



Gay and Lesbian Tourism

Jeff Guaracino

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This unique introductory resource provides a broad foundation of knowledge on the gay and lesbian market segment. Topics and themes are illustrated by interviewing the top professionals in gay travel and gay media who share their experience, tips for success and future predictions. Packed with best case examples and practices of existing gay tourism initiatives and campaigns, this engaging text provides analysis and context that addresses some of the burning questions in this area, including the potential negative consumer and stakeholder reaction, and strategies to educate the local hospitality community.

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