

1. Record Nr.	UNINA9910446339403321
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Titolo	Pink tourism : holidays of gay men and lesbians // Howard L. Hughes
Pubbl/distr/stampa	Wallingford, : CABI, 2006
ISBN	1-280-73600-3 9786610736003 1-84593-119-X
Edizione	[1st ed.]
Descrizione fisica	1 online resource (242 p.)
Disciplina	910.688
Soggetti	Gay consumers Gays - Attitudes Lesbian consumers Lesbians - Attitudes Sexual orientation Tourism - Marketing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction -- Homosexuality : its nature and characteristics -- Gay and lesbian tourists: profiles and reasons -- Destination choice as risk avoidance -- Gay and lesbian tourism destinations -- Intermediaries, accommodation and attractions -- Marketing, segments, surveys and identity -- Holidays, marketing and implications for homosexuality -- Conclusions and implications.
Sommario/riassunto	This book presents a detailed picture of gay and lesbian tourism from, primarily, a marketing perspective and examines how marketing activity engages with and affects social issues relating to homosexuality. It gives an overview of the nature of homosexuality and relevant issues that bear upon tourism and marketing.