourism	3.542484	
Duration trips	Other tourism	4.901602	0.618
	LGBTIQ+ gastronomic tourism	4.993464	
Gender identity	Other tourism	1.475973	0.0362*
	LGBTIQ+ gastronomic tourism	1.313725	

Note. *Relationships are significant at $p < .05$.
Source: Authors' own work.

number of trips per year between the two analysed groups (Table 2). Although the results show that gastronomic LGBTIQ+ tourists make more trips per year compared to other types of tourists, the difference is not statistically significant. Both gastronomic and other types of tourists generally make between 3 and 4 trips per year.

Similarly, for the duration of trips, the p -value (0.618) exceeds the significance level (0.05). This result suggests that there is no statistically significant difference in the duration of trips between the two groups (Table 2). The average trip length is comparable for both segments, with trips lasting approximately 5 days on average.

In contrast to the previous cases, gender identity characteristics show a p -value (0.0362) lower than the significance level (0.05), indicating a significant difference in the distribution of gender identity between the two groups (Table 2). The results show that tourists participating in gastronomic tourism within the LGBTIQ+ communities are mostly cisgender, whereas other types of tourism exhibit a greater diversity of gender identities.

The findings suggest that both segments share travel and socioeconomic characteristics, as well as similar consumption patterns, indicating a convergence in the profiles of the two analysed groups.

According to the data gathered and the research conducted, Spanish LGBTIQ+ tourists have shown a tendency to prefer destinations in Spain. Madrid leads with its vibrant food scene and welcoming atmosphere, followed by Granada for its tapas and cultural charm, and Bilbao for its innovative gastronomy. Barcelona and Galicia also attract visitors with their diverse

Table 3. Country analysis.

Country	Percentage
Spain	47.76
France	5.97
Italy	5.22
Indonesia	4.47
Germany	3.73
Colombia	3.73

Source: Authors' own work.

culinary offerings (Table 3). Table 3 highlights the top six countries chosen by LGBTIQ+ food tourists, showing a clear preference for European destinations after Spain. France, with Paris as its top city for diverse and sophisticated cuisine, and Italy, with Rome's historic culinary heritage, are the most visited. Additionally, Indonesia, with Bali as a major draw, Germany with its rich food tradition and vibrant cities like Berlin, and Colombia, noted for its cultural and gastronomic diversity in Bogota and Medellin, are also popular. This reflects a growing interest in exotic and authentic culinary experiences outside Europe.

Conclusions

The analyses conducted sought to uncover the similarities and differences between the profiles of LGBTIQ+ tourists engaging in gastronomic tourism and those preferring other types of tourism. LGBTIQ+ tourists are often characterized as a homogeneous group (Hattingh and Spencer, 2020), with a high average spending capacity (Ram et al., 2019), which is

similar to the profile of gastronomic tourism (Cunha, 2018). This study delves into whether a distinct profile exists among LGBTIQ+ tourists specifically regarding gastronomic tourism.

The results demonstrate that there are no substantial differences between LGBTIQ+ tourists who engage in various types of tourism and those who participate in gastronomic tourism. This indicates that there is no clear, unique profile for gastronomic LGBTIQ+ tourists with specific sexual orientations and gender identities, in contrast to the more defined profiles observed in general gastronomic tourism. Khan (2013) noted that all individuals, regardless of their communities, experience vacations uniquely and cannot be classified into a single tourist type due to numerous influencing factors. In alignment with this perspective, Community Marketing Inc. (CMI, 2019) supports the view that “there is no homogeneous gay market: the LGTB communities encompass a broad and dynamic spectrum of interests, sensitivities, preferences, and priorities.” LGBTIQ+ tourists are diverse and multifaceted, participating in various tourism activities regardless of their sociodemographic characteristics and travel behaviours.

The study examines several sociodemographic characteristics (educational level) and travel characteristics (travelling alone or in groups, types of transportation used, expenses, number of trips, and trip duration). The claim of homogeneity is generalizable for most results obtained in the analysis; however, specific differences were found in sociodemographic characteristics such as age and gender identity characteristics. The analysis reveals that, although LGBTIQ+ tourists are predominantly diverse and engage in a range of tourism activities, gastronomic LGBTIQ+ tourists tend to be older and predominantly cisgender.

This age difference might be attributed to the fact that gastronomic LGBTIQ+ tourists could have more mature interests and preferences, seeking more sophisticated and diverse culinary experiences. Gastronomic tourism often involves higher spending, so it is possible that LGBTIQ+ tourists engaged in such tourism have greater purchasing power associated with a more advanced age, though this does not necessarily translate into higher overall expenditure compared to other LGBTIQ+ tourists. Additionally, gastronomic LGBTIQ+ tourists might be in a more advanced life stage with more leisure time and resources to dedicate to such travel.

Regarding the significance of gender identity differences among LGBTIQ+ tourists, the analysis shows that LGBTIQ+ tourists participating in other types of tourism tend to exhibit greater diversity in gender identity within the LGBTIQ+ communities. In

contrast, gastronomic LGBTIQ+ tourists are predominantly cisgender, both female and male. High-end gastronomic environments may be perceived as more inclusive and safe for cisgender individuals, which might make other gender identities, including transgender and non-binary individuals, feel less comfortable and welcomed compared to other types of tourism that may offer a higher level of comfort and acceptance. Following Johnston and Baumann's (2015) logic on how cultural practices can be linked to the reproduction of social hierarchies, this may indicate that high-end gastronomic environments, often associated with prestige and distinction, might be perceived as more accessible or welcoming to cisgender individuals. Social and cultural norms often influence leisure and tourism activities. Cisgender individuals might be more inclined to participate in gastronomic tourism due to social expectations and traditional roles associating gastronomy with status and prestige. The representation of LGBTIQ+ individuals in gastronomic tourism may be influenced by the visibility of cisgender individuals in media and advertising, which can attract more individuals from this group to participate in these experiences. This reinforces the idea that the pursuit of authenticity and cultural diversity in gastronomic tourism is influenced by broader social and cultural dynamics, particularly those related to visibility, inclusion, and status (Johnston and Baumann, 2015).

The prominence of older and wealthier participants among gastronomic tourists may reflect various social and economic dynamics (Balderas-Cejudo et al., 2019). High-end restaurants, known for their exclusivity, often cater to clients with high levels of cultural and economic capital. This exclusivity is frequently associated with the prestige of gastronomy and may limit access for other groups, including non-white LGBTIQ+ individuals and trans and non-binary people. A key text in this context is John Birdsall's award-winning essay “America, Your Food is So Gay,” (2014) which explores how gay men have shaped gastronomic culture. Birdsall (2014) highlights the significant influence of gay men in the gastronomic field but also notes the need to challenge the archetypal model of the food connoisseur, typically a privileged cisgender white man. This critique underscores the importance of decentralizing privileged cisgender white men in gastronomic culture and recognizing diversity within the field.

The research reveals that while gastronomic LGBTIQ+ tourists tend to be older and predominantly cisgender, these characteristics are not universal and vary significantly depending on socio-cultural context. By considering these variables, the study highlights how barriers and opportunities in gastronomic tourism are

shaped by a series of interrelated factors. The intersectional approach provides a deeper and more nuanced understanding of how different aspects of identity affect the tourism experience and how exclusion and privilege dynamics can influence destination perception. In this way, it is possible to identify how destinations can enhance their inclusivity and accessibility for a broader range of LGBTIQ+ tourists, thus addressing disparities in representation and experience within gastronomic tourism.

Contributions and implications

Theoretical contributions

This study aims not only to enhance our understanding of which types of LGBTIQ+ tourists engage with different forms of tourism, but also to enrich the academic discourse on inclusion and diversity within contemporary tourism. By doing so, it makes a significant contribution to existing literature by providing an informed and empirical perspective on a topic of increasing global relevance. Investigating the intersection between LGBTIQ+ tourists and gastronomic tourism contributes to the academic body of knowledge on tourism studies, gender, and diversity.

The present article broadens the gender perspective in tourism studies by incorporating gender identity as a relevant variable for understanding the characteristics of LGBTIQ+ tourists across various types of tourism. It highlights the diversity within LGBTIQ+ communities, including transgender, non-binary, and diverse gender identities in tourism contexts. The analysis encourages reflection on the social construction of gastronomic tourism and how gender norms might influence LGBTIQ+ individuals' participation in gastronomic experiences.

The study demonstrates that there is no homogeneous profile of LGBTIQ+ gastronomic tourists, challenging traditional theories that assume uniformity within minority groups. This promotes a more nuanced and complex approach to studying diversity within communities.

Practical contributions

This research provides insights into the profiles of LGBTIQ+ tourists targeted by businesses in the gastronomic tourism sector. Understanding the interests of these tourists offers opportunities to emphasize gastronomic offerings in LGBTIQ+ friendly destinations. Tourism businesses should develop marketing campaigns that represent all gender identities and sexual orientations within the LGBTIQ+ communities.

Using inclusive language, imagery, and narratives that reflect this diversity will help attract a broader audience. Employing inclusive and sensitive language in all communications and promotional materials is crucial. Ensuring that the language does not perpetuate or assume gender stereotypes or sexual orientations is important. By implementing these recommendations, the tourism sector can not only attract a wider and more diverse audience but also contribute to creating a more equitable and respectful industry for all tourists, regardless of their LGBTIQ+ characteristics.

Destinations like Madrid, Paris, Granada, Bilbao, and Rome stand out not only for their diverse culinary offerings but also for being inclusive and safe spaces where diversity is celebrated. These locations combine a tourism infrastructure that supports both gastronomy and LGBTIQ+ culture, providing authentic experiences in environments where travellers can express themselves freely. This suggests that destinations aiming to attract LGBTIQ+ gastronomic tourism should prioritize diversity and inclusion, key elements that enhance their competitiveness in the global tourism market.

Social implications

LGBTIQ+ tourism represents a significant segment of the global tourism industry, with specific needs and preferences that deserve understanding and attention. Exploring how these tourists interact with gastronomic tourism facilitates a better representation of their interests and contributes to the creation of more inclusive and satisfying travel experiences.

The popular destinations for LGBTIQ+ gastronomic tourists are known for their inclusivity, not only cater to diverse culinary tastes but also foster social cohesion by creating environments where LGBTIQ+ individuals feel safe and accepted. These destinations act as cultural hubs where the intersection of food, identity, and community strengthens the visibility and integration of marginalized groups. Promoting inclusive tourism practices in cities can contribute to broader social acceptance, reduce discrimination, and support the global movement for equality and diversity.

Recognizing and addressing implicit biases in gastronomy is crucial for fostering a more inclusive environment. High-end gastronomic spaces must be aware of their exclusive practices and actively work to create an environment that is welcoming to all diners, regardless of gender identity, sexual orientation, race, or social class. This approach includes greater visibility and representation for LGBTIQ+ women, non-white LGBTIQ+ diners, and trans and non-binary individuals, thereby contributing to a more equitable and diverse gastronomic culture.

Understanding the profile of LGBTIQ+ tourists in relation to gastronomic tourism has significant implications for sustainable tourism development. Destinations that can adapt and diversify their gastronomic offerings to meet the demands of these tourists may not only enhance their market competitiveness but also promote more responsible and respectful tourism practices towards cultural and sexual diversity. The analysis fosters a focus on inclusion and diversity in tourism, recognizing the importance of representing the range of identities within the LGBTIQ+ community.

The study underscores that LGBTIQ+ tourists are diverse and engage in a variety of tourism activities, fostering greater acceptance and respect for individual differences.

Declaration of conflicting interests

The author(s) declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

Funding

The author(s) received no financial support for the research, authorship, and/or publication of this article.

ORCID iD

Mar Algueró Boronat  <https://orcid.org/0000-0003-0797-1531>

References

- Balderas-Cejudo A, Patterson I and Leeson GW (2019) Senior Foodies: a developing niche market in gastronomic tourism. *International Journal of Gastronomy and Food Science* 16: 100152.
- Birdsall J (2014) *America, your food is so gay*. The Medium, Retrieved September 11, 2024. <https://medium.com/@luckypeach/america-your-food-is-so-gay-274700774755>.
- Community Marketing & Insights (CMI) (2019) *24th annual LGBTQ tourism & hospitality survey*. https://cmi.info/documents/temp/CMI_24th-LGBTQ-Travel-Study-Report2019.pdf.
- Crenshaw K (1989). Demarginalizing the intersection of race and sex: A Black feminist critique of antidiscrimination doctrine, feminist theory and antiracist politics. *University of Chicago legal Forum* 1989(1): Article 8. <https://chicagounbound.uchicago.edu/uclf/vol1989/iss1/8>.
- Cunha S (2018) Turismo gastronómico, un factor de diferenciación. *Millenium* 2(5): 9.
- Hartal G and Sasson-Levy O (2021) The progressive orient: gay tourism to Tel aviv and Israeli ethnicities. *Environment and Planning C: Politics and Space* 39(1): 11–29.
- Hattingh C and Spencer JP (2020) Homosexual not homogeneous: a motivation-based typology of gay leisure travelers holidaying in Cape Town, South Africa. *Journal of Homosexuality* 67(6): 768–792.
- Johnston J and Baumann S (2015) *Foodies: Democracy and Distinction in the Gourmet Foodscape*. New York: Routledge.
- Khan R (2013) *Travel Motivations of Gay and Lesbian Tourists: A Qualitative Inquiry (Doctoral dissertation)*. University of Delaware.
- Madinga NW, van Eyk M and Amoah F (2023) LGBT Tourism in South Africa: the influence of customer value on behavioural intention. *Current Issues in Tourism* 26(11): 1813–1827.
- OMT (Organización Mundial del Turismo) (2017) *Panorama OMT del turismo internacional, Edición 2017*. Madrid: UNWTO. DOI: [10.18111/9789284419043](https://doi.org/10.18111/9789284419043).
- Ong F, Vorobjovas-Pinta O and Lewis C (2022) LGBTIQ+ identities in tourism and leisure research: a systematic qualitative literature review. *Journal of Sustainable Tourism* 30(7): 1476–1499.
- Pathumporn J, Kotchare T and Esichaikul R (2020) Guidelines for development of tourism components to promote phuket as a destination for foreign gay tourists. *PalArch's Journal of Archaeology of Egypt/Egyptology* 17(12): 1438–1453.
- Prat JM (2015) Las motivaciones de los turistas LGBT en la elección de la ciudad de Barcelona. *Documents d'Anàlisi Geogràfica* 61(3): 601–621.
- Prayag G, Lewis C and Pour S (2024) Travel in my life: queer identity, travel motivation, resilience, life-satisfaction and wellbeing. *Current Issues in Tourism* 27(2): 323–340.
- Ram Y, Kama A, Mizrahi I, et al. (2019) The benefits of an LGBT-inclusive tourist destination. *Journal of Destination Marketing & Management* 14: 100374.
- Sánchez-Cañizares SM and López-Guzmán T (2012) Gastronomy as a tourism resource: profile of the culinary tourist. *Current Issues in Tourism* 15(3): 229–245.
- UNWTO (World Tourism Organization) (2017) *UNWTO Tourism Highlights, 2017 Edition*. Madrid: UNWTO. DOI: [10.18111/9789284419043](https://doi.org/10.18111/9789284419043).
- UNWTO. World Tourism Organization and Culinary Center B (ed). (2019) *Guidelines for the Development of Gastronomy Tourism*. Madrid: World Tourism Organization (UNWTO). DOI: [10.18111/9789284420957](https://doi.org/10.18111/9789284420957).
- Vorobjovas-Pinta O and Hardy A (2016) The evolution of gay travel research. *International Journal of Tourism Research* 18(4): 409–416.
- Zhou PP, Wu MY, Filep S, et al. (2021) Exploring well-being outcomes at an iconic Chinese LGBT event: a PERMA model perspective. *Tourism Management Perspectives* 40: 100905.

Author Biographies

Mar Algueró Boronat is a specialist in LGBTIQ+ tourism and a Professor of Marketing at the University

Jaume I, Department of Business Administration and Marketing, Area of Commercialisation and Market Research. She holds a degree in Tourism from Universidad Jaume I and is currently pursuing a Ph.D. in Marketing, focusing on the intersectionality between tourism and gender studies. Mar also completed a Master's degree in Event Management and Organization from Universidad Nebrija and has participated in exchange programs at Université Cergy-Pontoise, the University of Oklahoma, and the University of Guadalajara, Mexico. Her research interests include gender studies in tourism and marketing.

Rosa Maria Rodriguez-Artola is an associate professor in Marketing and Market Research at the Universitat Jaume I (Castellón). Bachelor Science Degree in Economics and Business from the University of Valencia. MBA in European Management from the London South Bank University in the UK. Phd in Business Administration and Marketing from the University Jaume I of Castellón. Positive evaluation research of two sections (six years) by the National Evaluation of Research Activity

Committee (periods 2002-2007 and 2008-2014). Currently, coordinator of mobility in the Tourism degree and coordinator of the research group GETUR. Her line of research focuses on international marketing and consumer behavior.

Miguel Ángel Moliner Tena is a full Professor in Marketing and Market Research at Universitat Jaume I. He holds a Bachelor's degree in Economics and Business from the University of Valencia and a Ph.D. in Business Management (Marketing) from Universitat Jaume I. He has led the IMK – Innovation in Marketing – research group since 1999 and has served as Head of the Department of Business Administration and Marketing, Vice-Rector for Strategic Planning, and Vice-Rector for Economic Affairs. He directed the Official Master's Degree in Marketing and Market Research and the Interuniversity Doctoral Programme in Marketing. He has published 71 academic articles, 29 in high-impact journals, and has been ranked among the top 2% of world scientists by Stanford University from 2019 to 2021. His line of research focuses on relationship marketing and customer loyalty.