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**LGBT MOVEMENTS IN THE US:
LGBT TOURISM IN MIAMI**

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Prohlašuji, že jsem práci zpracovala samostatně a použila jen uvedených pramenů a literatury.

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Table of Contents

1	INTRODUCTION	1
1.1	Introduction to the LGBT terminology	2
1.2	What does the LGBT mean?	2
1.3	Importance of gender identity.....	4
2	THE LGBT SOCIAL MOVEMENTS IN THE UNITED STATES ..	7
2.1	Formation of the LGBT tendencies (1886 - 1945).....	8
2.2	The Homophile Movement (1945-1969).....	12
2.3	Gay Liberation Movement (1969-1974).....	15
2.4	Contribution of the 1970s.....	18
2.5	1980s and 1990 LGBT rights	20
2.6	New Century, New LGBT Rights.....	22
3	LGBT TOURISM	25
3.1	Gay-friendly	26
3.2	Gay codes	27
3.3	Characteristics of Queer tourists	29
3.4	LGBT holiday motivations.....	30
4	MIAMI: LGBT VACATION SPOT	32
4.1	Methodology.....	34

4.2 Sample and data collection.....	35
4.3 LGBT movements in the United States.....	38
4.4 Travel Motivations.....	42
4.4.1 Anonymity and escape	42
4.4.2 Gay-Friendliness.....	44
4.4.3 The role of the events	46
4.4.4 Non-gay motivations	47
4.5 LGBT Holiday Stereotypes	50
4.6 Differences between behaviour gays and lesbians	51
5 CONCLUSION.....	54
6 BIBLIOGRAPHY	51
6.1 Print sources	51
6.2 Internet sources	58
7 RESUME	60
8 ABSTRACT	61
9 APPENDICES.....	62

List of used abbreviations

DOMA - Defence of Marriage Act

GAA - Gay Activists Alliance

GAU - Gay Academic Union

GLF - the Gay Liberation Front

GLTF - Gay and Lesbian Tennis Organization

HRC - Human Rights Campaign

IGLHR - International Gay and Lesbian Human Right Commission

IGLTA - The International Gay and Lesbians Travel Association

LGBT - Lesbian, Gay, Bisexual, and Transgender

LGBTQQIAA - Lesbian, Gay, Bisexual, Transgender, Queers,
Questioning, Intersex, Ally and Asexual

NACHO - North American Conference of Homophile Organization

NLGJA - The National Lesbian and Gay Journalists Association

PFLAG - Parents and Friends of Lesbians and Gays

WTO - World Tourism Organization

1 INTRODUCTION

The bachelor thesis deals with the issue of LGBT movements, with an emphasis laid on the field of tourism. The LGBT tourism forms a niche in tourism directed on gay, lesbian, bisexual and transgender people. Nowadays, LGBT tourism is a very important field of this industry. More and more people are coming out of the closet and they want to travel to gay-friendly destinations with good services for LGBT community. This is the reason why this kind of tourism becomes more spread and popular in the US.

The thesis is divided in several chapters and subsections. The first chapter provides a short introduction to the LGBT terminology. This part could thus explain the terms which the thesis deals with. It also makes reference to the importance of gender identity. Following section undertakes the LGBT movements in the United States more from the early formation in the 19th century with emphasis on events which took place later in the 20th century. There are also mentioned the most prominent events connected with new millennium. In other words, this part includes information about the first formations, homophile movement, gay liberation movement, contribution of 1970s, era of 1980s and 1990s and new rights coming with the new millennium, especially regarding the same-sex marriage area. Attention will also be given to the field of the LGBT tourism. There will be discussed gay-friendliness, gay codes used as vehicle for promotion of gay-friendliness, the illustration of typical attributions given to the LGBT tourists and LGBT travel motivations.

As a part of the thesis project, a field research will be conducted in Miami, one of the most favorite vacation spots for gay travelers. The main target of this bachelor thesis is therefore to depict the travel motivations of gay and lesbian informants. Why did they choose Miami for their vacation? What makes the destination attractive for this community? The

research also concentrates on their awareness of LGBT movements in the United States. LGBT tourism is sometimes simplified to gay man tourism only. Because of this, there will be also inserted questions which will help us to see if there is any difference between gay and lesbian tourism.

1.1 Introduction to the LGBT terminology

Using and full understanding of the relevant terms is the most important thing in all social sciences. If we do not understand the terms or we do not use them properly, we are in danger of misunderstanding. It is true also in connection to the LGBT studies and communities. The current LGBT vocabulary offers us a description of the issues closely related to LGBT community. It is necessary to keep in mind that we talk about the meaning of the words as understood these days, because in the past the terminology could have had totally different connotations. These words, phrases, acronyms and others can show us how we should perceive gay, lesbians, bisexual, transgender individuals etc. The main purpose of this part of the thesis is therefore to provide an introduction to the LGBT phraseology, which is likely to be used later in the thesis.

1.2 What does the LGBT mean?

The abbreviation LGBT represents designation for lesbian, gay, bisexual and transgender individuals. The definition does not have to be appropriate because LGBT should be considered as a full complement of sexual and gender identities (Peterson, Panfil 2013: 4). There is an increasing number of people who seek alternative dichotomy, because they are not able to fit into contemporary categories. We can also come across an abbreviation **LGBTQQIAA**, which adds to the original version, also Queers, Questioning, Intersex, Ally and Asexual (Myers 2013: 249). As we mentioned above, during the time the words can change their meanings and the way how we understand the terms can differ. As an

example we can bring forward the word gay, which referred to a female prostitute in the 19th century and is now commonly used for a person sexually attracted to people of the same sex (Gibson, Alexander, Meem 2013: 22).

The changes in the meaning of this word (and many others) are described in a stylebook supplement on the LGBT terminology, which was prepared by **The National Lesbian and Gay Journalists Association** (NLGJA). The gay thought to be an adjective that largely replaced the word homosexual, embracing men who are attracted to men. Furthermore, it is significant to remark that this word can depict gay men and also gay women, so called lesbians. Some of lesbians even prefer to be called gay instead of lesbian. Anyway, by the term **lesbian** we can understand women interested in same-sex relationships. Further, **bisexuals** are recognized as members of the LGBT community with the capability of enjoying sexual and physical attraction towards both men and women. And finally, a special category belongs to transgender people. It can be said that this term covers those, whose gender identity is usually non-operative, pre-operative or post-operative. **Transgenders** usually do not match to their sexual or physical characteristics. The essential point is to realize that gender identity does not have to reflect the same biological identity of individuals (NGLJA 2010: 2, 4, 8).

Various sources also use the term **queer** as an umbrella term for people who have self-identified as lesbians, gays, bisexuals, transgenders, intersex, questioning, or allies. Nowadays, queer is a synonym for the word we use for covering diverse public and private identity. This term adverts to a more complex understanding of the group identity than gay or lesbian. In other words, queer can be considered synonymous with the LGBTIQQA abbreviation. The original connotation of this term has its roots in the 18th century. Queer symbolized “odd” or “quaint.” It reflected something bad and worthless since queer was used

for describing homosexuals in a negative way in the 1920s (Bronski 2011: 4). In recent years, the expression has been used mainly in a positive manner. The changing of the meaning is related to the **Queer Nation**, which was a radical organization founded with the goal of fighting anti-LGBT violence and prejudice through activism and confessional tactics such as outing closeted politicians or celebrities. For example, we may mention the actress Jodie Foster as one of the targets of the organization. The organization has been connected to many well-known slogans. The most popular one was: *"We are here, we are queer, get used to it!"* (Cheng 2014: 155).

In conclusion, it should be said that the following pages will contain various names in reference to the LGBT community. To make it more clear for readers, the work includes passages or phrases in which we do not make any distinction between genders, for example: gay-friendly, gay codes, gay community, gay events and so on refer all to both men and women. Some sections will operate also with the word homosexual, which can be taken as a synonym for both of these categories, too. The term is used in order to point at the individuals having sexual desire for, or practicing sexual activity with, people of the same biological sex (Hughes 2006: 15). However, in cases when it is necessary to distinguish between genders, we will use the terms gay for men or lesbians for women. The empirical part of the thesis is then going to focus strictly on the attitudes of gays and lesbians.

1.3 Importance of gender identity

The studies of gender identity try to examine which factors determine gender it. We can look at gender identity as a tool through which people describe themselves as male, female, or another gender. An interesting part is also played by the gender roles including behavior, personality, stances typically attributed to or expected from, or preferred in

a man or a woman. Gender identity might be explored from a psychological, biological, or a social point of view (Vries 2013: 54-55). The word gender is also connected with cultural and social stereotypes and expectations which people look for in a particular sex. Gender can be perceived through many perspectives and, not every culture has the same requirements for behaving, dressing, performing of men and women (Fafejta 2004: 30).

Based on the self-identification that is not within the ordinary, we can distinguish certain groups of people. People who identify themselves with a gender which might be not the same as their assigned sex at birth are called **transgender**. The very common thing connected with this group of people is a possibility for using such a medical treatment, for example hormones or surgery, to align their physical body with their gender identity. In literature, we can also come across the phrase **gender queer**, which marks declining of identify with one gender or the other. People born with ambiguous genitalia or genitalia of both sexes are called as **intersex** (Herman 2009: 12). **Transgender** is used as an umbrella term and it may include transsexuals, drag artist, feminine men, masculine women, gender queer, or intersex.

The significant category further belongs to **transsexuals** who are considered to be one of the most common examples of disorder of gender identity. They have a desire to live and be accepted as a member of the opposite sex. Transsexuals are usually associated with a sense of inconvenience with their own anatomical sex. In the past, specialists believed that there might be connection with genetic or sex chromosome abnormality. The last stipulation shows that there has never been a hormonal element or a genetic one in transsexualism more significant is cross-gender identity. Over decades there has also endured a discussion over the continuity between transvestitism and transsexualism (Barrett 2007: 17-18).

Drag performances might be related to drag queens or kings, the most regular are personas of drag queens. The men actors who dressed themselves and performed as women were well known in the late 1800s. These members of the LGBT community are the most visible ones these days. The drag queens might be characterized as individuals who presents themselves as men in everyday life and convert to more feminine performance for audience. The typical performance includes dancing, lip-syncing, interaction with audience, specific costumes, high heels – central thought for performing gender-based role. These shows take place mainly at LGBT-friendly bars and nightclubs (Forsyth, Copes 2014: 218-220).

One of the most important life events for the LGBT person is related to the so called **coming out**, which is a shortened version for the phrase **coming out of the closet**. All individuals are raised in heterosexual environment and mind, but coming out refers to changing of the internal identity and adhesion to the LGBT culture. It is a milestone in creating the gay identity. On the other hand, we can also find the phrase **to be in the closet**. It refers to a construction of an imagined closet in which the identity of a person is hidden (Hunter 2012: 41). Mainly in adolescent age, the period of questioning his or her sexual orientation or gender identity starts. Some of such individuals come out, other feel the fear from the reaction of environment and they never come out. No matter if it costs them an unhappy life and hiding their own identity (Cahalane 2013: 131). Support for coming out of the closet is connected especially with movements which were located in the United States. As the milestone might be considered the Stonewall riot in 1969 (see chapter 2.3).

A lot of heterosexuals showing **homophobia** encompass a lot of negative attitudes towards people who found courage to self-identify themselves with preference for same sex. These feelings can be described as aversion, hatred, prejudice, antipathy or irrational fear.

Sometimes, the new members of the LGBT community risk that their new status is not being accepted by everyone (Pickett 2009: 45). The notion of homophobia might have an influence on queer's choices for vacation, too. They are looking for gay-friendly places without prejudice and aversion to relationships between homosexuals. LGBT tourism then tends to find a place where gays could spend their vacation without inhospitable looks, gestures or sentences. We will discuss this topic in more detail in chapter 3.1, but firstly we need to tackle the historical background of the LGBT movements.

2 THE LGBT SOCIAL MOVEMENTS IN THE UNITED STATES

The fight for the LGBT rights may be considered as one of the biggest goals of social movements in the modern history of the United States. After many years of discrimination and marginalization by the mainstream society, the queer people have refused to stay in the closet and started a fight against any form of discrimination. The United States has been more receptive to this issue than any other countries, yet the fear of homophobia still persists in the society leading to different types of discrimination. In spite of these persisting issues, in the recent years, for example, the gay marriage has denoted a common part of social life in the country and is largely accepted by society.

In relation to the LGBT movements the socialist Mary Bernstein states: *"for the lesbian and gay movement, then, cultural goals include (but are not limited to) challenging dominant constructions of masculinity and femininity, homophobia, and the primacy of the gendered heterosexual nuclear family (heteronormativity). Political goals include changing laws and policies in order to gain new rights, benefits, and protections from harm."* Bernstein emphasizes that activists seek goals not only in the civil level but also in the political one. The LGBT movement carries common traits with the other social movements. There

are different views on how to lead the movement and which strategies to use. There is also debate what is the shared interest for the members of the LGBT community and who could be considered as its member (Bull, Gallagher 1966: 22). LGBT activists esteem themselves as a minority group which need to achieve social and political freedom including equal opportunities. They try to uproot beliefs that the same-sex relationship is immoral by explaining that gender identity and sexual orientation is not possible change consciously (Vaid 1996: 37).

2.1 Formation of the LGBT tendencies (1886 - 1945)

From the early twentieth century we can see the signs of formation of the LGBT movements, which continues till present days. In recent years, the LGBT movements have achieved remarkable results in the field of civil rights. This is a historical leap of consciousness in today's society. In the early twentieth century the people with distinct sexual orientation or gender identity were treated as criminals. The homosexuality was defined as sin, crime, or illness. On the other hand, it was witnessed that many powerful persons of this era practiced homosexual behaviour, especially in the big cities (Eaklor 2008: 14).

The Viennese sexologist Richard Krafft-Ebing was widely credited for introducing the terms homosexuality and heterosexuality. He explains this issue in his book called *Psychopathia Sexualis* published in 1886. Initially, the definition of gay people comprehended physical traits and behaviour of the opposite sex as well as sexual desire of the same sex. It is important to point out that this author determined the term of homosexuality to be a mental disorder and this conception prevailed until 1973. The heterosexual/homosexual dichotomy did not reach the mainstream United States until the turn of the twentieth century (Rupp 1999: 79).

Similar statements were viewed as discrimination, stigmatization, and persecution of LGBT by professionals (doctors, lawyers). Some specialists had different opinions, for example, German physician and sexologist Magnus Hirschfeld rejected theories of mental disease. He promoted homosexuality as absolutely natural and he thought about establishing a "third sex" for people with interest in the same biological sex. He also founded **The Institute for Sexual Science** in 1919. During its existence an enormous amount of research was conducted. Hirschfeld met with thousands of LGBT clients, and prepared a lot of sexual reforms considering rights for women, contraception, sex-education, etc. Later, when Nazis came into power, they destroyed all his work by burning his library. In despite of that, he brought the light on emancipation of homosexuals and turn into the inspiration for the United States in fits and starts (Eaklor 2008: 34).

In the period before World War I, being a homosexual signified illegal and dangerous activity. Nevertheless, even at that time places existed where the gay men would meet. As an example one could mention the New York City where primarily bars were instrumental to these get-togethers. That indicates that some neighbourhoods became more tolerant of the queer presence than others. On the other hand, the bars with gay clients had to confront with violence of the surrounding heterosexual community. These hassles collocate with police raids. The homosexuals who were arrested were risking the loss of job, home, family upon being denominated as an "invert." From whence it follows that many queers avoided of taking this kind of risk. Rather than in bars or clubs they preferred seeking other alleged gays in outdoors. The public baths were typical spots for gay men. After the war, many young gay men from rural areas chose to stay in the city because of the higher opportunities to meet with people interested in the same sex (Chauncey 1994: 188-190, 198).

In the year 1919 the passage of the 18th Amendment to the Constitution brought Prohibition to the nation and a new prominence for gay people in New York City. Although it was not the intention of temperance societies which campaigned for it, prohibition allowed gays a certain amount of security by blurring the line between respectability and tawdry. In this atmosphere, gays became popular in the amusement districts. Drag balls in Harlem drew enormous wealthy crowds who were fascinated by the flamboyant drag queens, and gay entertainers took to the stage all over the city as gays thrived in an environment intended to promote morality. The Roaring Twenties represented a period of liberalism and increased tolerance towards gay men and lesbians across the nation (Chauncey 1994: 301-304).

The year 1924 symbolizes the milestone for the LGBT community. The first gay organization in the United States was founded by German immigrant Henry Gerber. It was the **Society for Human Rights** situated in Chicago, Illinois. However, the police did not approve this establishment and few months after its opening, several of the members were arrested and the organization was shut down. This situation disappointed and discouraged queers, therefore there were no more attempt in this field until the 1950s (Rupp 1999: 160-161). This organization produced the first homosexual publication called *Friendship and Freedom*. Despite the small size and short functioning, the **Society for Human Rights** was denoted as an augury to the modern gay liberation movement (Loughery 1998: 53).

The Prohibition was disclaimed by the 21st Amendment in 1933. The period is connected with a moral backlash. Especially the Catholic ideology sharply criticized gays and lesbians and their peculiar entertainment culture. Shortly, the drag balls were temporarily shut down. Censorship went along with performances which recorded queer themes. The performers who were or were just pretending to be homosexuals

were not allowed to be actors anymore. These steps had a huge influence on redefining and accepting of one's own identity. Basically, it can be said that many gays hid back into the closet (Chauncey 1994: 352-353).

By the 1930s, a smattering of books was published incredible amount of plays and studies which dealt with the concept of homosexuality were introduced. Unfortunately, none of these instruments changed the attitudes of American society towards gay people. Homosexuality was still considered as the crime in every single state of the US and presence of the laws which would guarantee the protection against the discrimination in education, employment, housing were far away. Heterosexuals kept in their minds that LGBT relationships were perverse (Kuhn 2011:19).

During the World War II a lot of the soldiers in the US army were gays. They were dying and combating among the straight ones, but they were mainly trying to keep their thoughts about other men/women in secret. At that time, military rules about homosexuality were strict - it is a crime which has to be punished. Coming out in the army meant up to 10 years in the prison plus release from the service with dishonourable charges. The prisoners were supposed to wear a big yellow D on their backs, which symbolized the word "degenerate." After some time the homosexuals gained reassessment and instead of prison they were placed to psychiatric, hospital wards, or barracks (Kuhn 2011: 21-23). After the war gay community was trying to settle in the bigger cities to increase their chances to find a same-sex partner. Even the cities as Kansas and Cleveland used to have gay bars at that time (Kuhn 2011: 27).

The crucial breakthrough in studies of homosexuality was made by the scientist Alfred C. Kinsey. In 1948 the book of 804 pages *Sexual Behaviour in the Human Male* shocked the US society. His results showed

that an astonishing 37 percent of men between an adolescent and the old age had some kind of sexual experience with another man. Kinsey also admitted that at least 10 percent of males between the ages of sixteen and fifty-five had been exclusively homosexual for at least three years. Nobody expected such a result. One could think that this survey would achieve more tolerance to the LGBT people, but for those who perceived the homosexuality as an evil, it proved a scourge of the whole nation. On the other hand, gay apprehend to Kinsey's thesis positively because they found out that they are a part of a significant community (Watson 2014: 23).

2.2 The Homophile Movement (1945-1969)

The social and political gay and lesbian movement, called the homophile movement might be perceived as the first attempt of the social movement fighting on behalf of the queers for their rights in the United States. The roots of this stream are usually considered to have started after the World War II and the end of this era is marking the year 1969. It began with founding of the **Mattachine Society** in Los Angeles which was led by Harry Hay. By the end of the year 1952 the **Mattachine Society** had more than 5000 members (Gerstner 2011: 276). In the same year, the *ONE magazine*, which soon spun off One, Inc, was also founded. The magazine showed the LGBT community the importance of achieving the same laws for all citizens, no matter what their sexual orientation was (Eaklor 2008: 97). The 1950s were very difficult period for gay people; they had to face loneliness, isolation and prejudice. Furthermore, if they came out, they were risking sending to mental hospital or losing their job. It is no wonder that LGBT community needed someone who would try to change this injustice. The name of the pioneer was Harry Hay, mentioned above (Watson 2014: 30).

The homophile movement arose within context of prevailing ideology which described gay people as psychopaths, perverts, deviates. Gays and lesbians internalized this labelling which ultimately became stereotypical. Professor John D'Emilio points out that: "*whether seen from the vantage point of religion, medicine, or the law, the homosexual or lesbian was a flawed individual, not a victim of injustice. For many, the gay world was reduced to a setting where they shared an affliction*" (D'Emilio 1983: 53). The queer community wanted to show the United States that they deserved the same civil rights because there is no significant difference from their heterosexual counterparts (Haggerty 2000: 446).

The Mattachine Society gave the statement "*Missions and Purposes*" which articulated the intended aims of the organization:

- **to unify** those homosexuals isolated from their own kind,
- **to educate** homosexuals and heterosexuals toward an ethical homosexual culture, paralleling the emerging cultures of the fellow minorities (Negro, Mexican, Jewish People),
- **to lead** socially conscious homosexuals,
- **to assist** LGBT people who are victimized daily as the result of oppression (Adam 1995: 68).

Another organization which was trying to find a solution for denial of gay and lesbian rights was called **Daughters of Bilitis**. Both organizations had to face the routine opposition from the state. Their goals were changing over the years. Some people were convinced that assimilation would come soon, while others had thesis about positive traits of homosexuality. Both sides accepted the steps forward sought in education of professionals who could in turn advocate for changes in the policies on behalf of gay and lesbian rights (Goodwin, Jasper 2009: 271).

Later, in mid-1960s, homophile activists, inspired by civil rights movement, started sit-ins, pickets and demonstrations to publicize their case. Homophile groups also pursued reforms through the courts, which became the famous strategy in the 1960s. The highest priority was seen in decriminalization of private homosexual acts. The protagonists of the early gay liberation process were announcing that gay people were also citizens of the United States, were entitled to the same civil rights promoted by Constitution. In this sense, a variety of court cases were opened (Stein 2010: 140). The first public demonstration in the US history took place at White House in April 1965 and included only ten members (Gerstner 2011: 276). The first protest was led by Frank Kameny, his name became the symbol for LGBT community. Among other things, they were trying to stop discrimination in the field of federal workforce. In this case, Kameny helped to win two important trials (Watson 2014: 43). Kameny had a Ph.D. degree from Harvard University. He worked in the US Army Map Service, but he lost his job because of his different sexual orientation. Unable to find other job, Kameny became one of the ambitious gay rights advocates in the country (Marcus 2002: 83).

Following demonstration took place in Philadelphia, on 4th of July. By October, the homophile movement managed to gain 65 demonstrators at White House, which was an enormous number for that time. All of them wore conservative business attire and carried cards declaring the same rights for homosexuals in their hands (Gerstner 2011: 277). The march from the year 1965 became every year event known as Annual Reminder. Each 4th of July, a group of activists silently marched from Philadelphia's Independence Hall. It symbolized the fact that members of the LGBT community still did not gain their basic rights, liberties, happiness - it was a patriotic attempt for equality. As distinct kinds of protest followed, the organization further developed. In 1966, with emergence of 15 gay associations, **North American Conference of Homophile Organization**

(NACHO) was founded. During the conference in Chicago the official slogan: "*Gay is Good*" was accepted (Watson 2014: 44-45).

The year 1967 is then connected with bisexual activism. Robert A. Martin established the **Students Homophile League** at Columbia University in Chicago. It was the first college in the United States which was officially recognized as the first LGBT friendly university and within the year this stream emerged also at universities in New York and Massachusetts (Cuyjet 2011: 296). Nevertheless, though most of the protests in this era were small and quiet, it was a clear signal of the gay visibility which brought attention to gay and lesbian concerns (Stein 2010: 77).

2.3 Gay Liberation Movement (1969-1974)

The lesbian and gay liberation movement developed from an ambitious project of sexual emancipation. The contemporary gay and lesbian movements are traced back to the Stonewall Rebellion, an uprising of cross-dressed males who were arrested by police during a raid of Stonewall Inn on June 28th 1969. This movement was born out of a riot that marked a sharp departure from previous forms of homosexual organizing. The post-Stonewall gay liberation movements emphasized visibility (importance of coming out), militancy (mobilizing to confront power) and an end to a sexual regulation and the monopoly of the compulsory family system (through which the state assumes a monopoly on defining acceptable relationships). In contrast, the more moderate reform-oriented movements, both before Stonewall and since, have emphasized respectability, entrance into the established institutions of power and assimilation into an expanded conception of the family (Sears 2000: 23).

Before the Stonewall case other protests took place, but none of them rose/transformed into the movement. Gay liberation found an

inspiration in the claim that all citizens of the United States should be granted the same opportunities and rights. This movement was largely influenced by the homophile movement, civil rights movement, Anti War Movement, Speech Movement and especially by the Women's Liberation movement. All those protests of the '60s were watched by many gay activists with the desire to create another organized movement. The Women's Liberation was trying to explain to the mainstream society that gender and sexual oppression is directly tied to sexism. Gender roles are set by the mainstream society and are grounded in the traditions of families (Myers 2003: 11). Gay liberation politics often insisted, at least in some rudimentary way, that sexual freedom required a broader social transformation to eliminate the gender system and other forms of inequality (Seidman 1993: 113–16).

Symbolically, the Stonewall riots can be considered as the beginning, of the national gay rights movement. Many Americans identify this event with the gay liberation. In response to the riots, on the 4th July LGBT people, members of Mattachine Society, staged a walk-out and moved to the Alternative University in Greenwich Village where they founded what became the **Gay Liberation Front** (GLF). The one-year anniversary of the Stonewall riots known also as Christopher St. Liberation Day was a huge event, thousands of members of the LGBT community marched through New York into Central Park with banner, t-shirts, and signs: "*HOMOSEXUAL IS NOT A FOUR-LETTER WORD,*" and performed chants like "*Two, four, six, eight/ Gay is just as good as straight.*" It is considered as America's first gay pride parade (Duberman 1994: 276-278).

The Stonewall Riots were used by gay activists as a retrospective vehicle, an inspiration for creating gay identity through remittance to the past. Stonewall shoved homosexuality into the American conversation and yield a symbol for gay rights (Lowenthal 1985: 41). Drift laid also in

working at depiction of gay history. Many scholars tried to validate homosexuality and describe the main features of gay liberation. Organizations such as **Gay Academic Union** (GAU) or **Gay and Lesbian Tennis Organization** (GLTF) were grasping to ensure the access to unbiased articles, books, pamphlets. In 1976 *Gay American History*, the first book of this manner, was published by Jonathan Katz. Stonewall Library was also founded in 1973. The collection, of the books was named in honour of the popular riot and evolved from a personal collection located in Hollywood, Florida, which moved to its current Fort Lauderdale location (Cal 1998: 121).

The gay liberation movement was considerably more radical than the homophile organizations had ever been. Action was the most important part of fighting for LGBT rights. The key strategy, created by the **Gay Activists Alliance** (GAA), was the zap. A zap was an organized disruption of a government official's speech, which took place daily. If the mayor declines a meeting with GAA, he would be pursued everywhere until both sides would meet and talk. This tactic generally worked (Carter 2004: 243-247). In spite of all the protests, the society continued to view the queer people as mentally ill sinners. Doctor Kameny's continuous effort to remove homosexuality from the Diagnostic and Statistical Manual of Mental Disorder was finally successful in December 1973. The American Psychiatry Association's Board of Trustees approved, on the basis of anonymous voting, the erasure of homosexuality from the list of mental disorders. At this time many gay people came out - they started to speak proudly and openly about their sexual orientation refusing the old idea of homosexuality as a source of shame. The goals that were still unaccomplished were the issue of civil rights and legal protection. In this sense, this issue was ignored in several states till the year 2003 (Kaiser 1997: 237).

2.4 Contribution of the 1970s

The issue of the LGBT rights was in the past apprehend as primarily the fight of gay men and lesbian woman. Those thoughts were not appropriate because next to these groups coexisted also people who were interested in both gender - bisexuals. Bisexuals have been involved in gay rights movement and they took their part in the LGBT history. Anyhow, the first entirely bisexual organization was established in 1972. In the same year the Quaker group, published *the Ithaca Statement on Bisexuality* which is considered to be the first public declaration of the bisexual movement. **National Bisexual Group** was formed in New York. 1970s also marked the birth of the "*bi chic*" when the magazines informed that being bisexual was trendy (Burlleson 2014: 153-155).

Being the part of the LGBT meant, for each of its members, to face a reaction of their friends and families. In order to support the members of the LGBT, a group **Parents and Friends of Lesbians and Gays** (PFLAG) was founded. At first, this group operated in New York and Los Angeles and mainly it consisted of the parents of LGBT children. Eventually, the importance of the group sky-rocketed. It comprises 200 000 supporters, and has its own representation in all states now (Stewart 2014: 466). At this point we can see the conversion of the goals of queer people. Instead of calling for integration and equality, the main aim shifted to liberation and self-determination. The most important action was coming out, which symbolized rejection of negative connotations of being gay and showed the pride. It meant adoption of distinct identity (D'Emilio 1983: 224-225).

1970s gained national recognition in the questioning of the LGBT rights. During this time, more than a thousand of gay clubs and organizations started to exist, large gay communities were typical in the big cities as New York, San Francisco or Miami. The attention of

politicians was also demanded. In San Francisco, Harvey Milk won the election to the city council after he openly announced his homosexuality. He was trying to advocate the politics of protecting gay people from losing their jobs because of their private lives. Later, Barney Frank won the seat in the Congress demanding the equal rights for men. But the first openly gay elected American became Kathy Kozachenko, when she gained the seat on the Ann Arbor in Michigan City Council in 1974 (Olson 1999: 170).

In the 1977, singer Anita Bryant, launched a drive to repeal a new gay right ordinance in Dade County, Florida (greater Miami) which is considered to be a main set-back in the Gay Liberation Movement. She gained awareness with the campaign **Save Our Children**, the main spur for establishment was firing of the teachers because of the suspicion of their homosexuality background. The main achievement of her activity was a law that banned discrimination against the LGBT people in public accommodation, housing and employment (Malaspina 2007: 93). The celebration of Bryant's victory symbolized many marches taking place all around United States. The people shouted "*Out of the Bars and Into the Streets.*" The biggest March of this era took place in Washington in the year 1979. It is estimated, that more than 75 thousand of LGBT people participated. Homosexuality was promoted as positive by advocacy groups as **Gay and Lesbian Alliance**, **Gays United**, **National Organization for Woman** and many others. The transfer to 1980s was not so successful. A new illness characterized by a weight loss, fatigue, followed by inevitable death appeared among gay men. The disease came to be known as AIDS and transformed the outlook for other gay rights actions (Olson 1999: 170).

2.5 1980s and 1990 LGBT rights

1980s are connected with emergence of HIV/AIDS. Fear of this illness established anti-gay discrimination. The LGBT community faced injustice in housing, government policies and the workplace. Gay activists began to reorient their activism away from “sexual liberalization” toward “social integration.” The key to advancing social integration was seen in adopting the norms of society at large—most notably, marriage. This agenda was promoted by the **Human Rights Campaign**, founded in 1980 with an aim of electing gay-friendly candidates to federal and state offices, and by conservative gay intellectuals such as the writer Andrew Sullivan, who asserted that gay marriage was not an idea for destroying heterosexual society but rather a conservative one that would work for the both sites. At this time many activists considered the word gay and lesbian as too restrictive and began to use the word “queer” for describing all different kinds of sexual minorities. They also tried to find the best abbreviation for wide range of sexualities, for example **LGBTQ** or **LGBTI** (Omar 2014: 93-94).

One of the most noticeable elements of the era of the 1980s and 1990s in the LGBT view is building of the AIDS quilt for the thousands of AIDS infected people who passed away. The quilt was revealed in 1987, in the same year when president Ronald Regan openly discussed the issue of AIDS, even though the phenomenon appeared six years earlier (Hall 2011: 49). One year later, on the 1st of December 1988, World AIDS Day was observed. In 1991, a group of artists tried to get the attention of public to AIDS and created a red ribbon logo which became an international symbol of AIDS consciousness (Sharma 2006 : 69).

During 1980s, Democratic Party which used to support the gay rights policy, backed away of the LGBT rights, which had low consideration until Bill Clinton was elected in 1992 (Rimmerman, Vilcox

2007: 168). During his presidential campaign, he promised better conditions for gay people in military service and to end the witch hunt on gays and lesbians. Clinton's administration brought the idea of "*Don't tell, don't ask policy*", which was signed by president in 1993 (Stewart 2014: 151). The main point of this new policy might have been seen in elimination of discrimination based on the sexual orientation. Service men and women should have been judged according to their conduct, nobody should have asked about their sexual orientation. In other words, this act should have symbolized equal rights for heterosexuals and homosexuals in military service, but prohibited homosexual activity (Burelli 2010: 2). Despite of this, homophobia was still present in the mainstream society in the USA. Coretta Scott King, a widow of the civil rights leader Martin Luther King, was the pioneer in the attempt to fight with homophobia. In 1998 she announced that homophobia is the same as racism or anti-Semitism because of denying humanity, dignity and personhood of the large group of people (Gelfand, Rhodes 2009: 117).

1990s meant returning to the fight on behalf of the LGBT rights. Some members of the LGBT community who were not so visible in the past as gay or lesbian activists gained more visibility; especially transgender, transsexuals and intersex people. In this era, many books were published and the issue of queers faced new challenges. The struggle for the same-sex marriage and the adoption of children meant a remarkable step forward. Well known is the case from Hawaii, where the three same-sex couples applied for a marriage licence in 1990. The arguments for legality of the marriage satisfied the requirements of the state only with one exception - they were of the same biological sex. It was argued that the state of Hawaii prohibited gender discrimination. The case was brought to the Supreme Court resulting in denouncement in the year 1996, based on president Clinton's statement that a legal marriage is considered only as union between one man and one woman. At the same

time no state was required to recognize a same-sex marriage carried out of the country. This policy was confirmed by *Defence of Marriage Act* (DOMA) (Newton 2010: 23-24).

2.6 New Century, New LGBT Rights

New Millennium started with the LGBT Millennium March for Equality which took place in Washington D.C. in April 2000. This LGBT parade is considered to be the biggest LGBT group walk through D.C. with a crowd of 300 - 800 thousand of activists (Haider-Markel 2002: 87). During the first years of the new century the rainbow people did not demand only the recognition, they wanted to gain their human and civil rights, too (Myers 2003: 25).

The last 15 years can be considered, as the Gay Rights Decade. The countries around the world were paying attention to the LGBT community. The first step forward in the same-sex procedure was made by the Netherlands. It was declared that the marriage among the same-sex couples was recognized as the legal act from the beginning of the year 2001. Many states followed this controversial pace, but in some countries, including Muslim and African parts of the world, homosexuality still stays a taboo punishable by death (Karaim 2011: 107). The attitudes for legalization of marriages of same-sex differed. The state of Vermont became progressive in the same-sex marriage issue when on April 26th, 2000, as the first state in the United States, it recognized registered partnerships and civil unions between same-sexes, granting them same benefits as heterosexual couples have. This action esteemed as law and turned into *Civil Union Act* in the same year. (Lee 2010: 28).

In the year 2004, for the first time in the LGBT history, in the state of Massachusetts, the court proclaimed that a prohibition of gay marriages is against the Constitution of the United States of America. By the year 2010, the same-sex marriage was recognized as a legal act in other

American states; respectively: Vermont, New Hampshire, Washington, D.C., Connecticut, Iowa, and, Maine (Maine decision was overturned by public referendum in 2009). In 2011, New York became the sixth and the largest state which supported and legalized gay marriages. The Supreme Court depicted the DOMA as unconstitutional (Moscowitz 2013 9: 10).

Not all the states in America adopted such a liberal position. The struggle about same-sex marriages persisted in the state of California where the group called Proposition 8 managed to ban this policy. In 2010, **NOH8** launched its own campaign against the group Proposition 8 and its antigay bullying stand. The name NOH8, which is shortening for *no hate*, became the symbol in support of the gay marriages. A great part of success in this campaign was due to the support from the celebrities who were in agreement with the equality of gay marriages. This struggle built the pavement to legalization of gay marriages in California as well (Stewart 2014: 72).

The current president Barack Obama expressed a positive attitude to the Gay Right Marriage and is an effective supporter of the LGBT community. The gays themselves declared the year 2013 as the "gayest" year in the gay history. Barack Obama was announced as "America's First Gay President" by *Newsweek*. He is the first US president ever who made reference to the gay rights in an inaugural address. "*Our journey is not complete until our gay brothers and sisters are treated like anyone else under the law,*" said the president as he opened his second term in office, pointing out that the struggle for marriage equality has the same importance as civil rights struggles, alongside those of women and African Americans. Obama also took the first steps toward ending a discriminatory public policy with repeal of "*Don't Ask, Don't Tell*". The main difference compared to Clinton's version might be seen in serving openly in the military. The Obama administration also hosted the first LGBT Gay Pride Month, in 2009. In 2013, a lot of programmes which gave benefits to

same-sex couples and support their future were established (Encarnación 2014: 90).

3 LGBT TOURISM

LGBT tourism has been identified as a field in which transnational intersections of sexuality, identity economics and politics produce new social formations and practices (Murray 2007:49). LGBT tourism can be defined as any tourism activity which is designed for attraction of the gay community. In literature, we can find markings for this kind of tourism as pink tourism, gay tourism or queer tourism, all of them are synonyms for the LGBT tourism (Kotlíková 2013: 177). According to the **World Tourism Organization** (further only WTO) tourism might be defined as the activities of people traveling to and staying in places outside their usual surroundings. The important thing to mention is that this stay should not exceed one year for leisure, business or other purposes which are not related. During this period the traveler should not gain any salary or other income paid from the destination (OECD 2001: 1). For the purposes of this thesis, we adopted this definition with exception of business travelers, even though they are mentioned by the WTO.

The development of LGBT tourism became eligible in consideration of homophobia. LGBT tourism is the key component for travel industry because of the diversity extending the whole field. We can come across a lot of new products keeping in mind the concerns and issues of gay population. Nowadays, LGBT tourism open chance for acceptance of all people, regardless of their gender identity or sexual orientation. It gives us freedom and rights to travel without any fear from persecution, restrictions or prejudice (Walt 2002: 210).

Gay tourism is a form of niche tourism related to the LGBT community. More and more people are coming out of the closet, so the need for establishing new gay-friendly places and new tourism services are obvious. In this sense a lot of LGBT events as for example Gay Prides, Gay Games, gay concerts or influence of national and

international gay organizations seem to be adequate for decisions of where to travel abroad. For example the White Party in Miami Beach started more than 20 years ago and still allures a lot of homosexuals even these days (Guaracino 2007: 2-3).

3.1 Gay-friendly

Not every place or country is gay-friendly or at least gay-acceptable, so the LGBT people have to choose their vacation carefully. Professor Hughes addresses this problematic with a notion of a good choice for vacation as avoidance of the risk that gays will meet with homophobia. He supposes that gay-friendliness or at least the absence of homophobia should be the main reason for going for vacation to one place and not the other (Hughes 2006: 71).

The gay people are not hiding in the closet anymore; they are out and proud, so are the travel suppliers. They are trying to embrace gay travelers and public opinion about gay is connected with acceptance. More destinations were coming out as gay-friendly and welcoming LGBT guests all over the world. The pivotal was the period between the years 2005 and 2006, when many countries described themselves as gay-friendly. Gay-friendly places are inviting the rainbow community to stay at their place, because it brings also many advantages for them. It especially, shows that they tolerate all the people no matter of race, sexual identity or any other minority aspects, which gives their businesses a positive image (Guarancino 2007: 4-5).

The United States has been one of the leaders in an attempt to reach out the LGBT market. Many big cities such as Miami have prepared marketing campaigns for attracting gay tourists. The campaign of Philadelphia and its slogan: "*Get your history straight and your nightlife gay,*" became very popular. The so-called pink-money attracts big companies everywhere. For example, big hotel chains like Hilton and

Marriot are listed as The International Gay and Lesbians Travel Association (further only IGLTA) partners. „*IGLTA is the world's leading travel trade association committed to growing and enhancing its members' gay and lesbian tourism business through education, promotion and networking.*” IGLTA was founded in 1983 with 25 founding members. Nowadays, it contains more than 1000 gay-friendly travel professionals. The organization is situated in Florida (Guaracino 2007: 15).

However, to own a gay-friendly building is not enough, in developing gay-friendly atmosphere, it is necessary to provide the sufficient education for employees who should be helpful and discrete. They should handle information about gay clubs, restaurants, and any other recommendation to make the stay of the customers more comfortable and full of entertainment. Some places which cooperate with IGLTA have their logo in a visible place of the building. It is important to be conscious of gay travelers visiting certain hotels in order to be ready to offer everything what the guests could demand, which would be then transformed into higher income of pink-money. According to the *11th LGBT Travel Survey*, gays are more aware of hotel choice, business and vacation destinations due to their promotion of a gay welcoming. Therefore, gays and lesbians as being travelers, require more from the chosen destination. In addition, the gay-friendly politics, amenities and locations are main factors influencing the decision process of the LGBT community (Community Marketing Inc. 2006: 75).

3.2 Gay codes

Gay-friendliness might be expressed through symbolic codes. Expansion of LGBT tourism also involved a change of marketing view. In marketing, there was no sign of gay code until after the companies declared to be gay welcoming. Credibility of the company and place where the homosexuals want to spend their vacation is represented by

symbols, logos and images which are familiar to a gay community. Such kind of a place underlies expectations of awareness of interesting gay events and places where the customers could be satisfied (Guaracino 2007: 89).

Majority of authors assume that ***the rainbow flag*** is the most favorite code welcoming the gay community. The flag reflects six equal stripes of different colors: red, orange, yellow, green, blue and violet. The colors point out various aspects of queer community including life (red), healing (orange), sun (yellow), nature (green), art (blue) and spirit (violet) (Guaracino 2007: 31). The LGBT community also accepted ***a pink triangle*** as a gay pride symbol. This symbol has its roots in Second World War when the gay men were forced to wear the pink triangle. Homosexual thoughts were prohibited and punishable at that time. The men who came out of the closet risked castration and placement to prison or concentration camps. Social hierarchies created by sexual orientation became a huge problem in later worldwide persecution and discrimination (Hughes 2006: 3). The pink triangle matched with the fight for liberty, memorial to gay oppression but it was used also in campaign connected with AIDS issue (Hughes 2006: 137).

As another code might be considered ***“The Human Rights Campaign logo*** which is a yellow “=” sign within a rectangular blue box.” This is connected with the struggle for equal rights for LGBT members. In general, the problem of these codes is that they tend not to alienate other customers who might not understand their real meaning (Guaracino 2007: 69).

3.3 Characteristics of Queer tourists

„Here we meet David. He is American, 46 years old, white and is a college graduate. He works full-time and has lived with his partner Michael for five years. They have no children. David’s monthly income is well above the median income in the US and he likes to use his high discretionary income on travelling various times a year. “

- Community Marketing 2008

David, who is briefly described above, can be apprehended as a typical gay man visitor. Usually, the gay male travelers are people with good education, working as professionals who have high incomes, ordinarily no kids and a lot of leisure time. In this context, we can also encounter with the word **dink**, which might describe gay traveler and means “*double income, no kids.*” This description gives us feeling that homosexuals can afford to spend higher amount for vacation and take them more often than heterosexuals. Actually, this consideration is right. The latest *Annual LGBT Tourism Survey* confirms these thoughts. In the period 2012-2013, the research demonstrated that regular queer tourist takes seven trips per year – four to relax and three for business purposes. There is no difference between genders at all (Community Marketing 2014). LGBT tourists might be also depicted as multicultural travelers. All nationalities are represented; therefore we talk about events, congresses or tourism fairs. Homosexuals also used internet booking for their stays more often than heterosexuals (Guarancino 2007: 12, 39).

However, it is still necessary to perceive these surveys with unworldliness, because the results lie within the answers of sample. It is impossible to prepare any survey which could reflect opinion or depiction of whole LGBT community. Queer travelers are mostly connected with features described above but it does not mean that it is a rule which is

typical for everyone. Some authors deny inherence of a typical gay vacation. Hughes conceptualized the experience of queer travels into two categories - gay and non-gay. The second kind of holiday is not diverse in any way from their heterosexual counterparts (Hughes 2006: 58).

3.4 LGBT holiday motivations

The term motivation is defined as, "*the reason why someone does something or behaves in a particular way*" (Hornsby 2005: 995). In spite of obvious mainstream motivation which includes discovering new places, cultures and meeting new people, sightseeing or relaxation there also exist denominations typical genuinely for the LGBT community. We talk especially about push and pull factors influenced by gay travels abroad. Among push factors we can mention anonymity and escape. Pull factors can contain gay-friendliness or up-coming events with LGBT context. Basically, push factors are internal and makes people more likely to want to travel and the pull factor is the appeal of the destination. Individual needs can be manifested externally as well as internally and have effects to push gays to decisions to travel abroad to specific destinations. Needs and psychological motives together with "signs in objects, situation, and events" create motivation and a desire for discovering new places. Usually, the push factors assimilate with escaping from everyday life because of tension and imbalance. By getting away from the heterosexual society while on vacation, gays and lesbians get an opportunity for feeling safe and accepted. On the other hand, the pull factors are connected with the reasons why the travelers are interested in the location they choose as their vacation spot (Dann 1977: 290-291). Holiday choice of these groups of people usually reflects the avoidance of narrow-minded, strictly heterosexual population. The feeling of safety and acceptance is one of the most important factors influencing the choice where to stay for vacation among LGBT community (Hughes 2002: 310).

A vast majority of vacations connected with LGBT tourism, especially with gay men, can be described as an *identity tourism*. The gay spaces allow opportunities to express gay identity without any restrictions, accusing gestures or contemptuous glances. Gay spaces offer new insights to individual identity, especially if the traveler does not receive any comprehension/understanding/compassion in his/her homeland country (Herrera – Scott 2005: 260). If some place is rising with openness about being gay, the holiday there than provides a perfect chance to come out, if only temporarily. There is an extended chance to confirm one's identity. The gay people do not need to pretend anything; they can be themselves (Hughes 1997: 6). The holidaymaking can change the identity, especially through cognition of other homosexuals, permitting new identifications to be made in the vacation spaces (Cox 2002: 165).

Good reason for traveling might be also seen in *gay events*, parades and festivals which attract a lot of LGBT tourists globally (Hughes 2006: 191). It is a great opportunity to travel abroad in a particular time of the year. The rise of LGBT tourism caused that these kinds of events are organized specially for the gay community. The whole state of Florida is a typical destination characterized by arranging many interesting events for LGBT people. Events such as **Gay Days** in Disney World in Orlando or the annual **White Party** in Miami can be a good example. From global events we might mention **Gay Games** or **Gay Prides**. The most events take place in off-season (Guarancino 2007: 3). To the most favorite events belong: **Euro Pride, Sydney Mardi Grass, World Pride, Gay Games, Mr. Gay World.**

4 MIAMI: LGBT VACATION SPOT

As a practical part of the thesis project, a field research has been conducted. The research has been based on a questionnaire targeting LGBT tourists in Miami. Caribbean climate, beautiful beaches, and non-stop nightlife have been the city's recipe for satisfaction of LGBT holiday makers. Miami-Dade county offers an incredible number of attractions catered to the LGBT community, which made it seek-out destination. The Miami is well-known as "The Gay Riviera." South Beach is the most favorite destination with occasion to gay attractions elsewhere. Technically, South Beach is not considered as a part of Miami at all but rather of the city of Miami Beach, South Beach (SoBe) is the place which is the real heaven for gay travelers. There is also a lot of shopping and dining opportunities, the most favorite places where you can go, is an open air-mall on Lincoln Rd. Ocean Drive and Collins Avenue provide additional shopping and dining with an assortment of unique boutiques available to satisfy nearly every shopping desires (Kompes 2005: 111-112).

It is important to mention that the research has taken place in the South Beach area, which is one of the most favorite vacation spots for LGBT community, it ranks as one of the largest LGBT communities in the US. Rainbow flags and gay-friendly places are all around. So, there is an important question and that is what attracts so many LGBT travelers to Miami. The festivals, all night events, beach parties or never ending summer, a beach and the sun?

A huge number of the hotels are interested in welcoming gay-friendly guests. The area is also connected with a vast playground for the sexual adventurous. The part of the South Beach which is the most admired one among gays and lesbians is the Art Deco Buildings. South Beach is a place where many events typically for LGBT are set up. One of

the biggest is the annual **White Party** and it takes place in November, it celebrated its 30th Anniversary in 2014. All around this area we can find a lot of gay bars, clubs and other advertisements (Hughes 2006: 110). As another interesting event taking place in the SoBe can be mentioned the **Miami Gay and Lesbian Film Festival**. There is also a long party season between the White Annual Party which begins with the Thanksgiving weekend and usually ends in March with the **Winter Party**. On Memorial Day the LGBT community meets in **Black Pride** event. For better orientation about the LGBT events, activities and facilities Miami Dade and the Chamber of Commerce created a useful webpage - www.gogaymiami.com (Kompes 2005: 111). The most exciting event is the **Miami Beach Gay Pride**. It is the largest, two-day event including a beach party and a parade with exciting performances, celebrities, delicious refreshments and more than 25 gay-friendly businesses. The most recent one took place in April 2015 (Pride 2015). The LGBT community takes pride in their own beach places which are located at 12th Street and Ocean Drive. It is easy to find them, for the rainbow flags marking the territory. The gay beach is mostly a hangout for men, but lesbians and heterosexuals can be found there as well. Nude sun bathing is only allowed at Haulover Nude beach, north of Miami Beach (SoBeGayInfo 2015).

Further, the picture of a Pink Flamingo guarantees a welcoming space for LGBT travelers. It was established in 2008 as a vision for a truly inclusive Miami Beach, a city where travelers could feel safe and welcome no matter their sexual orientation or gender identity (GoGayMiami 2015). In 2010, Miami Beach revisited Human Rights Ordinance and figure in the protection for transgendered people. This step made Miami Beach one of the most progressive cities in the state. The year 2010 was also important because of the establishment of an **LGBT Visitor Center**. Residents and even the visitors of the Miami Beach have been able to register as

domestic partners since 2004; in 2008 this benefit was extended to all of Miami-Dade County citizens (Official Website of the city of Miami Beach 2015). Anyway, the Supreme Court allowed Florida to become the 36th, plus the District of Columbia, state which recognizes same-sex marriage. It came into force as a law from January 6, 2015 in Florida (Rothaus 2014).

4.1 Methodology

As mentioned above already, the practical part of the thesis project was based on a field research. The purpose of the study was to gain information about the travel motivations of the LGBT tourists, with an emphasis on the area of Miami. Through the medium of the qualitative research, the empirical part attempted to bring to light the knowledge about LGBT movements in the United States and tried to find out the main reasons why LGBT travelers chose Miami Beach as their vacation spot. Qualitative research is particularly useful in developing hypotheses concerning human behaviour and attitudes. This observation should apply particularly in areas of homosexuality. The qualitative method is inductive. "Theories emerge from particular observations" (Decrop 2000: 339). Our research is conducted on the base of semi-structured interviews. Respondents were given a set of prepared questions which let us to answers we looked for (Jennings 2005:101). There were 15 main questions which might have been enlarged for further details. The material collected consists of transcripts, recordings and field notes. For the purposes of the work we decided to use semi-structured interviews framed by broad, overarching research issues. A set of broad, open-ended questions is used to guide the discussion or interview (Kwortnik 2003: 119). For further details and structure of the questionnaire, see the appendix 4.

4.2 Sample and data collection

In the following part, we will briefly describe the characteristics of the interviewed persons in order to set the scene for the rest of the analysis. The first phase of data collection was focused on obtaining personal data about the gay and lesbian respondents. Respondents were asked to concisely introduce themselves. They were supposed to mention their age, education, occupation, cities they came from, sexual orientation, and a marital status. It helped us to get a better insight into their everyday life context. The field work was conducted during the US spring break. During this period, Miami is surrounded with many tourists from abroad but also from the United States. We were trying to focus on as large-scale sample as possible. Hence, we were conducting the research on different places - gay bars, LGBT Beach on 12th Street, during interesting events as Winter Party or LGBT Film Festival. We also visited the LGBT Visitors Center for gaining important information about the LGBT travelers.

While finding suitable respondents for the field study, first problem appeared when finding out about the sexuality of respondents. The question “are you gay?” was not appropriate way how to find out. For many travelers this question is very sensitive, but on the other hand, it is necessary to make this clear, because our respondents needed to be from LGBT community. If alienating people from the very first question, they either will not answer other survey questions or they do not have to be honest during the research (Guaracino 2007: 31).

However, we managed to overcome the initial problem and gathered a sample of respondents. For the purpose of the thesis, we spoke to 20 gays and 20 lesbians, travelers from different countries. The age span of the interviewees is fairly broad as we have interviewed homosexual tourists between 25 and 65 years of age. Most respondents

were between 28-35 years. Moreover, the respondents stated that they came from countries as Sweden, Canada, Denmark, Finland, Brazil, Panama, Venezuela, Cuba, Thailand, Germany, Porto Rico, Russia, Mexico, Italy, Colombia, Austria and of course the United States of America. Surprisingly, the striking majority of gay travelers indicated that they came from a large city. In 16 from 20 cases they came from the capital one. Only four of the respondents cited that they were from very small city or countryside. On the other hand, lesbian's answers to this topic were very distinct. 15 from 20 came from small city or countryside, only five of them lived in the big metropolis. Nobody from the respondents was originally from Spain, but six gay travelers mentioned that they currently live in Barcelona. All of them identified the city as gay-friendly where living is a pleasure.

Barcelona is a friendly place, everybody loves the gays - the attitude is pretty similar as here in Miami. There are many choices, you can choose gay restaurant, gay hotels, they have amazing parties, they celebrate the circuit. I've heard that everybody prefer Barcelona because of the weather, parties on the sun (Rodrigo, 35, Panama).

It is also clear that the marital status might have an impact upon the LGBT holiday patterns. It is also confirmed by Alessandro from Italy, who is 54 years old now and had visited Miami for several times in the past.

When I came to Miami for the first time I was 30 years old party animal. I was single, enjoying the surrounding weather, attention of nice guys, going to every party I have heard about. This is my seventh time in Miami, I am 54 years old living with my boyfriend 9 years together. I am not searching for the same places, I don't take crazy cruises, I don't party two days in a row. I am on vacation with my future husband

enjoying the great hotel service, dining, shopping and this incredible weather (Alessandro, 54, Italy).

In our research, the majority of respondents were in relationships; around a third were singles and only six of them were married - four women and two men. We also talked with two lesbian interviewees who had children from their former heterosexual relationship. In the theoretical part, the typical gay traveler was described as a white, college graduate, who is working as professional, has no kids, high incomes and a lot of leisure time and usually lives with his partner. We can confirm these thoughts. All of the gay respondents said that they had at least MBA degree, the most of them had even a doctoral college graduation degree. They were working as specialists in their field. Among the professions there was a teacher, a self-employed, a specialist in finance development, a marketing specialist, a finance accountant, a children therapist, and four of the people talked about their jobs in aviation. The respondents were also actors, a TV announcer, and a fashion-designer. They travelled usually in couple, so the abbreviation DINK (see chapter 3.3) - double income no kids - could be considered correct. Most of them mentioned that they could probably find cheaper vacation spot, but they love Miami and all services it offers.

We did not find any over-all description of lesbian tourists. Anyway, we can say that it is very difficult to give any comprehensive depiction of lesbian travelers. The highest education that they had achieved was in most cases high school graduation, four of them had college degree, two of them had finished trades course. We did interviews with a nurse, an advisory officer, a waitress, a server, an entrepreneur, an unemployed, a cook, a secretary, a sales attendant, a bus driver, a doctor, a computer professional and self-employers.

We can agree with the thoughts of professor Guarancino (2007) and confirm that LGBT tourism might be depicted as multicultural concern. During our interviews we had met with many interesting people all around the world, many of them pointed out that multicultural environment is the one of the most important things which brought them to Miami, which will be also mentioned in the following lines.

4.3 LGBT movements in the United States

On of the parts of the field work concentrated on the awareness of the respondents of the LGBT movements operating in the United States. In general, the interviewees were asked what they knew about the movements, they should have mentioned some examples, and specify which movement they considered as the most prominent one, and if they are important for the LGBT community. The most of the participants belonged to the age category of 31-40 years. They came to South Beach to enjoy their vacation and up-coming events. The research shows that these people do not know a lot about the LGBT movements from historical perspective. Only five informants who came originally from the United States were able to answer the questions without any problems. Anthony, the 32-year-old informant from Washington, D.C. provided very high-quality responds which exceeded the average. He tried to give us an explanation why people do not have a lot of information about the LGBT movements from historical perspective. The whole interview can be found in the appendix 5.

In most cases, the replies were related to present circumstances. The most common responses mentioned were up-coming Gay Pride event, Gay Parades, Winter Party and basically all the LGBT events which attract even the straight population. 9 respondents showed their interest in supporting rights of the LGBT community, they were members of organizations as International Gay and Lesbian Human Right

Commission (IGLHR), Global Action for Trans Equality, Human Rights Campaign (HRC), National Organization for Woman. LGBT activists esteem themselves as a minority group which needs to achieve social and political freedom including equal opportunities (Vaid: 1996: 37). They try to uproot the beliefs which the general public still tends to have about the LGBT issue. 6 of them have also a positive attitude towards donations and helping people in need. As an example, we can take activities of Rolando from Venezuela.

It's all started as an idea of five guys and now we got almost hundred members. We are recollecting the toys for children without parents. We are also helping the women who became the victims of domestic violence. We are looking for donations in well-known brands and preparing the beauty packages for ladies, which makes them happy including flowers, dinner with candles, make-up, hair cut, massage. People collaborate a lot. We are preparing also a camp for homeless people called survival. It is so expensive project, but we are trying to donate as much we can. Many of the people call me uncle Roli. Many of them love me because I am helping them a lot (Rolando, 54, Venezuela).

From nowadays point of view and in consideration to the field work location, 28 informants mentioned the problematic of the same-sex marriage, which is recently the number one theme in the LGBT south Florida. All of the respondents who were talking about same-sex marriages considered this topic and movement as the most prominent one for the LGBT community. In 10 cases, Defence of Marriage Act and a hope for equality of same-sex marriage in the global perspective was also mentioned. In other words, for them it symbolizes the achievement of human and civil rights (Myers 2003: 25).

I guess, gay rights are moving forward. One of the victories was last year 2014. I think there was like at least four or five states which legalized gay marriage (Eugene, 28, Moscow).

6 people recalled NOH8 (see chapter 2.6) which stood up against the Proposition 8 and its antigay behaviour. In the most cases, it was mentioned as the symbol in the pioneering of the gay marriages at all (Stewart 2014: 72). Only one respondent pointed out the LGBT effort of president Obama and simultaneously described his politics as the most important activity for queers in the recent years.

In my opinion president Obama is doing a great job in the promotion of the LGBT issues. He is totally the first gay president ever who is in his office fighting on behalf of the LGBT rights. It is a big step forward for gays especially in military section were you can be yourself without any oppression (Mikki, 32, Finland).

As we foreshadowed above, from a historical horizon the research shows that the awareness of the LGBT movements is not breathtaking. Anyhow, 12 interviewers referred to Stonewall Riot as the most prominent event which meant the real boom for other LGBT activities. These thoughts fellow-travel with our theoretical part. Symbolically, in the eyes of many respondents, the Stonewall riots can be considered as the starting line of the national gay rights movement. People identify the Stonewall with gay liberation (Armstrong, Cragge 2006: 725). It is necessary to say that this depiction might be disproportional. Our respondent Minna was aware of this and added to this issue

It's all started here. The big point was the Stonewall Riot, of course. Anyway, there were many other protests and important riots taking place somewhere else. For example, California was also prominent state trying to change the

LGBT rights. The Stonewall Riot was definitely significant, but I don't think that it has to be necessarily described as the breaking point in this sense. The thing is that many Europeans consider that it has been fore-runner in this field, but it all originates from here (Minna, 45, Sweden).

Our respondents also consider as the one of the most prominent movements, an awareness of AIDS and a prevention of this disease. Many answers emphasized the Gay Prides, Parades and Circuits and other events as the most influential because they are promoting the LGBT rights. As 29-years old Chakan adds

Gay Parades are not just about a lot of gay people having a good time at one particular place. You can get here a lot of important information, especially about AIDS and other sexual diseases. It's good that here in US there is a lot of places where you can go and they support you if your results are positive (Chakan, 29, Thailand).

Also, during the interviews the famous people were mentioned, the fighters for freedom no matter the race, the religion, or sexual orientation. Seven informants talked about activism of singer Anita Bryant, launched a drive to repeal a new gay right ordinance in Dade County. Especially, about the campaign Save Our Children which became the Florida's symbol of the fight against discrimination of the LGBT people (Malaspina 2007: 93). Also, the activism of Frank Kameny, Harvey Milk, Correta Scott King or Barack Obama.

32 informants coincide with the statement that the LGBT movements are definitely important for the LGBT community no matter the form of promotion. The events, organizations, the LGBT political lobby, the historical perspective of the LGBT movements in US, all of them have in common the fight on behalf of LGBT rights, an attempt to

gain the same opportunities in every single section of the everyday life. Our respondent Heidi from Germany said that

The LGBT movements are important for all gay people in the world. What happened here raised awareness, it started up the lobby. The gay lobbyists in America are very powerful and they are making the real difference according to LGBT rights (Heidi, 32, Germany).

Anyway, Heidi had a positive attitude, another seven women were sceptical. They pointed out that in the global society the inequality between straight and homosexuals still exists. Their outlook reflects also a feeling of unlike stance between genders. Those answers apprehend different chances for employment, a minor representation in the political scene, a dominance of males and entrenched upon glimpse of feminism. Only one man considered the LGBT efforts as important but non-functional in the manner it should work. He said that always conservative judge can make the decision which complicates any change on behalf of the LGBT rights (see the appendix 13).

4.4 Travel Motivations

4.4.1 Anonymity and escape

As was mentioned in the theoretical part, the escape from everyday life is connected with the tension and imbalance coming from negative attitudes of heterosexual society. During a vacation, a LGBT tourist can behave freely, feel accepted, and safe. Homosexuals can be themselves because nobody knows them in the foreign environment (Dann 1977: 290). Professor Hughes points out that very often is the LGBT tourism reflected as an avoidance of this kind of society and has a huge influence on vacation spot choice (Hughes 2002: 310). Our research shows that these theses might be rather old fashioned. Gays are not too shy as they

used to be in the past. Basically, all of the respondents were out of the closet. They denied all the suggestions that they are escaping from a mainstream society. They feel that they are a significant part of it. Many respondents introduced themselves very proudly.

Hello, my name is Alfred, 39 years old and I am so so happy to be gay. I am so proud! I am the top, baby! As a bonus I work in aviation, so I can travel to all parades in the world. Love my life. Love it here! Where are you from again?.. Oh, Czech Republic.. You have so hot guys over there.. And the girls as well, of course! Laugh.. (Alfred, 39, Brazil).

In any case, it needs to be said that escape was mentioned 14 times as the travel motivation of our respondent. But it was not meant as an escape from a pressure, violence or other form of discrimination from the country where they live.

We have to decline the thesis of the building an identity as well. It might be thought that Miami, the gay-friendly city, could be a perfect place to come out of the closet, but none of our informants used this place for this purpose. Anyway, many of the respondents confirmed the ideas of the professor Hughes about the importance of being themselves without pretending anything. Many of them pointed out, that this is important to them, even though they are out of the closet.

When you are here you feel so free, you can just do whatever you like and the surrounding people respect that. In my eyes, that's what makes Miami really unique place (Nestor, 37, Cuba). Maria from Mexico adds Gays go to Miami for the same reason, they can be themselves and they can meet with the people with same interests (Maria, 42, Mexico).

On the other hand, we have met with many rejections of making interviews. We have no doubts that if we had different samples, we would reach distinct results. The fact is that we live in the 21st century and many countries and religions still prohibit homosexuality.

4.4.2 Gay-Friendliness

31 of the LGBT tourists are consistent in their answers about gay-friendliness, which is the most important travel motivation for them. Even though they can behave and act freely in the country they come from, they prefer to spend their vacation in a gay-friendly place.

These are some of the most frequent replies the interviewees gave us.

The gay-friendliness is 100% important (William, 42, Canada). Of course, I prefer gay-friendly environment where I can be myself and hold my girlfriends hand without the curious looks and comments (Patricia, 25, Italy).

None of the respondents expressed negative attitude towards gay-friendly environment. The truth is that the gay-friendliness does not have the biggest impact on their vacation choice. At the same time, they do not decline the importance of it. Two men and seven women answered that the gay vacation does not mean for them to be searching inclusively for gay hotels and they do not visit regular attractions which Miami offers.

I am not necessarily focusing on that. More important is for me the place, but of course it is important not to be restrict in any matter. We don't stay at gay hotel, we go sightseeing and enjoying the beautiful weather as anyone else (Aikka, 44, Finland).

Nevertheless, we have to agree with the theoretical part and support the thoughts that gay-friendliness or the absence of homophobia is in our case the main reason for going for vacation to Miami. None of our respondents expressed a desire to spend their vacation in homophobic environment. They consider the free and an open-minded environment as the significant part of their vacation choice.

If I should go to vacation where I knew there is no gay bar. It would mean a bad sign for me. I want to enjoy my vacation without restrictions (Christian, 24, Colombia).

According to the *11th LGBT Travel Survey*, gays are more aware of hotel choice, business and vacation destinations due to their promotion of a gay welcoming. Therefore, gays and lesbians as being travelers, require more from the chosen destination. In addition, the gay-friendly politics, amenities and locations are main factors influencing the decision process of the LGBT community (Community Marketing Inc. 2006: 75). This thoughts are validated by Roberto from Cuba

I think that gay community has a lot of money, you know.. When I am traveling and going to spend even one dollar I want to receive something very very good, you know. And here in Miami we receive something rare. Something very very rare (Roberto, 26, Cuba).

The field work also showed that the awareness of gay codes which are promoting the gay-friendliness of the places is high, but not too large-scale. 35 respondents talked about the rainbow flag which could be considered as the most famous sign of gay-friendliness. 5 people did not mention any. Only 7 people named at least one more gay code as a pink triangle, signs of two men or two women, the human rights campaign logo, red ribbon, or pink triangle.

4.4.3 The role of the events

LGBT events might be described as the significant travel motivations of our respondents. Close investigation shows that the events are more important for gay travelers, than lesbians. 18 from 20 gay tourists had mentioned that they had visited or were planning to visit some of the gay events. They also pointed out the significance of going out to the gay bars, take the cruises, or to party for long hours. We received a lot of answers symbolizing that going to these events is the thing which LGBT people do because they want to be the part of gay community, in order to socialize with other gays and lesbians and meet with the new people in general. Lesbians also like to visit gay events, but none of them gave us information about taking the gay cruise. They also complained that they do not go often to gay bars because they feel that it is mainly place where men go. They hang out together and have their own events, but usually they prefer to stay at the hotels and enjoy the excellent services or planning their own sessions.

30 of our interviewees were considering the Gay Pride as the most significant up-coming event in Miami. In this connection, queers do not have to pretend they are somebody else and they can show the world their pride and the fact that homosexuality is normal. Respondents were of the same opinion that the Gay Prides and similar events raise awareness and visibility of the issue of the LGBT rights and can have influence on political actions.

It not all about the party. It is the propagation of our identities, showing that we are not the evils. We are a quite normal. Those events are important for us because they are representing and supporting the LGBT rights in general (James, 28, United States).

This might be one of the reasons why we have heard that Gay Pride is the most important LGBT movement for the majority of informants.

We have to agree with professor Hughes on the point that gay events, parades and festivals might be a good reason which attracts a lot of LGBT tourists globally (Hughes 2006: 191). Many LGBT tourists visited Miami because of the Winter Party which was almost one week lasting party; including many gay parties in many different places. It took place in SoBe area between 4th and 9th of March 2015. During our interviews these events were mentioned several times; the Miami Gay and Lesbians Film Festival, White Party, Aqua Girl, Pride of the Ocean which is the LGBT film festival connected with Caribbean tour and other gay cruises. As we found out, Miami offers a lot of other interesting places for LGBT community. Among others, gay bars as Twist, Score, Hotel Gaythering, or Palace are the most popular resorts the LGBT tourists are looking for while on their vacation. On the other side, we have to emphasize that LGBT tourists are not going only to gay events. 9 of the respondents said that they would connect their vacation with Ultra Music Festival, which took place in the end of March 2015. Other 15 respondents, showed their interest in visiting the typical Florida vacations spots as Everglades, Key West, Orlando's Parks, and many others.

4.4.4 Non-gay motivations

A number of authors interested in the field of LGBT conceptualized the experience of queer travels into two categories - gay and non-gay. The second kind of holiday is not diverse in any way from their heterosexual counterparts (Hughes 2006: 58). The reason for spending vacation in the particular place, in our case in Miami Beach or South Beach area, is comparable to those of straight tourists. Overwhelming majority presents as their holiday motivation need for **relaxation, escape - get away from everyday life, self-fulfilment**. It certifies thesis of

Markwell and Waitt (2006) "for many gay men, the travel motivations are similar to those of many young, single, heterosexual men." (249).

The very important factor which influenced the vacation choice of the respondents is a **tropical weather**. 37 of them mentioned the weather as the main factor which brought them to Miami. This result is not too surprising in consideration that the field work was conducted during February and March and temperatures reached 30 degrees. Those conditions were for many respondents unusual. People were excited because of the tropical climate. The weather collocates with the **beach** and many **parties**. While interviewed, 17 respondents described Miami as the paradise and acknowledged that they could not choose the better place for their vacation.

I still can't imagine that the weather is so awesome. In my country is snowing right now and I am here in the middle of paradise. Miami is definitely my favourite place (Agnes, 35, Denmark). We are on the beach every day. We don't want go back home. We will come back soon (Thomas, 65, Germany).

Multicultural environment is travel motivation of 15 respondents. They like meeting new people, mix of the cultures, learning about distinct habits and traditions. Respondents predicates that an immense number of Cuban and Hispanic immigrants making from Miami totally diverse part of the United States. They also highlighted the fact that during their vacation they found a lot of **new friends** from all over the world.

Everything is good. Everything is perfect in Miami. I love the mix of culture here. You can party with so many interesting people who have different point of view on many things. So far, I have met a lot Latin People and I am so excited about that. I will keep in touch with them, they know how to party! (Daniel, 42, Austria).

Sightseeing or **exploring the city of Miami** was mentioned by 11 of the informants. Miami offers many options for tourists. Almost everywhere you can stop Hop-On Hop-Off bus, which takes tourists around the most famous places around Miami and they can discover the beauties of this city from double-decker point of view. Different parts of the city can be visited as Downtown, Bayside Market place, Bay Front Park, Brickell Ave, Viscaya & Science Museum, Coconut Grove, Coral Gables, and the famous Little Havana. Other popular tours are connected to the trips to different cities, as the Key West where the Southernmost point of the US can be seen. In this area, there is also the AIDS Memorial, which five of the informants have visited. Other cities as Fort Lauderdale, West Palm Beach and Orlando were mentioned as close vacation spots, where 8 of our respondents would like to spend a part of their holiday.

Miami is my number one vacation spot choice. It satisfies all of my expectations. Tropical weather, beautiful beaches, clean water, open-minded people. It is a beautiful city with all that incredible buildings. Art Deco Buildings impressed me the most and nightlife is just amazing. Every night there is some special event for LGBT, usually I'll get to bed around the morning time and can go immediately get some energy on the beach. It is quite expensive but totally worthy (Alberto, 36, Porto Rico).

The other answers stated the quality of **services of hotels, clubs and restaurants, shopping** opportunities, a **well kept environment**, an **open-minded people**. 6 respondents connected their vacation with **reunion with friends or family members**. An overwhelming majority of gay tourists travel to Miami during the spring break time. One male respondent interested in history and future of LGBT movements insisted on the fact that Miami and nearby places contain a lot of **LGBT energy** (see the appendix 13).

4.5 LGBT Holiday Stereotypes

During our field work we were also interested if the gay people have ever heard about any stereotypes which general public tends to have about the gay holiday. The informants should tell if they are aware of some and if they find some of them to be true. Surprisingly, in most cases people answered that they had not met with any prejudices from heterosexual people. Only 13 LGBT tourists responded that they had heard about this topic. We received only one reply about lesbian holiday stereotypes, interestingly from a gay man. None of the lesbians had ever heard any stereotypes or did not mention any of them. The stereotype directed to the love of nature and camping in the woods (see the appendix 5).

Concerning to the gay male stereotypes, interviewed people talked about the stereotypes as a typical gay tourist is a white man, with a lot of money, who wants to spend the vacation in luxury and high fashion style and usually they do not have families. Some respondents were remarking the fact of appearance which is common for gay men. Two respondents expressed that the gay travelers are in the most cases men with “hot” bodies, wearing small bikinis, working on their sun-tan, shaking all the time with their loose wrists. On the other hand, we have heard from our respondents about the party stereotypes. In negative way, respondents attributed to cruises, gay parties or saunas which can change in straight public opinion into wild sex orgies followed by using a lot of drugs. Three respondents contributed to this topic with the positive stereotype which lean the ability to enjoy the life and parties as nobody else.

I have many straight friends who think that gay parties are really amazing. We are partying for more hours, we know how to enjoy our lives. You live only once, right? (Roberto, 48, Mexico).

All of the respondents, who have known something about the stereotypes, are consistent in opinion that a grain of truth can be found in each of them. Even though many of the interviewees have not heard about the gay stereotypes, many of them add on this topic, that these thoughts are changing all the time. General public is more tolerant than it used to be, so hopefully there will be fewer negative stereotypes about gay vacations in the future. 5 informants are not so convinced about this thesis and say that even if the LGBT rights made a large progress, there will be still people who will not respect their rights. Eugene from Moscow talks about stereotypes in the following manner.

You can't change mind of the public so easily. Religious people will keep throwing the stones against the Gay Prides. They will be holding in their hands signs as sinner or faggot. If it's the same if I say you are to straight, you're not okay. You are to catholic, Jewish.. absolutely the same thing.. It will still take a so long time than the people will be able to change (Eugene, 28, Russia).

4.6 Differences between behaviour gays and lesbians

Leisure behaviour of LGBT tourism is closely related to differences between genders. Carr suggested that those distinctions might be a greater than between homosexuals and heterosexuals (Carr 2002: 981). 30 informants claim that there is a difference between the holiday behaviour of the gay and lesbian tourists. To give example of such a distinction is for the majority of them complicated. Nevertheless, we can do some conclusions from replies we got. It can be said that the most of the lesbians disagree with the ways the men are enjoying their vacation. Lesbians are not so visible, wild, and loud. Their vacations are more calm. They do not visit the gay bars so often, they do not party for long hours and their stay is more like family vacation. Many of them described their

minority feelings because every single event or even the beach is more or less a place where the men dominate.

The thing is that men dominate the world, not only in the global sense but also in the homosexual one. If you want to go to some gay-friendly place you always feels that you are not so important part of this community. Look at the Gay Pride, or even take a look around over here are mainly the gay men (Sarine, 45, Norway)

10 respondents stated that they did not notice any difference between holiday behaviour of gays and lesbians. They believe that the reasons to go to Miami are the same apart from gender. Therefore, the majority responses from the gays indicated that there exists a huge contrast between the vacation patterns. Gays described themselves as more outgoing and free. Gays usually perceive lesbians as too serious, strict, not so friendly and immoderately romantic. 5 respondents expressed that sometimes they can behave roughly and they are afraid of them.

Let me explain something to you. There is a huge difference. It might sound weird to you, but we are the women and they are the men. We are both interested in the same sex, but in the different biological sex. When they get angry, it is not a funny thing. We are afraid of them. They have their own world and we have ours, it is better not to mix those two dimensions (Fredo, 34, Cuba).

The attitude that lesbians should spend their vacation among another woman is supported by others as well. They claim that it is not meant badly, it reflects just the fact that other girls understand each other better and they feel more comfortable like that.

11 respondents consider as the biggest behaviour difference that lesbians do not spend a lot of time with parties. Forenamed was also the inequality in representation of lesbians in the movements and basically everyday life. Some respondents replied that their voice needs to be stronger to be heard.

In general, I think they have to prove the point more. Gay men are represented more. I don't know why.. maybe biology, but we are definitely more. They have to push a little bit more the politics. Otherwise, their voice is not heard. Female gender has still a lot to do in consideration of the rights. I think gay men have it easier (Nathaniel, 36, United States).

On the other hand, 13 respondents demonstrated various opinions. They mentioned that lesbians confront a better acceptance by mainstream society, which makes their life easier. Straight society is not too shocked by two women living or traveling together than in the case of two men.

Moreover, there are many people who advocate that the vacation behaviour might be different. It has to be pointed out that every single LGBT tourist wishes the same - the better opportunities and recognition of LGBT people so they could go on vacation anywhere without any restrictions.

We like to do the different things, but the aim is the same. In the LGBT movements we want the same - equality, we want the same rights for all (Jennifer, 37, United States).

5 CONCLUSION

The main aim of the thesis was to introduce the issue of LGBT movements in the US and concentrate the attention on the field of tourism. The introduction of the LGBT movements was given attention to in the first theoretical part of the thesis, giving the definitions of important terms related to the topic and tackling the historical development of chosen LGBT movements in American society. Further, the attention was given predominantly to LGBT tourism and tourists. Therefore, one of the main objectives was to find out what are the travel motivations of gay and lesbian tourists. The answers were given based on a field research conducted in Miami, so called "LGBT paradise".

In the thesis, travel motivations of gay and lesbian tourists are analysed on the basis of findings from a qualitative research with semi-structured interviews with 20 gays and 20 lesbians of different nationalities. Concerning the results of the field research, first of all, it is important to mention that travel motivations and expectations from the chosen vacation spot, in our case Miami, might differ between genders. We can assume that some minor differences were found.

The literature which focuses on LGBT tourism often leaves out the traditional holiday motivations such as escape from everyday life, relaxation, exploring new places and cultures. In spite of the fact that, gays and lesbians might search for distinct kinds of advertisement, those motivations stay the same. Thus, it is suggested that LGBT tourism is connected with desire for escaping from mainly heterosexual society, being fully out without feelings of suppression and to be where they can behave openly while holidaying. However, the research brought different results. None of the respondents felt restricted in their home country. They did not travel to Miami in order to get away from oppression or built or strengthen their gay identity. It showed that the travel motivations are

the same as for many straight travelers. Caribbean climate, beautiful beaches, high quality services, reunion with friends or family, sightseeing, multicultural environment and many others were the regular attributes which were mentioned by all interviewees.

On the other hand, one of the most important travel motivations seems to be gay-friendliness. Even though gay do not feel as the marginalized group, they want to spend their vacation without any restrictions. They want to feel and behave openly about their sexual orientation and meet with people with same interests. They seek all sorts of cultural experiences and enjoy anonymity while visiting places where nobody knows and judges them. Another significant travel motivations are the LGBT events. Miami offers so many events, cruises, and special vacation packages which attract LGBT community. It is necessary to mention that this kind of advertisement is coveted by gay men, whereas lesbians more likely prefer to spend their vacation in more calm way. Miami is a multicultural city with a lot of options for visitors so every tourist finds the way how to enjoy this vacation spot.

The field work also tried to find out what is the awareness of the LGBT movements among the respondents. Considering the fact that the respondents were mainly from foreign countries, they did not know a lot about the movements operating in the US. The most of the answers fasten on movements to events such as Gay Pride, White Party, or efforts of LGBT organizations. Some respondents pointed out the significance of Stonewall Riot, political lobby on behalf of human rights or same-sex politics. In general, it could be said that the attention focuses on nowadays happening with some exceptions - not many people highlighted the importance of historical events. Anyway, almost all informants claim that those movements are very important for whole LGBT community because it supports their visibility and rights. However, though gays and lesbians did not demonstrate their knowledge of historical perspective,

they unify in the issue of fighting on behalf of the LGBT rights and they are aware of the need to improve this field. It should be kept in mind that all of our informants were already fully out of the closet. The final results might have been different if some of the interviewees had come from the part of the world where he or she is supposed to hide his or her own identity on every day basis.

To be able to conduct the practical research, it was necessary to gain a theoretical background first. Therefore, the theoretical framework of the thesis was based on the information from various print sources focused on LGBT tourism and LGBT movements. In particular, it can be said that thoughts of Professor Hughes were fundamental in the area of LGBT tourism. Statements of this author, especially those cited from his book *Pink Tourism: Holidays of Gay men and Lesbians*, were essential for the theoretical part and appeared in the research, too. Significant part of the thesis also worked with the essays of Carry Calister, with emphasis on his book *Gay Tourism: Culture, Identity and Sex*. Another important book for our purposes was *Gay Tourism: Culture and Context* written by Gordon Waitt and Kevin Markwell. Changes in common law regarding to same-sex marriage updates were searched on different websites for making the topic actual.

While conducting the research there appeared some problems because many of the prospective respondents eventually did not want to become a part of the survey. They refused any conversation, which meant cut down of the sample. Further, all respondents were fully out, which complicates the possibility of making the conclusions directed at LGBT people who are still hiding in the closet. On the other hand, the thesis demonstrated large scale opinion and showed surprising results in taking into account LGBT travel motivations. It depicted Miami Beach as open-minded place where being gay is not a problem at all. The thesis also pointed out the emergence of the changing attitudes towards the field of

LGBT tourism and uprooted the thoughts of some authors who discussed genuinely gay travel motivations. In literature, there is main attention paid to gay men travelers and because of this we conducted interviews with gay women, too. Anyway, the lesbian tourism seems as a separate part which is rather distinct from gay vacations. Hence, it deserves a closer consideration for proceeding next research.

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7 RESUME

Bakalářská práce rozpracovává problematiku LGBT hnutí s důrazem na oblast turismu. Je rozdělena na dvě stěžejní části, a to část teoretickou a praktickou. Teoretická část seznamuje s LGBT terminologií, vyzdvihuje důležitost genderové identity, popisuje hlavní LGBT hnutí v USA a krátce pojednává o LGBT turismu. Praktická část práce je založena na terénním výzkumu uskutečněném v Miami, které patří k jedné z nejvíce vyhledávaných destinací turistů z řad LGBT komunity. Hlavním cílem práce bylo zjistit, jaké jsou cestovní motivace těchto turistů; proč si za svou cílovou destinaci vybrali právě Miami a proč je pro ně Miami zajímavé. Praktická část tak poskytuje náhled do nejčastějších odpovědí respondentů, kteří byli dotazováni v rámci polo-strukturovaných rozhovorů. Rozhovory byly vedeny s dvaceti gayi a lesbami různých národností. Výzkum se rovněž soustředí na povědomí respondentů o LGBT hnutí v USA a rozdílech ve vzorcích chování mezi pohlavími a vybranými skupinami LGBT komunity.

8 ABSTRACT

The bachelor thesis deals with the issue of LGBT movements, with an emphasis on the field of tourism. It is divided in two major parts, theoretical and empirical one. The theoretical part provides introduction of the LGBT terminology, points out the importance of gender identity, describes the main LGBT movements in the US and undertakes the area of LGBT tourism. There was conducted a field research in Miami, which is one of the most favorite destinations for tourists of the LGBT community. The main aim of the thesis was thus to find out what are the travel motivations of gay and lesbian tourists. Why did they choose Miami for their vacation? What makes the destination attractive for this community? The empirical part presents the results of the research and provides outlook into the most common answers of the respondents. The field work was accomplished on the basis of semi-structured interviews with twenty gay and twenty lesbian informants. The research also concentrates on awareness of LGBT movements in the United States and differences in holiday patterns of gays and lesbians.

9 APPENDICES

List of Appendices

Appendix 1: LGBT in America: Progress, with Room to Improve

Appendix 2: LGBT Rights Timeline

Appendix 3: Same-Sex Marriage in the USA

Appendix 4: Questionnaire LGBT tourism in Miami

Appendix 5: Interview with Anthony

Appendix 6: Famous LGBT codes

Appendix 7: Profile of LGBT tourists

Appendix 8: Factors Influencing Gay Tourism

Appendix 9: Typology of Gay Men's Vacation

Appendix 10: Hotel Gaythering - Miami Beach's Only Gay Hotel

Appendix 11: Some of questionnaire respondents from the 12th Street Beach

Appendix 12: Miami Beach Gay Pride 2015

Appendix 13: Evaluation of the Research

Note: Photos used in Appendices 10 – 12 were taken by the author of the thesis in Miami between March and April 2015.

Appendix 1

LGBT in America: Progress, with Room to Improve (Grofum 2014)

Society

“LGBT people have relationships with partners, they have children, they form families like everybody else, and people get that.”

—Clinton Anderson, American Psychological Association’s LGBT Project

- ✚ An estimated 9 million Americans identify as gay, lesbian, bisexual or transgender. That’s almost 4 percent of the US population.
- ✚ Two-thirds of Americans think same-sex couples can be as good at parenting as opposite-sex couples, and the same share said those couples should have the same rights as their opposite-sex counterparts.
- ✚ More than 90 percent of American LGBT adults report that society is more accepting of them than it was 10 years ago. The same share expects it to be even more accepting 10 years from now.

Federal

“This is one of those issues where Congress is really lagging behind the country. Young people can’t even understand why these [issues] are controversial. Young people are already there. We just have to catch up.”

— Representative David Cicilline of Rhode Island

- ✚ Although members of Congress have introduced bills to protect gays from discrimination, none have passed. In 2009, the Obama administration hosted the White House’s first LGBT Pride Month reception celebrating the LGBT community. In 2013, the federal government for the

first time recognized same-sex unions by opening up thousands of government programs and offering benefits to same-sex couples.

Appendix 2

LGBT Rights Timeline (Time 2013, Public Broadcasting Service 2012, Williams, Retter 2003).

The Gay Rights Movement is a civil rights movement that advocates equal rights for gay, lesbian, bisexual, and transsexual individuals. The timeline listed below contains some of the most pivotal events in this movement throughout US and world history.

1924: Henry Gerber founds the Society for Human Rights, the first documented gay rights organization in the United States. The society was chartered by the State of Illinois and published *Friendship and Freedom*, the first US publication for homosexuals. The Society soon disbands due to political pressures and what Gerber later describes as being up against a solid wall of ignorance, hypocrisy, meanness, and corruption” (quoted in Williams & Reter 2003: 54).

1928: Radclyffe Hall’s lesbian novel, *The Well of Loneliness* is published. As a result, homosexuality becomes a topic of public conversation in both the United States and England.

1945: Homosexuals remain interned in Nazi concentration camps after liberation by the Allied forces. This is because Paragraph 175 of the German Criminal Code declared homosexual relations between males to be illegal along with acts such as underage sex abuse and bestiality.

1948: Alfred Kinsey’s landmark book, *Sexual Behavior in the Human Male*, is published. Kinsey reports that 37% of men he interviewed had participated in homosexual behavior at least once. Based on his

research, Kinsey proposes that sexual orientation lies on a continuum from exclusively homosexual to exclusively heterosexual.

1950: Activist Harry Hay founds the Mattachine Society, one of the earliest homophile/homosexual organizations in the United States. Their goal is to organize and advocate for homosexual rights and to reduce the feelings of isolation that many gays and lesbians of the time are experiencing.

1953: Executive Order 10450 is signed by President Dwight Eisenhower, ordering the dismissal of government workers who engage in “sexual perversion” and other immoral acts. Although the Order does not explicitly mention homosexuality, hundreds of gays and lesbians lose their job as a result.

1955: In San Francisco, activists Del Martin and Phyllis Lyon found the Daughters of Bilitis, a lesbian civil and political rights organization. The group eventually publishes a magazine, the first lesbian publication of any kind.

1956: At the meeting of the American Psychological Association, Evelyn Hooker presents research comparing the psychological health of homosexual and heterosexual men. Her results show that even skilled research experts find no differences in the mental health of these two groups.

1962: Illinois becomes the first state to decriminalize homosexual acts between two consenting adults in private.

1966: The oldest collegiate student organization for gays, the Student Homophile League, is founded at Columbia University.

1969: The Stonewall Riots, named after the historically gay-frequented bar, The Stonewall Inn, take place in Greenwich Village in

New York City. Police forces had unjustly raided the establishment in the past, but on this occasion, gays protest the raids and the event becomes a pivotal, defining moment in the movement for LGBT rights.

1970: The first gay pride marches are held in multiple cities in the United States on the first anniversary of the Stonewall Riots. These are the first of many pride marches that will take place across the globe in years to come.

1973: The American Psychiatric Association removes homosexuality from the *Diagnostic and Statistical Manual of Mental Disorders II*, concluding that it is not a mental illness. Evelyn Hooker's pioneering research on homosexuality plays a crucial role in this decision.

1974: Elaine Noble becomes the first openly gay person to be elected as a state legislator; she serves in the Massachusetts State House of Representatives for two terms.

1975: The Bisexual Forum is founded in New York City and the Gay American Indians Organization is founded in San Francisco.

1977: Harvey Milk is elected city-county supervisor in San Francisco and becomes the third "out" elected public official in the United States. Quebec, Canada passes laws to prohibit discrimination based on sexual orientation in both private and public sectors.

1978: Shortly after assuming his elected role as Supervisor, Harvey Milk is assassinated along with San Francisco's Mayor Greg Moscone. Supervisor Dan White is convicted of voluntary manslaughter and is sentenced to seven years in prison. In San Francisco, the Rainbow Flag is first flown; the flag becomes a symbol of gay and lesbian pride.

1979: Over 100,000 people participate in the National March on Washington for Lesbian and Gay Rights. Chapters of the national

organization of Parents and Friends of Lesbians and Gays (PFLAG) are founded across the United States.

1980: David McReynolds appears on the Socialist Party ballot, becoming the first openly gay individual to run for President of the United States.

1981: A lethal virus is noticed spreading through the gay community. It is first reported in the *New York Times* as a rare pneumonia and skin cancer and is initially referred to by the Centers for Disease Control (CDC) as gay related immunodeficiency [disease](GRID). When it is recognized that the virus is found in other populations, it is renamed the Acquired Immune Deficiency Syndrome.

1982: The National Gay and Lesbian Task Force initiates a project aimed to counter the rise in violence related to homophobia in the United States.

1983: The first National Lesbians of Color Conference is organized in Los Angeles.

1984: After an eight-year legal battle Duncan Donovan, a Los Angeles gay activist, wins the right to receive the death benefits of his life partner.

1986: The United States Supreme Court ruling in *Bowers v. Hardwick* upholds the right of each state to criminalize private same-sex acts.

1987: ACT UP is formed in order to protest inaction in response to the AIDS epidemic in the US. The Old Lesbians Organizing for Change (OLOC) is founded with the goal of fighting against ageism and for lesbian rights.

1988: The brochure *Understanding AIDS* is mailed by the CDC to every American household. The World Health Organization organizes the first World AIDS Day in attempts to spread awareness of the disease.

1992: Homosexuality is removed from the International Statistical Classification of Diseases by the World Health Organization.

1993: The Department of Defense issues the “Don’t Ask Don’t Tell” policy; under this policy, applicants to the US Armed Forces would not be asked about nor required to disclose their sexual orientation.

1996: In the case of *Romer v. Evans*, the United States Supreme Court rules that Colorado's second amendment, which denies gays and lesbians protections against discrimination, is unconstitutional. President Clinton signs the Defense of Marriage Act (DOMA) into law, which defines marriage as a union between one man and one woman.

1998: Widow of the late Martin Luther King Jr., Coretta Scott King, speaks out against homophobia in America, despite receiving criticism for comparing Black civil rights to gay rights.

1999: California adopts a domestic partner law, allowing same-sex couples equal rights, responsibilities, benefits, and protections as married couples.

2000: Vermont becomes the first state to legalize civil unions, a unity similar to domestic partnerships. Israel begins recognizing same-sex relationships for foreign partners of Israeli residents.

2004: Massachusetts legalizes same-sex marriage and New Jersey legalizes domestic partnerships; eleven other states ban such legal recognitions. Same-sex marriage is also banned in Australia, although the neighboring nation of New Zealand passes legislation recognizing gay civil unions.

2006: Discrimination based on sexual orientation is banned in Illinois and the State of Washington State adds sexual orientation to its existing anti-discrimination laws.

2008: Proposition 8, an amendment banning same-sex marriage in California, is passed into law. This inspires the NOH8 campaign, a social project featuring celebrities who promote marriage equality.

2009: President Obama signs the Matthew Shepard and James Byrd, Jr. Hate Crimes Prevention Act which expands the Federal Hate Crime Law to include crimes motivated by a victim's actual or perceived gender, sexual orientation, gender identity, or disability.

2010: The "Don't Ask, Don't Tell" policy is repealed following a US Senate vote; gays and lesbians can now serve openly in the US Armed Forces.

2011: The Obama administration states they will no longer support DOMA which banned the recognition of same-sex marriages in the United States.

2013: The United States Supreme Court rules that the key parts of DOMA are unconstitutional and that gay couples are entitled to federal benefits such as Social Security survivor benefits and family leave. The Court's ruling on California's Proposition 8 results *in gay marriages being resumed in that state*.

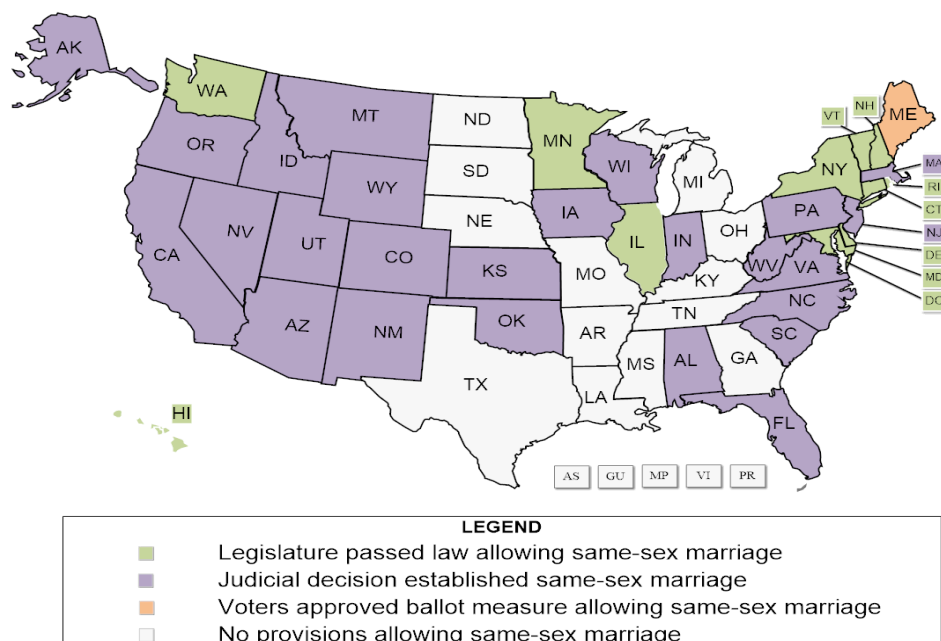
2015: Same-sex marriage becomes legal in Florida and Alabama

Appendix 3

Same-Sex Marriage in the USA (NCSL 2015)

37 states and the District of Columbia currently allow for gay marriage: Alabama, Alaska, Arizona, California, Colorado, Connecticut, Delaware, Florida, Hawaii, Idaho, Illinois, Indiana, Iowa, Kansas, Maine, Maryland, Massachusetts, Minnesota, Montana, Nevada, New Hampshire, New Jersey, New Mexico, New York, North Carolina, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, Utah, Vermont, Virginia, Washington, West Virginia, Wisconsin and Wyoming.

Most recently, a US District Court ruling overturned Alabama's same-sex marriage ban. However, the Alabama Supreme Court later issued an order challenging the federal court ruling. The majority of Americans now live in states that have legalized same-sex marriage. Most other states have enacted constitutional or statutory bans on same-sex marriage, known as DOMA. The Supreme Court announced in January that it will decide whether the Constitution mandates same-sex marriage and whether states are permitted to limit it. So, it's possible that the remaining gay marriage bans might not be relevant much2 longer.



Appendix 4

Questionnaire: LGBT tourism in Miami

The purpose of this questionnaire is to gather preliminary data about LGBT tourism, especially travel motivations which led the travelers to choose Miami as their vacation spot. It is conducted as a part of a thesis research on “LGBT Movements in the U. S.: LGBT tourism in Miami” done by the student of International Relations: British and American Studies of the University of West Bohemia, Czech Republic. Disclosed information will be relevant only for academic purposes and will not be used by any third party. The questionnaire will take around 10 minutes.

1. Gender

Male Female

2. Age group

18-20 21-30 31-40 41-50

51-60 61-70

3. Sexual Orientation

gay lesbian bisexual other

4. Nationality

- 5. How would you describe the place of your residence?** (Large city/small city/village/countryside)

- 6. What is the highest level of education you have achieved?** (high school graduate, technical/trades course, college, bachelor's, master's doctoral degree)

- 7. What is your current occupation?** (private sector, public sector, freelancer/entrepreneur/student/pensioner/unemployed)

- 8. What is your marital status?** (Single, have a partner (live together/separately), married, civil union/domestic partnership)

- 9. What do you know about the LGBT movements in the USA? Can you mention some examples? Are they important for the LGBT community? Which of them do you consider as the most powerful/influential/prominent one?**

- 10. What are the main factors influencing your holiday/vacation destination choice?**

- 11. Why did you decide to go to Miami?**

- 12. Does Miami offer any interesting places/events/cruises for LGBT community?**

- 13. How important is the gay-friendly environment for you? Gay Codes are used to convey companies' gay-friendliness. Are you familiar with any? Please name the ones you know.**

14. General public tends to hold certain stereotypes about gay holidays, are you aware of some? Which ones? Do you find some of them true?

15. Do you think there is any difference between holiday behaviour of gays and lesbians? If yes, can you mention some examples of such differences?

Thank you very much for your time :)

Appendix 5

Transcript of an Interview with Anthony

(Miami, 24th of February)

Could you please tell me briefly something about you?

Sure, my name is Anthony. I'm 32. I'm from Washington D. C. and my occupation; I work in development finance, so I do like microfinance for Africa. I have two master's degrees.

What is your marital status, Anthony?

I'm not married. I've been with my boyfriend for three years and we currently live together.

What do you know about the LGBT movements in the USA?

I think I know quite a lot comparing to the most people. I do a lots about LGBT activism on the side. I study it, I read about it, I learn about it. I interact with lots of older people who have been in the movement for forty or fifty years. In fact, I am staying right now with someone who has been in the movement doing activism like for fifty years. It's very inspirational. There were many people who paved the way for LGBT movement here in the US. The book, I am reading right now is about Bayard Rustin. He was LGBT member, black American gay who devoted the most of his time to civil rights and pacifism work, but more importantly to the LGBT issues. Another important guy was I suppose Frank Kameny who helped destigmatized LGBT people in the US government. I would like to also point out names as Harvey Milk, Anita Bryant or Mrs. King.

Could you please mention some examples of the movements?

I think historically I mean there is a lots of movements. The important step forward was access to non-discrimination in terms of employment, in terms of acces to all different services - including relatively freedom in the US army, marriage equality - there has been efforts for gender equality which is really where is the movement going right now. There has been movements for improvement public education. I feel that the movements are extremely wide and historically there have been different focuses on different times but right now the attention concentrates to transgender people and their rights.

Oh my god, you are smart!

Oh no, I love this stuff. This is my life, my passion. The US is the place where the real fight on behalf of the LGBT rights really started growing in 1900. There was the Stonewall Riot and in 60s it was more and more possible to be out and then just little by little it became more easy to be gay what is the main aim and the most important part of the LGBT movements. I think a lot of LGBT people especially in my generation - early thirties and younger really don't know a lot about this history. We need to study our history more.

Are the movements important for the LGBT community? Which of them do you consider as the most powerful one?

Yeah, absolutely. I think without the movements there wouldn't be anything same as we can see it today. There wouldn't be acces to the rights, none of these things would happen without riots and pushing forward the need for equality. Anyway, it is still important to keep going and enlarge the rights for LGBT people. In urban parts of America, it is kind of easy to be LGBT, but there are still places where homosexual behaviour is prohibited and punished. People consider gays as sinners; this is the thing which has to be changed. Currently, I think the biggest movement is for marriage equality. But that's current. Historically, you

know the movement I wanna talk about is the Stonewall Riot. It took place in New York City. It is really important milestone, but there were also important protest all over the world. San Francisco was also very important city in fight on behalf of human rights in general. The Stonewall is kind of easy to focus on but there were a lot of things happening everywhere.

What are the main factors influencing your holiday/vacation destination choice?

I do like to go to places where being LGBT is not a problem, right. I like to be on the beach with a lot of other LGBT people and I don't need to worry about it, I don't need to worry about my safety. That's the main reason why I decided for Miami Beach. In D.C. it is also kind of easy to be gay. You can meet a lot of white gay males in the streets. We don't have any discriminatory forces pushing us, right. So it is easier for us white males, I mean in the US, to be out than it is for black, Hispanic males or Asian-American women. It is kind of easy, but I need to point out that over here I feel more free and relaxed. I can be just myself, you know.

Does Miami offer any interesting places/events/cruises for LGBT community?

I think Miami and also Fort Lauderdale have really interesting history. Miami and Dade County specifically is where Anita Bryant led her campaign *Save Our Children* which was promoting LGBT rights. I think it was in 60s or more likely 70s. She didn't sympathize with statements that LGBT people are immoral. The LGBT movements didn't start here, but we can find here a lot of attention to this topic. There is a lot of LGBT energy. And then Fort Lauderdale, maybe 30 miles north of here. There is Stonewall museum, you can find there also Arcades Gallery and many LGBT people.

Wow, you are incredible!

It's just something that I like, even my shirt National Center for Transgender Equality. My boyfriend, he does a lot of LGBT activism as well. He is trying to help LGBT youth, make sure they have access to all services. Especially, like even though there is a possibility to reach marriage equality or getting obviously protection, you can still have situations that LGBT people get bullied. You have children who are kicked down from their families and become homeless. So there is still a lot stuff that need to be done. But it's going into right direction. Finally, now.

How important is the gay-friendly environment for you? Gay Codes are used to convey companies' gay-friendliness. Are you familiar with any? Please name the ones you know.

Yeah, I like to go to gay-friendly places. I mean for my work I go to Africa a lot, so I have to be very careful about how open I am, how out I am. So when I go on vacation I just wanna be free and myself. I know some gay codes. You can find out that the place is gay-friendly very easily. The company has usually a small rainbow flag symbol or they have like a small pink triangle, or red ribbon. There is also the HRC logo with blue and yellow equal signs on it and there is of course male and female symbols which they make two males or two female signs. The last version shows LGBT or you can combine them together and it shows transgender experience. Those are the big ones I think.

I am so excited that I have met you. Usually, people didn't give me answers like this.

Yeah, here is the truth. If you're LGBT person you most likely have been raised by straight parents. My mom and dad are in heterosexual relationship. When I am gay, I don't have any role model in my family. I don't have nobody who would tell me about LGBT history and share the

culture. I have searched it somewhere else. I have to find it in books, TV, journals or anywhere, right. I didn't get it from my family, they have taught me some Italian language, I have learnt Italian cooking, I have learnt about my ancestry. As the only gay person in my family no one's gonna teach me my history and culture. I need to teach it on myself. I think this is one of the reasons why people don't know a lot about the movements.

General public tends to hold certain stereotypes about gay holidays, are you aware of some? Which ones? Do you find some of them true?

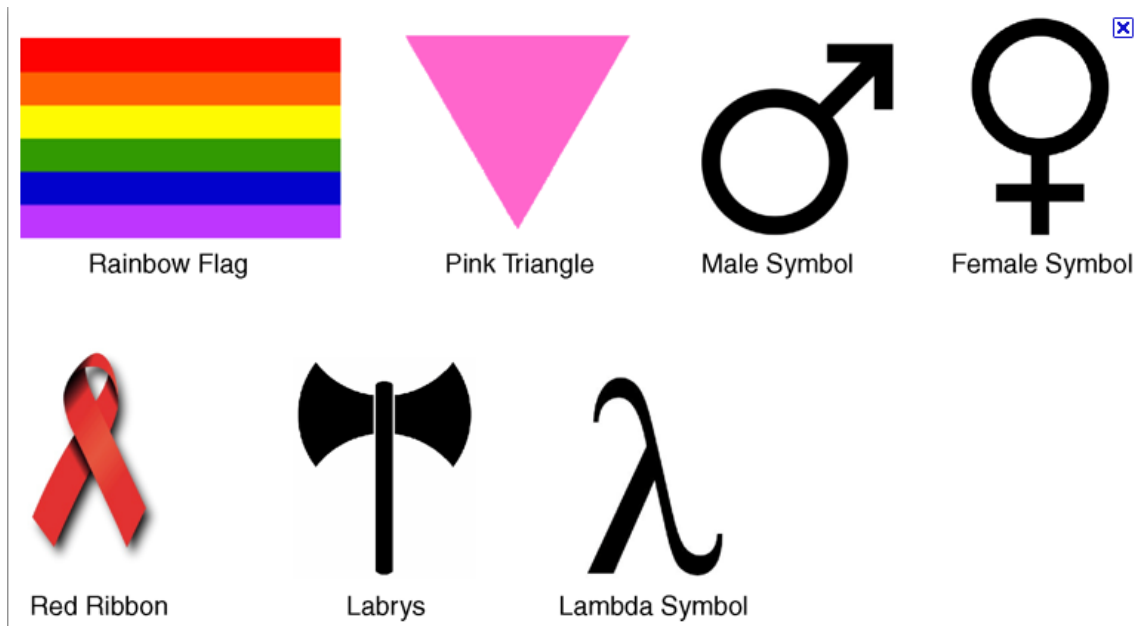
Oh, sure. I've heard that it has to be connected with wild sexual orgies and that it is very influential with like extremely rich people. High fashion, you know luxury things those are probably the biggest stereotypes. Those are on the men side, on the women side it's like you know that they like to camp, they like to be in the nature like in the woods. I think every stereotype has at least a small grain of true. Yes, there is a portion of LGBT community especially in the US. It's generally white men who are rich, they spend a lot of time looking very nice and they go to fancy places and they don't have families that they need to take care of, they don't have other things that tie them down. So, yeah. Actually there is a quite large grain of truth. And for women, yeah I know a lot of lesbians who like to be out in the woods and they like to camp and they like to be in the nature. Yeah, there is something I would say spiritual about our nature.

Do you think there is any difference between holiday behaviour of gays and lesbians? If yes, can you mention some examples of such differences?

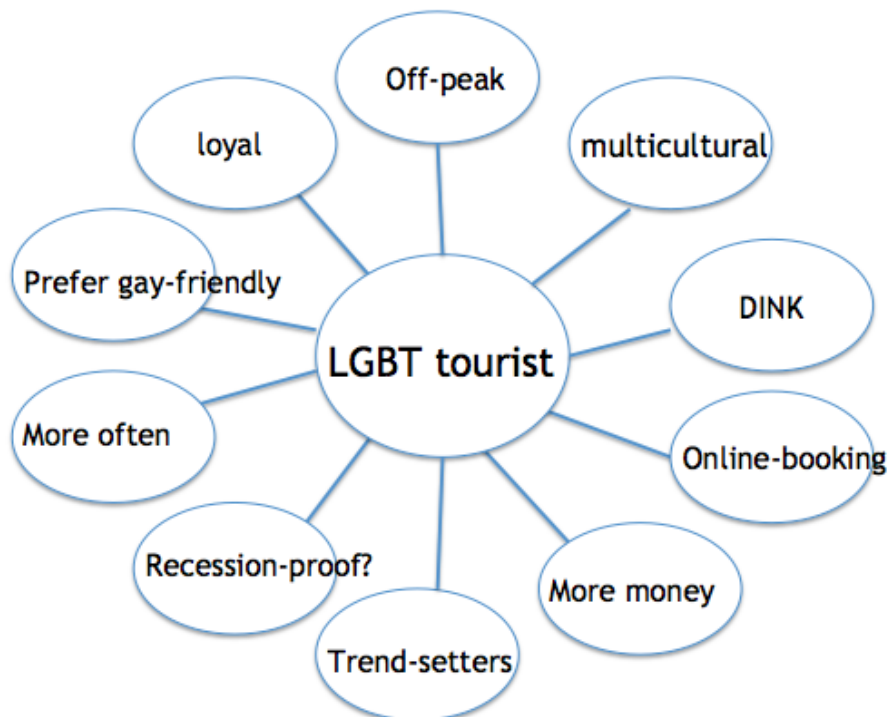
I think so. Gay men wanna be around gay men cause they are the objects of sexual desire and women wanna be around another women just because you understand each other and you can just be together and

you don't need to ever explain yourselves. So what I see is that place like this (beach) is I would say 80% men, I guess. Women are probably somewhere else, where is 80% women. I think it's fine to be with people and environment in which you feel good and free. I also have heard that gay women like to do more communal activities in groups but that's just another stereotype. I don't know if this one is true.

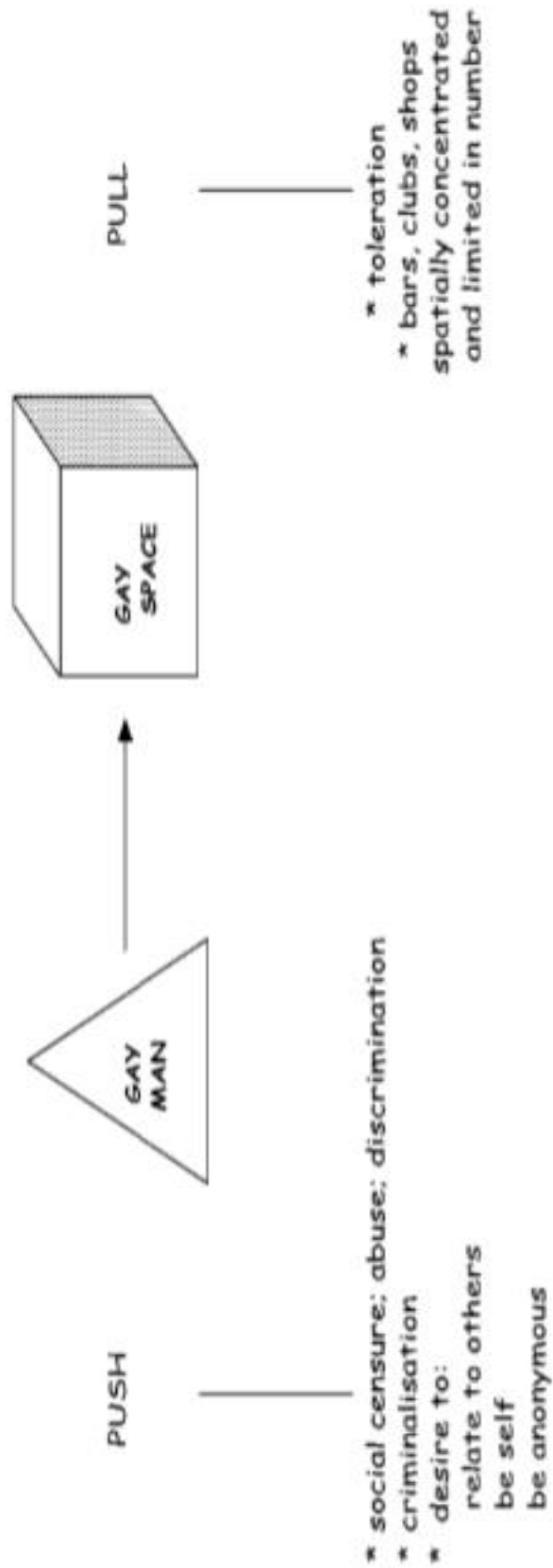
Appendix 6: Famous LGBT codes (Nam-Hyum Un 2011).



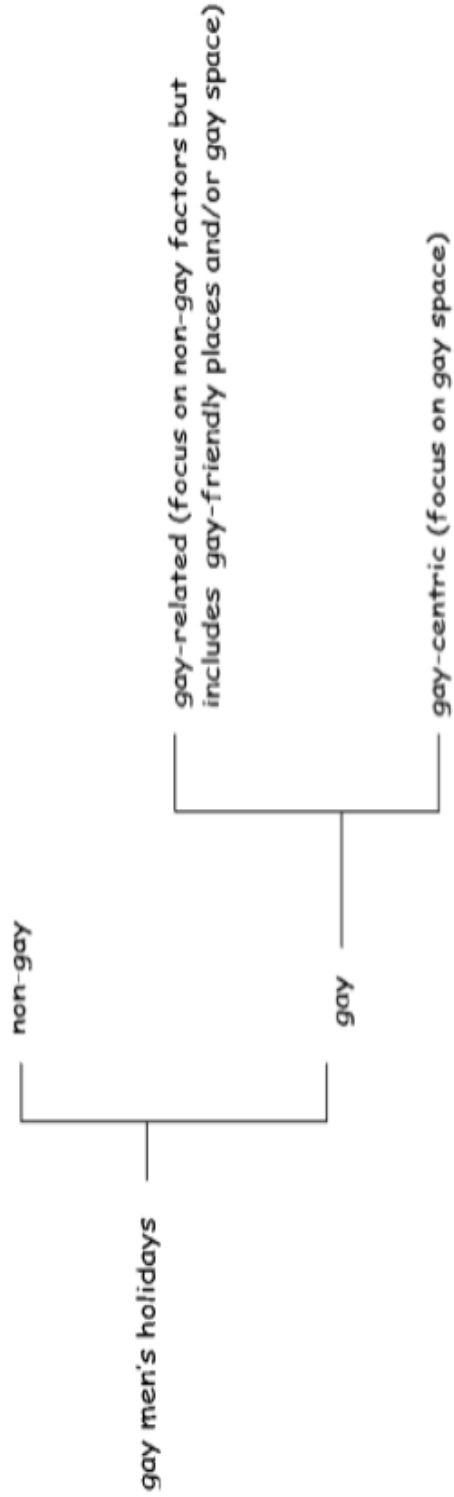
Appendix 7: Profile of LGBT tourists (Kinnunen 2011).



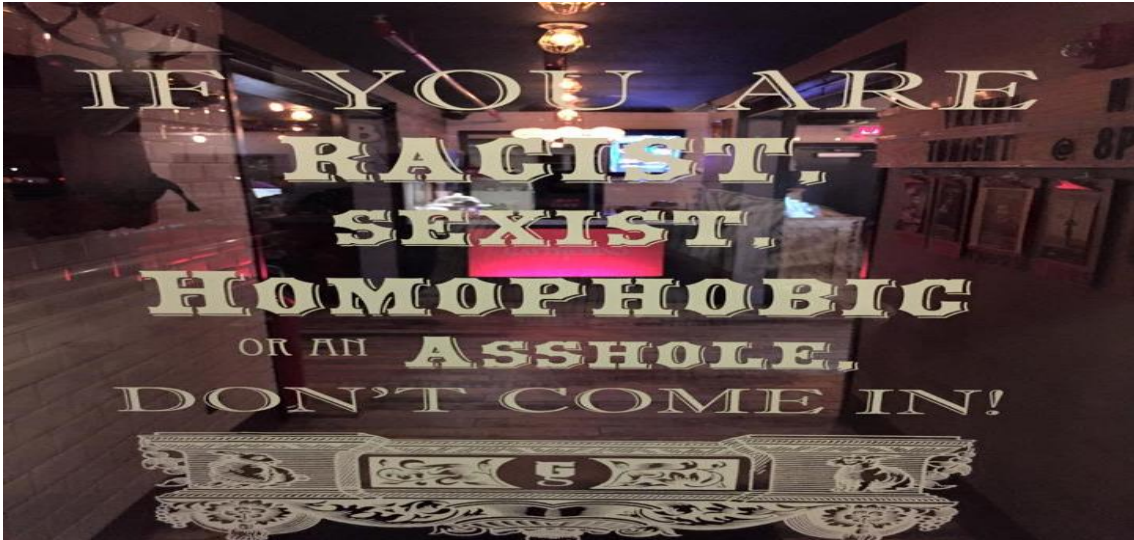
Appendix 8: Factors Influencing Gay Tourism (Hughes 2002: 300).



Appendix 9: Typology of Gay Men's Vacation (Hughes 2002: 301)



**Appendix 10: Hotel Gaythering - Miami Beach's Only Gay Hotel -
"hetero friendly"**



**Appendix 11: Some of questionnaire respondents from the 12th
Street Beach**



Appendix 12: Miami Beach Gay Pride 2015



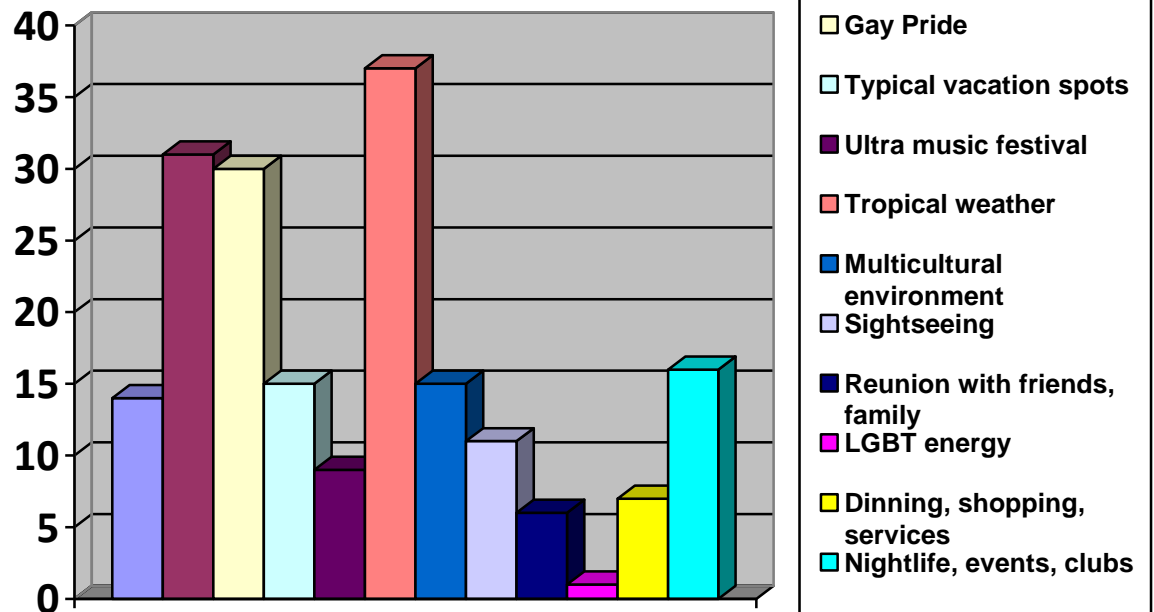




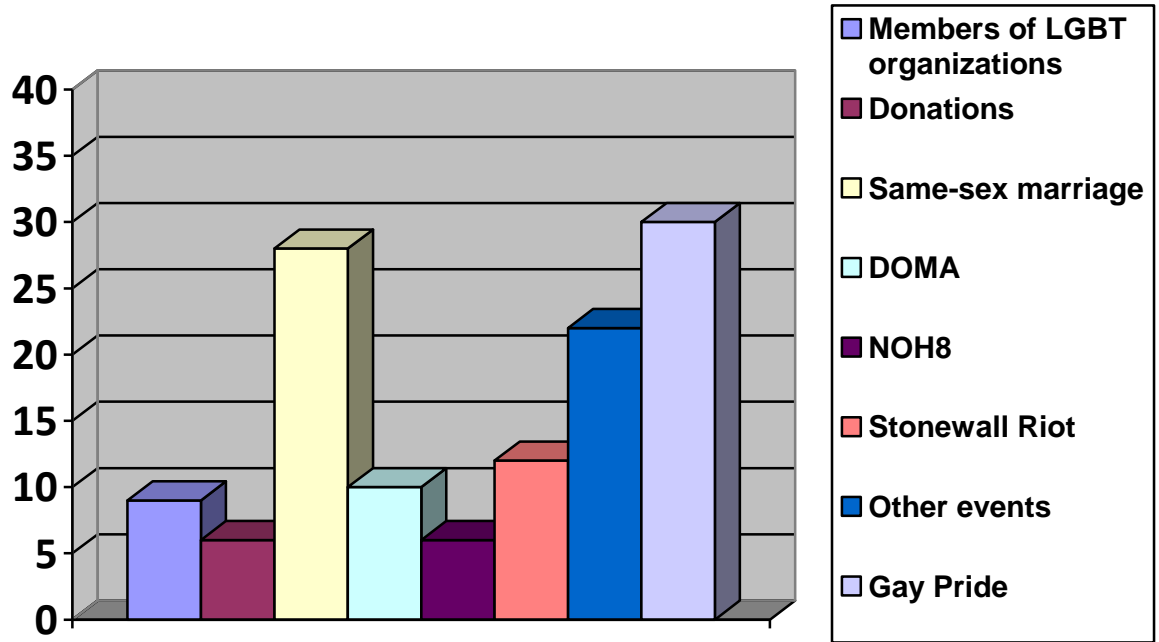


Appendix 13: Evaluation of the Research

Travel motivations



Awareness of LGBT movements



Importance of LGBT movements

