
| RESEARCH ARTICLE

Preferences and Travel Motivations of Pink Tourists Among Filipinos

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| ABSTRACT

The purpose of this study was to determine the preferences and driving forces behind LGBT, or pink, tourism. LGBT tourism is referred to as "pink tourism." (Greenberg, Peter (2007). This abbreviation, which stands for lesbian, gay, bisexual, and transgender, is frequently used to refer to the LGBT community. The motivations behind Pink Tourists' travel choices will be examined in this study. The research was split up into four sections: Phase 1 dealt with determining the demographic profile of the correspondents in terms of sexual orientation/gender, age, status, income, travel frequency, travel companion, and accommodation preference. Phase 2 focused on factors in choosing a travel destination among pink tourists, Phase 3 on perceiving the importance of motivation when considering travel, and Phase 4 on identifying the importance of factors when selecting a travel destination. For this study, fifty correspondents were chosen to take part. We used the Research Paradigm as the process of the study to able to get the results of the feedback and get a necessary adjustment. Purposive sampling was employed to select the participating correspondents. The findings indicated that the majority of Pink tourists—who are primarily bisexual—discovered they belong to the LGBTQ community between the ages of 21 and 25. BPO businesses tend to employ members of the LGBTQ community due to their anti-discrimination policies. Many of them made the decision to remain unmarried in order to travel with their buddies. LGBTQ people wish to travel twice a year for leisure, enjoyment, vacation, and to experience life; if they feel safe, accepted, and treated equally, they will remain for less than a week. These days, people plan their trips one to three months in advance by booking their journeys online. They also enjoy traveling for enjoyment and entertainment. When traveling, Pink Tourism prefers to go with friends since it makes them feel more at ease and allows them to express their actual gender identity. Here are our suggestions based on the findings of our investigation: LGBTQ people should be permitted to use restrooms according to their gender identity and comfort level in restaurants, hotels, and other establishments. In addition, hotels ought to offer family rooms, which may accommodate a sizable gathering, in the event that a guest house or full house is unavailable at a specific location. Finally, LGBTQ-friendly events and activities should be added to destinations so that people may enjoy their trip, unwind, and meet new people more comfortably.

| KEYWORDS

Pink tourism, travel motivation, preferences, lgbtq+ filipino travelers.

| ARTICLE INFORMATION

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1. Introduction

Tourism is defined as the act of departing from one's place of residence for the purpose of enjoyment, relaxation, and diversion while making use of the services offered by commercial enterprises (Reil G. Cruz, 2014). The UNWTO defines tourism as the transient stay and travel of individuals to locations beyond their usual environment for business, leisure, or other purposes for a period of not more than one consecutive year.

Numerous types of tourism exist, including honeymoon tourism (vacations taken by honeymooners), family tourism (travels with parents and children), adventure tourism (travels involving some degree of risk), and many others (Reil G. Cruz, 2014). Nevertheless, due to its exponential growth in recent times, a novel form of tourism has captured the attention of the international travel sector. This category of travel is referred to as "Pink Tourism."

2. Literature Review

The letters LGBTQ represent the following groups: lesbian, homosexual, bisexual, and transgender. The terms "lesbian" and "gay" are employed to designate people who are exclusively attracted to and experience romantic and emotional feelings toward others of the same sex. An individual who encounters romantic and emotional attraction towards both those of the same gender and those of different genders is considered bisexual. Sexual orientation does not necessitate particular sexual encounters or any prior sexual experience for an individual to identify as bisexual. Transgender people are defined as those who do not conform to the societal norms and expectations associated with the sex to which they were assigned at birth (What is LGBTQ, n.d.).

Prior to ten years ago, the dominant approach was to classify various sexual and gender minorities using a restricted set of four letters: L, G, B, and T. Nevertheless, these letters currently symbolize an advancement in the direction of inclusiveness, functioning as an expansion of the terminology utilized to depict a heterogeneous populace that was previously labeled "the gay community." Changes in societal perspectives and the passage of time have resulted in modifications to the dialogue pertaining to gender identity and sexual orientation. As a result, the LGBT acronym has undergone an expansion, incorporating supplementary letters and an intricate collection of terms pertaining to gender and sexuality. Gold (2018).

LGBTQ tourism, as defined by the International homosexual & Lesbian Travel Association (IGLTA), pertains to the creation and promotion of tourism offerings and provisions that cater to individuals who identify as lesbian, homosexual, bisexual, or transgender. LGBTQ travelers are extraordinarily diverse and seek out unique experiences. Certain individuals may have a preference for goods and services that are specifically tailored to the needs of LGBTQ travelers. Others may seek out travel destinations that guarantee their constant respect and hospitality throughout their sojourn. Consider Kutschera (2018).

3. Methodology

The present investigation utilizes a descriptive and qualitative research approach. The study utilized a qualitative research approach as it aimed to collect data via a non-numerical survey, specifically implemented through Google Forms. Qualitative research is characterized by the utilization of data gathered directly by the investigator through an array of techniques, including participant-observation, document analysis, artifact examination, firsthand observation, interviews, and questionnaires. The objective of qualitative research is to gain an in-depth understanding of a specific organization or event, as opposed to presenting a broad representation of a population.

Qualitative research employs observation as the methodological approach for gathering data. Observation entails the purposeful and methodical selection and documentation of the behaviors and conduct of individuals in their immediate environment. Observation serves as a valuable method when alternative approaches prove inadequate in providing comprehensive depictions of organizations or events, obtaining information that would otherwise be unattainable, or conducting research.

Qualitative research is utilized to acquire a deeper understanding of the subjective experiences that individuals have regarding the world.

4. Results and Findings:

4.1 Culture and sight seeing

CULTURE AND SIGHT SEEING	FREQUENCY	%
Dramatic/beautiful landscape and scenery	22	88
General Tourist attractions or well-known tourist sites	19	76
Beaches	23	92

Based on the findings, 92% of respondents travel to beaches, 88% for dramatic or stunning scenery and landscapes, and 76% for well-known tourist destinations or general tourist attractions. During the interview, the majority of respondents stated that they enjoy beach travel because it allows them to do both: unwind and enjoy themselves. In 2017, beach vacations were the most popular among pink tourists, particularly LGBTQ family vacations (85%), according to CMI. The seashore is the most popular

destination among LGBTQ travelers, immediately preceding city trips and urban destinations. Additionally, they favor resorts and hotels when organizing a trip. (2020 LGBTQ Travel Survey).

4.2 Comfort and Relaxation

COMFORT AND RELAXATION	FREQUENCY	%
Relaxing Atmosphere	23	92
Local food and wines, including restaurants	20	80
Climate/weather	19	76

92% of respondents travel for the purpose of enjoying a relaxing atmosphere, 80% for the purpose of sampling local wines and cuisine, including restaurants, and 76% for the purpose of observing the climate and weather. As a result of the stress of their jobs, the majority of interviewees stated that they desire to have fun and relax while traveling. Additionally, they expressed a desire to sample local cuisine or dine at local restaurants in order to satisfy their hunger and unwind in their rented homes or hotel rooms.

As stated by McElroy Steven (2014). Particularly for LGBTQ travelers, one of the most essential things for a journeyer is to be able to slumber and unwind in their room without worrying about anything unsettling or frightening occurring after a long day of activity. LGBTQ travelers have a particular preference for an ambiance that is tranquil, ensuring their safety and comfort.

5. Conclusion

The objective of the research was to acquire a more comprehensive comprehension of the determinants that influence travel within the LGBTQ community. A significant proportion of participants in pink tourism self-identify as members of the LGBTQ community, with the average age range being between 21 and 25 years. It is noteworthy that a considerable percentage of the population self-identifies as bisexual. Due to the anti-discrimination policies of BPO (Business Process Outsourcing) organizations, members of the LGBTQ community are frequently drawn to these companies. A considerable proportion of people favor traveling with their companions and have made the decision to remain unmarried. Biannual travel is desired by the LGBTQ community for the purposes of indulgence, vacation, and the pursuit of a fulfilling life. They would indicate a preference for a stay of no more than one week, contingent upon being assured of security, fairness, and acceptability. Presently, individuals utilize online reserving platforms to coordinate their travel plans, generally one to three months prior to departure, to intend their excursions. Additionally, they possess a profound fondness for traveling for recreational purposes.

LGBTQ travelers exhibit comparable travel motivations to those of heterosexual tourists; nevertheless, they deliberately pursue destinations that demonstrate a higher degree of acceptance and inclusivity towards their identities. Akin to any other traveler, an LGBTQ individual endeavors to discover enjoyable experiences, whether they are doing so alone, with family or friends, or in the company of others. There is a noticeable shift occurring in the international arena as a growing number of locations adopt PINK TOURISM. An increasing number of LGBTQ travelers are being attracted to this developing phenomenon in order to indulge in recreational activities and escape the stresses and difficulties they may be experiencing. Attractiveness and a welcoming atmosphere are key factors that influence visitors' propensity to visit a particular destination.

Pink tourists, like other visitors, prefer resorts that provide an idyllic atmosphere and authentic regional cuisine. A minority of the participants partake in travel activities with the intention of promoting wellness and athletics. Certain individuals prefer a unique lodging experience while simultaneously considering the price and value. The options that the majority of the respondents favor are beaches, well-known tourist destinations, and breathtaking landscapes. There are those who would rather engage in animal-related excursions and daring travel than participate in popular activities. Pink visitors place a premium on LGBTQ-friendly websites and look for a safe and secure environment. Additionally, they travel to visit homosexual establishments and nude beaches, as well as to attend LGBTQ events. A subset of the pink visitors also plan their vacations to include nightlife activities.

The following suggestions are hereby provided:

1. Restaurants, motels, and other establishments should grant LGBTQ individuals the freedom to utilize restrooms that align with their self-identified gender and personal comfort.
2. The hotel should incorporate family rooms within their range of accommodations to accommodate large groups of people if a fully occupied or guest home is unavailable at a certain destination.

3. To enhance the comfort and enjoyment of LGBTQ individuals on their travels, destinations should incorporate LGBTQ-friendly events and activities. This will facilitate the opportunity for them to socialize, meet new people, and fully immerse themselves in their travel experience, ultimately providing them with the much-needed relaxation they seek.

6. Study Limitations and Future Research

The study examines the travel preferences and motivations of Pink Tourist. Philippine LGBTQ individuals who travel while considering their personal identity. The age of the responders will be restricted to 18 years old, as this is the minimum age at which individuals are permitted to travel unaccompanied. Due to the epidemic, the participants will be required to complete Google forms in order to respond to the questionnaires. During the poll, certain respondents were interviewed via a messenger program, while others just completed the provided questions.

The following suggestions are hereby provided:

Restaurants, motels, and other establishments should grant LGBTQ individuals the freedom to utilize restrooms that align with their self-identified gender and personal comfort.

The hotel should incorporate family rooms into their range of accommodations to accommodate large groups of people in situations where a fully occupied or guest home is not accessible in a specific location.

In order to enhance the comfort and enjoyment of LGBTQ individuals on their travels, destinations should incorporate LGBTQ-friendly events and activities. This will facilitate the opportunity for them to socialize, meet new people, and fully immerse themselves in their travel experience, ultimately providing them with the relaxation they need.

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