

Consideration of sexual minorities in tourism globally

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<p>The commissioner of this thesis is a higher education co-operation Vastuullisen Matkailun Portaati -project whose objective is to create a complimenting education model to improve sustainability studies in higher education schools. The purpose of this work is to study the consideration of sexual minorities in tourism globally and from the traveller point of view. The desired outcome of the thesis was a comprehensive information package that introduces the subject of consideration of sexual minorities in tourism for the potential students of Vastuullisen Matkailun Portaati -project. The information package was produced together with a student colleague working on a similar subject.</p> <p>The familiarization with the research began in August 2019 and working on it lasted until November 2019. The information for the theoretical part was gathered by studying existing literature of the subject and around the subject as the reliable and up to date resources were limited. For the empirical part of the study information was gathered by interviewing and observing. This thesis was done in an exploratory approach and therefore also done with qualitative methodology. The qualitative research methods were implemented during October and November 2019.</p> <p>The scope of the research was limited so that not all sexual minorities are under exploration, but rather the community as a collective whole. This study focuses on consideration of sexual minorities in tourism globally, understanding that countries and organizations are influenced by global phenomena and political and legal decisions and legislations. However, this work will not go deep into the laws and legislations but rather gathers positive phenomena as an example of how the consideration of sexual minorities in tourism globally could be in the future. Therefore, the aim is to map out the global areas and countries that have already accomplished positive progress regarding the consideration of sexual minorities in tourism.</p> <p>The findings were divided into three different categories: social sustainability regarding tourism of sexual minorities, information distribution in tourism of sexual minorities and future potential of sexual minorities in tourism. Regarding sustainability, the social aspects seemed to have been left more aside and the focus of many companies was on the environmental and economic aspects. The key findings of the work were that even though many areas globally have accomplished good human rights legislations and laws, controversy in diversion and inclusion is still complicating the tourism of sexual minorities, and that the lack of information is the biggest trouble, that tourism of sexual minorities faces.</p>	
Keywords Sexual minorities, LGBT(Q), social sustainability, tourism, tourism globally	

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1 Introduction

To this date sustainability has been growing its significance in the functioning of society as a whole. Preserving earth and its natural supplies for the future generations is growing its importance in all aspects of society and its functioning. Sustainability can be divided very roughly into three different categories; Environmental, Social and Economic sustainability. Especially environmental and social sustainability are under the spotlight during the worsened climate change and social inequality. This study focuses on social sustainability and further on its sub-topics of equality and consideration of sexual minorities. Generally, equality as a topic focuses on inequalities between men and women. However, today the conception of gender and sexual orientation reaches further than male and female.

Tourism as an industry impacts on social sustainability, and therefore is in a position to take responsibility and contribute for the benefit of it. Tourism contributions on a global level will be the pinpoint of this study to gather a comprehensive understanding of what is already done for the consideration of sexual minorities and what can be done in the future to improve the equality of travellers globally. This paper includes a theoretical and empirical section. The theoretical part includes research on social sustainability in tourism, sexual minorities in tourism and the exploration of the global world of tourism of sexual minorities. Throughout the text terms sexual minority and a general acronym LGBT(Q) are both used to describe the biggest groups of sexual minorities, as they equally mean the same thing in this work. The definitions of both and the evolution of the definitions are further explained in chapter 3. Sexual minorities in tourism globally.

1.1 Objectives

Purpose of the work is to explore the area of tourism of sexual minorities and how the industry companies take them into consideration in their business values, from the traveller point of view. Also, there are sub-questions to be answered:

1. Are companies involving equality consideration when cultivating social responsibility practices?
2. How can knowledge about equality be improved for companies in the tourism industry?
3. Is there potential for market growth if all sexual minorities felt safe enough to travel without inhibitions?
4. Are there areas that have the potential to be safe destinations in the future regarding equality, on the global spectrum?

Attempting to answer these questions, insights will be found in the empirical study to demonstrate the state of consideration of sexual minorities in tourism and the possible areas to work on to improve the current state. The results of the thesis are desired to help the industry professionals and students to possibly broaden their understanding of sexual minorities and their potential buying power, as well as travellers in the sexual minority community by gathering information into one compact package (Appendix 9.). The desired outcome of the research is not to educate anyone, but to rather invite reflection on the subject.

This thesis is research orientated, based on qualitative nature as it is not widely researched yet and is based on a lot of people's experiences and emotions, that might be harder to measure in numbers. The commissioning party is a higher education co-operation Vastuullisen Matkailun Portaati -project that's objective is to create a complementing education model to develop the learning of responsible tourism. (jamk.fi 2019.) The commissioning party was appropriate for this subject of thesis, since the subject of consideration of sexual minorities in tourism globally falls under the subject of social sustainability and its development. Tourism has impacts on sustainability on the planet, environmental and socially and therefore should also consider possible solutions to minimise the negative impacts and try to support and develop the positive impacts. Through education, can be an effective way to enforce the development of positive impacts, and therefore the commissioning party could benefit from this thesis.

1.2 Justification

As a result of people being able to travel more, and countries and cities stepping into the tourism business, competition of potential customers is growing. Companies must understand their full potential and be able to reach the message all the way to the customer. Due to the growing understanding of sustainability in the tourism sector, companies need to be transparent in order to convince customers that what they promise regarding actions taken for sustainability is also what they carry out through the whole process of providing goods and services.

The authors interest in Sustainability has been influencing choices throughout their studies, but the deeper interest towards social sustainability was achieved on a lecture given by a tourism entrepreneur working to create travel packages especially for a specific group of sexual minorities. The question whether sexual minorities are considered and understood specifically in the tourism sector rose from the authors experience on lack of knowledge in the subject even after three years of managerial studies in tourism. Besides

the authors experience on lack of knowledge, the subject seemed marginally studied and controversial information came across the research on the consideration of sexual minorities on the global level.

1.3 Structure of the thesis and research defining

The report is structured in a theoretical framework, with a section explaining the methodology used for research and includes a result section, where the findings are interpreted and discussed and questions for further research presented. The methodology is exceptionally in the beginning of the work, after the introduction, as observation research method is used already in the theoretical part, since the subject has limited earlier research. The theoretical part aims to cover the academic aspects of the research problems and to answer the research sub-questions. It starts from a less specified subject of sustainability and explanations of terms and concepts and evolves to explore social sustainability and the global framework for how equality, diversity and non-discrimination should be taken into consideration in tourism trade. Moving even closer to the main research problem sexual minorities are explained, including definitions and concepts. Later the first signs of tourism within sexual minorities are discovered and traced all the way until the present day, from which the author wanted to shift to explore the future potential of LGBT(Q) tourism. Finally, the consideration of sexual minorities is researched by country, city and company level by using the observation research method. This research pursues to explore data from the traveller point of view and not from the point of view within the tourism organisations, in order to gather a compact information package on how sexual minorities are considered in tourism and how is it possible to perhaps improve the consideration. As the subject is rather restrictively studied and very little research was made from this point of view, the theoretical framework aims to cover related and influencing issues to get a better understanding of the current state of the consideration and evolvement of LGBT(Q) tourism.

1.4 Research method and scope

This research is done in an exploratory approach to discover and find insights to a relatively unexplored and wide area of subject. Because of the nature of the subject, the work will be done in a qualitative nature and emotions and some of the subjects regarding experience of one's identity is hard to measure in numbers. (Hirsjärvi et al. 2007, 133-135, 156-157; Payne, G & Payne, J. 2004, 175-179.)

For this research two expert interviews, a focus group and the authors own observations will be used as the main data gathering techniques. (MacIntosh & O'Gorman 2015, 140-

153; 118-138.) The semi-structured interview approach will be chosen for this work, as the characteristics match the nature of the work best giving the interviewer and interviewee the freedom to discuss more freely and relaxed in order to process emotional insights and experiences. (Hirsjärvi et al. 2008, 199-204; MacIntosh & O’Gorman 2015, 118-122; Payne, G & Payne, J. 2004, 129-133.) Focus groups are a good gateway to understanding the emotional experience people have had, which is why it will be chosen for this work to compliment the two other research methods chosen for this work. (MacIntosh & O’Gorman 2015, 123-129; Payne, G & Payne, J. 2004, 103-106.) Observing will be done comparing and observing beforehand established criteria from beforehand chosen companies’ websites and releases as some of the wanted research results cannot be found in written literature. (Hirsjärvi et al. 2008, 207-212; MacIntosh & O’Gorman 2015, 129-133.) All the data gathering techniques are trying to find an answer to the main research problem and four sub-questions.

The scope of the research is delimited so that not all the sexual minorities are under exploration, but rather the community as a collective whole. However, some of the most used terms of sexual minorities at the time of writing are studied shortly to explain the concept to the reader. As the subject is Consideration of Sexual Minorities in Tourism Globally, the research is done exploring the consideration on a global level, understanding that countries and organizations are influenced by global phenomena and political and legal decisions and legislations. However, this work will not go deep into the laws and legislations but rather gathers positive phenomena as an example of how the consideration of sexual minorities in tourism could be globally in general in the future and aims to map out the global areas and countries that have already accomplished positive progress regarding the consideration of sexual minorities in tourism.

2 Methodology

Purpose of the work is to explore the area of tourism of sexual minorities and how well the industry companies take them into consideration in their business values. The intention of this work will be to exploratorily gather information and phenomena related to LGBTQ tourism globally, because even though collective data is found relatively well, the matter is continuously evolving (Seta 2019a) and information found may not be as valid to this date as it was at the time of the research being made. According to Hirsjärvi, Remes and Sajavaara (2007, 133-135) there are four different types of purposes for the research: Exploratory, Explanatory, Descriptive and Causal. Because the research will be done in an exploratory purpose of a relatively wide and restrictively studied subject, the Qualitative methodology will be the most fitting and not the Quantitative. Qualitative methodology is based on the description of real life and the research of something that cannot necessarily be measured numerically. In qualitative methodology the results and interpretations depend a lot on the viewpoint the research was done from, and therefore it can be concluded that in qualitative methodology there is no one answer or truth as the subject is manifold. (Hirsjärvi et al. 2007, 156-157; Payne, G & Payne, J. 2004, 175-179.) Quantitative methodology is based on collecting masses of data for researching generalized regularities human social behaviour fast and effectively. Quantitative research is done in large samples and analysed with deductive logic and rationalized with scientific knowledge. (Hirsjärvi et al. 2007, 135-138; Payne, G & Payne, J. 2004, 180-184; MacIntosh & O’Gorman 2015, 155-157.)

2.1 Research type and method

Qualitative data gathering techniques shortly are interviews, focus groups, ethnography, observations and diaries. (MacIntosh & O’Gorman 2015, 118-138.) To analyse the qualitative data helpful approaches such as coding, grounded theory, thematic analysis, template analysis, discourse analysis, hermeneutics and computer aided qualitative data analysis (CAQDAS) are useful. (MacIntosh & O’Gorman 2015, 140-153.) For this research two expert interviews, a focus group and the authors own observations will be used as the main data gathering techniques.

Table 1. How theoretical data and research methods answer to research questions

Research sub- questions	Theoretical chapters	Observations	Expert interview	Focus group
1.Are companies involving equality consideration when cultivating social responsibility practices?	5: 5.1, 5.2, 5.3	X	X	
2.How can knowledge about equality be improved for companies in the tourism industry?	3: 3.2, 3.3 5: 5.1, 5.2, 5.3		X	X
3. Is there potential for market growth if all sexual minorities felt safe enough to travel without inhibitions?	4: 4.1, 4.2, 4.3	X	X	X
4. Are there areas that have the potential to be safe destinations in the future regarding equality, on the global spectrum?	4: 4.1, 4.2, 4.3 5.	X	X	

All the data gathering techniques are trying to find an answer to the main research problem and four sub-questions. The main issue being the exploration of consideration of sexual minorities in the tourism sector globally. Sub-questions which are also listed in the beginning of the work, Are companies involving equality consideration when cultivating social responsibility practices, How can knowledge about equality be improved for companies in the tourism industry, Is there potential for market growth if all sexual minorities felt safe enough to travel without inhibitions and Are there areas that have the potential to be safe destinations in the future regarding equality, on the global spectrum. Some of the data is found in the theoretical part, and some of the newest information is gathered with expert interviews, authors own observations and a focus group interview to find an emotional side to the matter. In the table above, the sub-questions are listed along the research methods that the information will be found from. The theoretical data coverage is expressed with the chapters of the text, where the answers were found.

2.1.1 Interview type and method

Interview is a systematically progressive verbal research method with beforehand structured questions. However, the type of an interview depends on the chosen structure of it. Interviews range from structured to unstructured and the midground of them, semi-structured interviews. Structured interviews are mainly strict and move along typically with an answer following each question. Typically, they have a formal use of language and cannot undertake real-time changes. Unstructured interviews are more open to conversations and can change due to new information learned along the interview. Unstructured interviews are more time consuming and relaxed with natural use of

language. Semi-structured interview is in-between the two other types of interviews with beforehand prepared questions that still retain the freedom for the subject to express their own views and experiences. (Hirsjärvi et al. 2008, 199-204; MacIntosh & O’Gorman 2015, 118-122; Payne, G & Payne, J. 2004, 129-133.)

The semi-structured interview approach will be used in this work, as the characteristics match the nature of the work best. One of the main characteristics being the desire to find answers of qualitative nature rather than systematic answers. The semi-structured interview type will be chosen for the expert interviews because the characteristics of beforehand prepared questions that leave room for open discussion serve the qualitative data finding in this work the best. Open discussion and time to gather opinions and experiences of the interviewee is important for the work as the point is to explore the impact on travellers that the consideration of sexual minorities in tourism causes. Interviews will be done in Finnish language as the author and the interviewees are native Finnish speakers. Interviews will be then translated to English to the authors best knowledge, with possible changes in expressions to make sentences understandable in the other language. The interview will consist of total ten questions that will be brainstormed together with a student colleague working on a similar subject of thesis to gather different point of views. Before execution the questions and the structure of the interview will be tested in more than one way to ensure a reasonable and fruitful interview. The expert interviews will be tested in several methods. Firstly, a tourism professional working at Tui Finland will be asked to review the chosen questions and the relevancy of them. After their professional insights and observations are taken into account, the modified questions will be sent to the authors native level English speaking acquaintance to test the accuracy of the translation of the questions. Finally, the expert interview questions will be sent to the thesis mentor to be checked for their legitimacy and relevance regarding the subject of the thesis and its research questions.

2.1.2 Focus group type and method

A focus group means collecting data from several people with similar experiences at one go, in a group discussion with narrowly focused topics. In focus groups the interviewers can moderately freely express their opinions and share experiences about the chosen topic. This kind of a research method is very beneficial for a subject that is still rather under researched. Focus groups are a good gateway to understanding the emotional experience people have had and due to relatively free conversation, can last from one to three hours. In order to execute a successful focus group, careful planning must be done. The research objectives must be identified, and a focus group guide made to enlighten the

overall correlation with goals. (MacIntosh & O’Gorman 2015, 123-129; Payne, G & Payne, J. 2004,103-106.)

For the focus group interview, the author will continue with semi-structured interview type, as open conversation is desired and encouraged. (Hirsjärvi et al. 2008, 199-204; MacIntosh & O’Gorman 2015, 118-122; Payne, G & Payne, J. 2004, 129-133.) The interview will be done in Finnish language as all participants are expected to be Finnish native speakers. The interview questions and results will be translated to English language to the authors best knowledge with possible changes in sentences in order to form reasonable sentences. Five interview questions and goals were constructed together with a student colleague working on a similar subject of thesis, so that they cover both areas of study satisfyingly. The focus group questions, and situation were tested with a practice group of interviewees that consists of the author’s friends and family members. After the testing, the interviewers modified the questions to slightly better appearance.

2.1.3 Observation type and method

Observation is a research method where gathering information is done by monitoring and recording of events and activities that happen unplanned. It can be supportive and complementing to other qualitative research methods as rich information can be produced from it. Between literatures, differences in terms were noticed, however as the content was comparable, the simplest terms will be chosen for this work and explanation gathered from several resources. There are roughly two types of observing, Systematic observing in which the observer is external of the situation and non-participating and Involved observing where the observer gets involved as a participant with the activities of the group being observed. As the author is not able to arrange an observing situation with such short notice, the observation for this work will be done systematically observed without participation in any situation or phenomenon. Within the Systematic observing there are still two types of observation tied to the time of observation; Direct in which the observing is done in real time and Indirect in which the observing is done after the event has occurred for example with technological aids. (Hirsjärvi et al. 2008, 207-212; MacIntosh & O’Gorman 2015,129-133.) As a conclusion the observation will be done in the Indirect observing type, comparing and observing beforehand established criteria from beforehand chosen companies’ websites and releases. The methods will be applied to suit the nature of the work accordingly. The observation research method is used already in the theoretical part in chapter 5. Global world of LGBT(Q) tourism, as the subject had limited earlier research.

2.2 Sampling structure and Execution

This work will be done in a qualitative method and therefore non-probability sampling appears to fit better from two different sampling methods, non-probability and probability. In probability sampling the whole group is being examined with randomly chosen samples. Qualitative methods, however, require purposive and theoretical sampling, so time, place, availability and interviewees will be carefully picked. The results are not to prove a point, but to focus on a specific and explore its meanings. In the qualitative sampling process interviewees will be selected focusing on a specific subject to explore valuable ideas. This is called non-probability sampling. (MacIntosh & O’Gorman 2015, 160-163; Payne, G & Payne, J. 2004, 209-210.) In the following subheadings the execution of each research method is explained.

2.2.1 Interview sampling structure and execution

For the expert interviews the profiles of the interviewees will be built according to the purpose and objectives of the study. People with specific insights and knowledge of sexual minority matters and/or their touristic behaviour, will be chosen for their expertise and experience. The interview will be conducted with a student colleague working on a thesis with a similar subject, so the interview questions can be similar for both interviewees and conducted effortlessly at the same time. The expert interview will be conducted in a face-to-face approach (Payne, G & Payne, J. 2004, 130) and it will be recorded with the permission of the interviewee. The interview invitation will be sent via email, stating the time and place. The most suitable place seems to be the author’s University facilities, as the rooms are suitable for the nature of the interview.

2.2.2 Focus group sampling structure and execution

For the focus group, the author and student colleague plan to invite five interviewees for the focus group, which according to MacIntosh & O’Gorman (2015, 123) is an average and manageable amount of people to have in a focus group with two focus group guides to direct. The author is planning to contact Pride Helsinki community in order to gather a diverse group of suitable representatives as their own network doesn’t consist of enough representatives of the community. The interviewees of the focus group will not be picked in random, but rather a representative of each biggest sexual minority covered in this work, for their personal experience and opinions of tourism and its consideration on sexual minorities. The most suitable place for the focus group interview appears to be the author’s University facilities as a big enough class can be booked. The interview will take place in the end of October 2019, with a more specific time determined closer to the

interview. According to a YouTube teaching video by Mod U (Preparing for Focus Groups: Qualitative Research Methods 2016, 1:20) the easiest way to record data from a focus group is to video it. Therefore, the author plans to video tape the interview with the permissions of the interviewees.

2.2.3 Observation sampling structure and execution

The observation will be used in the theoretical part of the study as a source as the author hasn't found any similar researches about the subject beforehand and the subject is swiftly evolving. The non-probability sampling style is used, as beforehand picked and carefully selected subjects are studied. (MacIntosh & O'Gorman 2015, 160-163; Payne, G & Payne, J. 2004, 209-210.) The criteria that will be observed are beforehand determined to answer the research problem and sub-questions. The observation will be done using the Observation matrix made by the author.

Table 2. Observation matrix

NTO/DMO/Company	No. 1	No. 2	No. 3
Website:			
LGBT(Q) mentioning/Visibility:			
Promises:			
Pictures:			
Events:			
Social media visibility:	Instagram: Facebook: YouTube:	Instagram: Facebook: YouTube:	Instagram: Facebook: YouTube:
Other, What:			

The same observation matrix is used to observe and note all three subjects under the third main heading Global World of LGBT(Q) Tourism; National Tourism Organisations, Destination Management Organisations and Company Activity. On the horizontal row are listed three different subjects to be observed. On the vertical row are the information and criteria that are wished to be found with the observation. After linking the website that will be observed, the first matter to be observed is whether the LGBT(Q) travellers are mentioned in any way or if it is visible in any way that the subject company considers travellers from said community. Secondly, the possible promises the company gives regarding sexual minorities should be noted. Furthermore, pictures representing the LGBT(Q) traveller and possible events are to be noted whether there are any. Social media visibility is also to be observed from Instagram, Facebook and YouTube, as they seemed to be the most used channels of most companies. All pictures, posts and any

relativeness to LGBT(Q) support counts as visibility on social media. And lastly, the option for any other observations is possible in the last row, where any uncategorised LGBT(Q) related can be listed.

2.3 Data analysis

There are many different ways to analyse data, and the method very much depends on the chosen approach for the research. The analysing method should complement the chosen research method for the best outcome. For qualitative and quantitative research methods there are different approaches to analyse data. For quantitative methods the explanatory approach is often used to analyse statistical and conclusive information based on reliability and validity. For qualitative methods a more comprehensive approach is used for qualitative analysis and conclusive information analysis. The qualitative methods include coding, grounded theory, thematic analysis, template analysis, discourse analysis, hermeneutics and computer aided qualitative data analysis (CAQDAS). (Hirsjärvi et al. 2008, 219; MacIntosh & O’Gorman 2015, 88, 140-153.) In this work, the thematic analysis and coding will be used to analyse all the collected data, as they fit the best with the earlier decided working methods. Thematic analysis helps the author to find similarities within the gathered data, in order to find patterns in human behaviour for example. Thematic analysis is generally started with the familiarisation and transcription of the data, from which the author should write down notes that initially become material for coding. In the coding phase full sentences are condensed to short describing codes. The codes that have similarities are then chosen under describing themes. The names and definitions of the themes should be chosen accordingly to describe the codes and their meanings. The results of the analysis can then be written with comprehensive commentary and carefully picked examples. (MacIntosh & O’Gorman 2015, 143-146.)

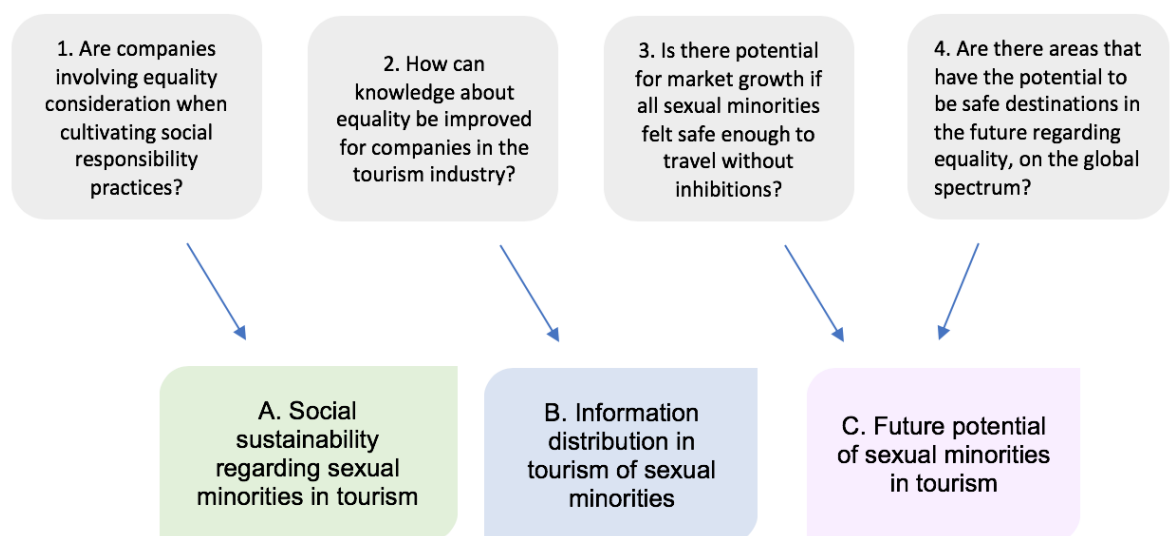


Figure 1. Demonstration of how sub-questions were divided into three themes

The coding methodology will be applied in a way that fits the nature of the work, and therefore the author decided that colour coding the expert interview, focus group and observation results will be the best way to divide results into three different categories that answer the main problem and sub-questions of the work. The findings were divided into three themes that the author thought appropriate sub-questions in mind after the transcription of the interview and focus group is done. The themes are Social sustainability regarding sexual minorities in tourism, information distribution in tourism of sexual minorities and future potential of sexual minorities in tourism.

3 Social sustainability in tourism

This chapter focuses mostly on Social sustainability as it influences not only the everyday life, but also the tourism of sexual minorities around the world. In order to understand how globally established human equality laws and rights influence sexual minorities, they are shortly explained and opened in the point of view of a traveller.

The United Nations Brundtland Commission defined the concept of sustainability in 1987 as “meeting the needs of the present without compromising the ability of future generations to meet their own needs.” (United Nations 2019a.) Sustainability is a manifold concept that can be used extensively or restrictively to describe three core elements, Environmental, Social and Economical. All elements are dependent on each other and require seamless liaison to be possible to improve and maintain. Most importantly it refers to sustaining the positive development that has been reached. (Clift, R. & Druckman, A. 2016, 49.)

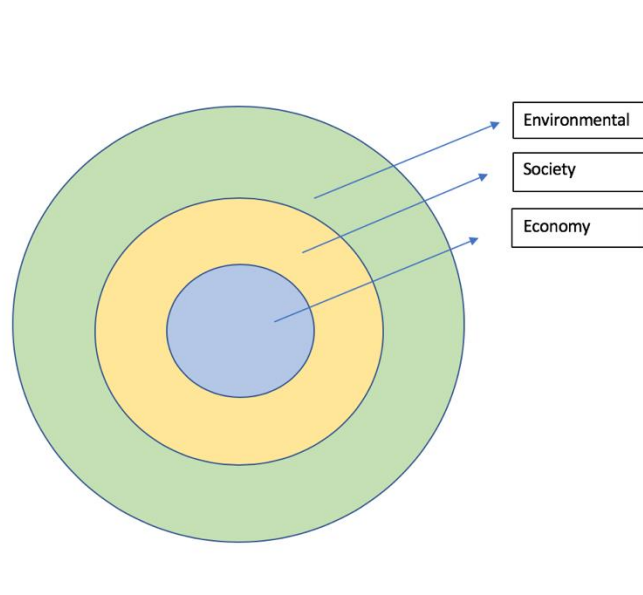


Figure 2. Interrelationship between three core elements of sustainability (McKenzie 2004, 4.)

The interrelationship between the three core elements is not unambiguous and there are several theories to be found about more than three elements engaging with each other to create sustainability. Furthermore, in the model by MacKenzie (2004) he explains that there are several ways to show the interrelationship between environmental, societal and economic sustainability, but the figure above is the simplest. The author decided to include it in the work as it demonstrates in the simplest way, how the elements influence each other. As the main subject of the chapter is not the interrelations between

sustainability elements, but more specifically social sustainability and its global guidelines and legislations the simple model was thought to be enough.

Many terms were found during the research that are not to be mixed as the same, as each have an important meaning. In the following text the said terms are explained shortly. From these terms the Social Sustainability was chosen to dominate the research as it describes the maintenance of societal wellbeing for the future generations, through actions that are made to also positively impact the present and thus relates to the socially sustainable actions that tourism does and can take. The World Tourism Organization (UNWTO 2019a) defines sustainable tourism as simply as Tourism that takes full account of its current and future economy, social and environmental influences, respecting the needs of visitors and the industry and taking into account the environment and hosting communities. *Social sustainability* focuses on not only to improve the quality of life but to maintain it for the future generations, without compromising the present life. Social sustainability promotes the fairness to have health, education, transport, housing and recreation and to maintain fairness between generations. Shortly, Social sustainability can be explained as a positive state of circumstances within communities, and a process between communities that have the ability to achieve that state of circumstances. (Dixon, E., Perkins, H. & Vallance, S., 2011; McKenzie, S. 2004, 1-23.) *Sustainable development; Society* is defined as development that is considerate of the present without the compromise of future generations and their needs. It is very much similar to the definition of Social Sustainability, except it describes more the developing process rather than how to sustain it. Sustainable development requires mutual efforts globally to achieve a sustainable, inclusive and resilient future for the planet and people living on it. Abolition of poverty is a crucial requirement for sustainable development. For this reason, the steady and fair growth of the economy is important in order to create greater opportunities, to raise basic standards of living, improve fair social development and raise the environmentally sustainable development. (United Nations 2019a.) *Social inclusion* means that no individuals or groups in society get left behind and are involved to take part in society. The process of social inclusion improves the ability, opportunity and dignity of people of social disadvantages to take part in society. The most common identities that cause exclusion, are the very same that are stated as non-discriminatory factors in the Fundamental right of the European Union later on in the work. (Das, M., Evans, T., Palu, T. & Wilson, D. 2017, 8.)

3.1 Global Code of Ethics and Principles for Socially Sustainable Tourism

Global code of ethics and principles are guidelines that reach to all tourism service providing organizations and therefore have a significant influence on the way they build their ethical values. The guidelines cover aspects from how people are treated within an organization, to how the business of the organization affect local people around the organization to the way customers are considered and perceived at the organization. The desired benefit is to help create sustainable business practices. The connection to sexual minorities lies in the research whether sexual minorities are considered on a global level in the set principles and guidelines and whether information is distributed on a global level.

The World Tourism Organization (UNWTO 2019b) have established thorough guidelines for responsible and sustainable tourism, called the Global code of Ethics for Tourism to guide stakeholders in tourism development. The Code's principles are covered in ten different articles: Article 1: Tourism's contribution to mutual understanding and respect between peoples and societies, Article 2: Tourism as a vehicle for individual and collective fulfilment, Article 3: Tourism, a factor of sustainable development, Article 4: Tourism, a user of the cultural heritage of mankind and contributor to its enhancement, Article 5: Tourism, a beneficial activity for host countries and communities, Article 6: Obligations of stakeholders in tourism development, Article 7: Right to tourism, Article 8: Liberty of tourist movements, Article 9: Rights of the workers and entrepreneurs in the tourism industry and Article 10: Implementation of the principles of the Global Code of Ethics for Tourism. (UNWTO 2019b.)

Most important from the socio-cultural aspects are Articles 1, 2, 7 and 8 with addition of focusing on the Universal Declaration of Human Rights. Articles 1: Tourism's contribution to mutual understanding and respect between peoples and societies and 2: Tourism as a vehicle for individual and collective fulfilment, address socially sustainable and responsible tourism more specifically from the point of view of a tourist. Where the stakeholders are to observe and include the social and cultural traditions and practices of all people, minorities included, and their worth recognized, the host communities and local professionals should acquaint themselves to the visiting tourists and offer an open minded hospitable welcome. Tourists should feel welcomed and accepted whatever their social and cultural traditions and practices. Tourism should be practiced as a privileged way to practice self-education, mutual tolerance and learn about legitimate differences between cultures, people and their diversity, when practiced with a sufficiently open mind. Tourism activities should respect gender equality and promote human rights and individual rights of

the most vulnerable groups, in particular children, the elderly, the disabled, ethnic minorities and native peoples. Any form of exploitation of human beings should be fought against with the cooperation of all the countries concerned. (UNWTO 2019c, 3.)

Continuing from the traveller's point of view, Article 7: Right to tourism and Article 8: Liberty of tourist movements, expand the right for anyone to discover and enjoy the planet's resources equally. The modern possibility to discover national and international tourism freely is one of the most positive ways to spend time, thanks to the sustainable growth of leisure time, and obstacles should not be placed in its way. All visitors and tourists should be able to enjoy the liberty to move within their countries and from one State to another, following the international law and national legislation. Additionally, in the accordance of the Universal Declaration of Human Rights, Tourists should have the access to places of transit, stay in a destination and enjoy cultural sites without being subject to any discrimination. (UNWTO 2019c, 5-6.)

3.2 Sustainable Development Goals

An important influencer of the tourism sector is the United Nations, an organization that has a mission of the maintenance of international peace and security giving certain guidelines and instructions to the industry. (United Nations 2019c.) The Sustainable development goals are guidelines for the present and future, to improve current states of economic, social and environmental situations around the world.

United Nations have developed a plan to ensure a sustainable development for the wellbeing of the three core elements of sustainability, Environment, Society and Economy. More specifically there are 17 goals that have 169 smaller targets that are to guide countries into taking more sustainable actions in their strategies. Shortly, all the 17 larger scale goals are, No Poverty, Zero Hunger, Good Health & Well-being, Quality Education, Gender Equality, Clean Water & Sanitation, Affordable & Clean Energy, Decent Work & Economic Growth, Industry, Innovation & Infrastructure (Meaning more resiliency in infrastructure, promoting inclusive and sustainable industrialization and fostering innovation), Reduced Inequalities, Sustainable Cities & Communities, Responsible Consumption & Production, Climate Action (Taking urgent action to fight climate change), Life Below Water (Meaning conserving and sustainably using the oceans, seas and marine resources), Life On Land (Meaning preserving, protecting and using sustainably the terrestrial ecosystems and protecting land from climate change induced damage), Peace, Justice & Strong Institutions and lastly Partnerships for the Goals encouraging international cooperation for mutual sustainable development. The smaller targets within

each goal present more detailed suggestions and guidance to help reach the main Goals. (United Nations 2019b.)

Tourism and Travel is mentioned in a couple of explicit targets, guiding countries to support sustainable tourism that creates jobs and promotes local culture and products. Protecting the worlds cultural and natural heritage is also mentioned as well as developing and implementing tools to monitor the development impacts for sustainable tourism. However, even though Travel and Tourism is not further mentioned specifically, it is clear that it has impact in many of the targets and goals and plays an important stakeholder in building a more sustainable world. (WTTC 2019.)

3.3 Corporate Social Responsibility

This subject will be studied from the traveller or customer point of view and from the point of view of a company or an organization and their internal customs. However, as customers are one of the stakeholders of a company, the relationship between the stakeholders and a company's Corporate Social Responsibility values are studied to a short extent. Social inclusion is also an important part of the values, but it is not what will be discussed in the following text, as it concentrates on the behaviour within the company and in this chapter the message that is delivered to the customer is in the main point. As literature concerning the Corporate Social Responsibility of the customer point of view was very limited and hard to find, the study stays short and narrowly studied. Although the author desired to find more information on how the Corporate Social Responsibility reached the customer and the socially responsible consideration of them, instead found majorly literature on how companies are to apply the Corporate Social Responsibility in its business values within the company.

Corporate Social Responsibility (CSR) refers to the sustainable decisions a company decides to take into account in their values. It can be something that gives guidelines to all decisions made within the company, regarding employees, stakeholders and even customers. CSR can also mean the transparency of ethical, environmental and economical business practices. As defined in sustainability or sustainable development, also in CSR the environmental, social and economic elements need to function seamlessly and support each other in order to work. (Dahlsrud, A. 2006, 7.) According to David E. Hawkins (2006, 143) stakeholders of an organization are companies, investors, employees, consumers, non-governmental organizations, suppliers, regulators and importantly, customers. Transparency of an organization is important, so that the stakeholders are clear with its values. The best scenario is if the organization and its

stakeholders have similar sustainability goals and guidelines to support each other's values and actions. Stakeholders are relying on the product an organization provides, but the organization cannot survive without the stakeholders input. Therefore, it puts the stakeholders into the centre of an organization's functioning. When the stakeholder/CSR perspective is integrated with the organization's business values, the organization can be more prepared to respond to the stakeholders needs. (Chandler, D. & Werther Jr., W. 2011, 27, 34-37.)

4 Sexual minorities in tourism globally

The subject of equality globally regarding sexual minorities is rather difficult to determine shortly, as universal human rights leave a lot of space for interpretation regarding sexual orientation or transsexuality for example. However, matters related to sexual minorities, such as equality, human rights and fundamental rights are explained in this chapter to show that change and acceptance is happening in the world, although not necessarily everywhere yet. The terms and meanings related to sexual minorities are also explained to further understand the subject and its manifold nature. Sexual minorities are often described with a general acronym LGBT that stands for the whole community of different sexual minorities. (Guaracino 2007, 18.) Sometimes the letter Q is added to the end and it stands for Queer. The acronym LGBT(Q) consists of the most known and biggest groups of sexual minorities Lesbian, Gay, Bisexual and Transgender. Alongside these most traditional definitions, new definitions are constantly emerging as the diversity grows less dependent to the traditional male and female genders. (Seta 2019a.) Terms sexual minority and the acronym LGBT(Q) are both used throughout the work, as they equally mean the same thing.

Table 3. Terms and meanings of LGBT(Q) and heterosexuality

Term	Meaning
<i>Lesbian</i>	A term both an adjective and a noun to describe women who are sexually and emotionally attracted to the same gender people. (Guaracino 2007, 18.)
<i>Gay</i>	An adjective used to describe men who are sexually and emotionally attracted to the same gender people. Gay used to be described more commonly with "homosexual" and nowadays can sometimes be used to describe lesbian sexuality as well, though the preferred term should be asked by the person themselves. (Guaracino 2007, 17-18.)
<i>Bisexual</i>	As a noun describes a person who can be attracted sexually and emotionally to both female and male genders. (Guaracino 2007, 16.)
<i>Transgender</i>	A term that describes a person whose gender identity may not be same as their biological gender. It can include people who have undergone or plan to have operative changes to change their biological gender, male and female cross-dressers, gender impersonators, intersex individuals and drag artists. (Guaracino 2007, 20.)
<i>Queer</i>	A term that can be used by some gay, lesbian, bisexual and transgender people who don't necessarily want to further determine their sexual orientation. Politically and academically often used term to question societal norms of sexual orientation and genders. Term can still be taken very offensively when used as a sobriquet. (Seta 2019b; Guaracino 2007, 20.)
<i>Heterosexual</i>	Sometimes described as being "straight" means a person who's sexual and emotional attraction is to someone of the opposite sex. (Guaracino 2007, 20.)
<i>Rainbow Family</i>	Rainbow family is a family, where at least one of the parents belongs to the group of sexual minorities. (Seta 2019b.)

Sexual orientation expounds to whom a person falls in love with and/or feels emotional or erotic attraction to. Sexual orientation is usually explained more generally by the gender of a person and by the gender of the loved one. That said, there is no unambiguous explanation to one's sexual orientation. The diversity of sexual orientation is a concept that refers to all of the different sexual orientations that a person can have. Some people don't want to determine their gender at all with the general idea of male or female sex, and that is why sexual orientation cannot be determined only by a person's physical gender. There is no specific time when the understanding of one's sexual orientation starts to develop, as everyone has very different paths to personal growth. (Guaracino 2007, 20; Seta 2019a.) Many articles and existing resources about equality in sustainable development and social responsibility gesture to gender equality between biological definitions of men and women. Gender equality refers to a goal specifying the elimination of differences of rights between men and women. This promotes the equal opportunities in life. (Johnsson-Latham 2004, 17; Johnsson-Latham 2007, 16.) As can be concluded from earlier in the text, genders male and female may not be enough to determine the modern-day diversity of people's sexual orientations and of personal experiences of gender.

Internationally recognized declaration protecting the right of life with dignity, Universal declaration of human rights, established in 1948 by United Nations, states that any discrimination on race, sex, colour, political or other, opinion, national or social origin, property, birth or other status, language and religion be prohibited. (United Nations, 2019c.) However, there is no separate mention about discrimination on sexual orientation or sexual minorities. Fundamental rights guaranteed under the law of a country of the European Union, on the other hand do include the discrimination on sexual orientation to be prohibited, among otherwise a similar list of characteristics. They endeavour a peaceful union between the EU countries on common values. It is based on the Universal declaration of human rights and the principals of democracy and the rule of law. (European Union, 2012.) Interpreting the European Union Agency for Fundamental Right's purpose and mission (European Union Agency for Fundamental Rights, 2019), it is clear that the objective is to provide assistance and guidance for EU institution's and Member State's communities and their member states on interpreting the Fundamental rights. In the forewords of Olivier De Schutter's Legal analysis "Homophobia and Discrimination on Grounds of Sexual Orientation in the EU Member states" (2008, 7) the former director of the European Union Agency for Fundamental Rights, Morten Kjærum states that the EU Charter of Fundamental Rights is the first international human rights charter that mentioned sexual orientation as one of the prohibited identities to be discriminated by. These examples create a gap between each other, as clearly within the

United Nation's declaration any mention of sexual minorities or sexual orientation is left out, and in the European Union these are matters that are already considered and taken into account.

4.1 Early days of LGBT(Q) Travel

It has been evaluated that gay travelling started approximately from the Victorian period. Wealthy, highly educated men from northern Europe would go on grand tours of the Mediterranean region and visited places like Italy and Greece with ancient Greek and Roman cultures that were more accepting of homosexuality. The main reason to travel at the time for the elite of people was to see works of art and historic sites, but men also travelled to meet other men with same interests. In the 20th century the gay travelling started significantly growing in European cities like Paris, Berlin, London and also in New York in the United States of America. Travelling for cultural purposes was still very much reserved for the rich elite. After the World War I and even more after the World War II, New York and San Francisco rose as major gay centres largely as a result to war troops movements that allowed gay and lesbian travellers to sample gay urban subculture. In the European cities, London was equivalent to the American cities. (Clift, Callister & Luongo 2002, 1-2.)

Between 1950-1960, the gay urban subculture had already become a permanent thing and sexual freedom protests were held in cities like San Francisco, Miami, Los Angeles and New York, where the considered first openly gay right protest took place. (NYC LGBT Historic Sites Project 2019.) Gay communities grew in European cities like Manchester, Brighton, Blackpool and Berlin. It is also important to mention, that London's Soho area was already then very tolerant of alternative sexes and might have been the starting point of transsexual acceptance and communities. This didn't mean tourism at first, but they did become foundations to major gay tourist destinations in the future. Gay and lesbian communities meant safe areas for sexual minorities and they soon became like tourist bubbles. What is considered the first gay travel company by Hanns Ebensten (HE Travel 2019) opened in New York in the beginning of 1970's. It did not call itself "gay" at first, but clearly targeted travels for mainly men and to gay and lesbian friendly destinations that, by the time, had reached Rio De Janeiro and islands like Galapagos and the Easter Islands. Companies like this attracted foreign tourist and the growing tourism might have been a component on leading HIV to spread. Through 1980's gay and lesbian travellers vacationed in exclusively gay destinations, resorts and hotels only. (Clift et al. 2002, 2-5.)

By the 1990's both significant countries for the tourism of sexual minorities, The United Kingdom and United States had liberal governments, aiding social equality and the rights of gay and lesbian communities progressed. That lead to people expanding their tourism outside of the exclusive gay destinations, resorts and hotels. Gay and lesbian demonstrations became high-profile lucrative tourist events. Among these events 1993 March on Washington, New York's Stonewall 25 and Gay Games in 1994 and Mardi Gras in Sydney, Australia. These events were the foundation for the worldwide known and held Pride festivals that promote the LGBT(Q) rights and offer opportunities for individuals and companies to connect with the community. Pride festivals and parades are essentially held to increase the awareness and support of the LGBT(Q) community and to achieve and retain human rights. (Helsinki Pride 2019.) These events, demonstrations, riots and even boycotts attracted increasing positive media interest towards the community and the mainstream corporate world took notice. Top corporations began intense promoting within the gay community including travel associated companies. The mainstreaming trend caused the International Gay and Lesbian Travel Association (IGLTA 2013) to grow rapidly. It had only been International Gay Travel Association (IGTA) with only 12 members when it was founded in 1983 and the L wasn't added until 1997. In the late 90's mainstreaming of the gay and lesbian travel outstretched to major cities actively campaigning internationally for the gay and lesbian market, London being the world's first. The change from the sexual nature of gay and lesbian travel to de-sexualizing it happened also in the late 90's with the advent of civil-union rights. (Clift et al. 2002, 5-8.)

4.2 LGBT(Q) Travel Today

Through the 1990's all the way to the second millennium the tourism of gay and lesbian travellers started growing apart from sex tourism, and people started to want to travel like everyone else, normally. From 2000's the earlier mentioned Pride festivals led to the InterPride and WoldPride organizations that tie the Pride events together globally. Eventually these kinds of events took place yearly and the locations multiplying by the year. (Clift et al. 2002, 8-12; InterPride 2019; Guaracino & Salvato 2017, 51.) What also affected remarkably the tourism of sexual minorities through the early and mid 2000's, was the internationally growing legalization of same-sex marriages. Although the first nation in the world to recognize same-sex partnerships was Denmark in 1989, the first nation to legalize same-sex marriage was the Netherlands in 2001. By June 2019, 28 countries worldwide have legalized same-sex marriage and in prospect, many are to follow. (Perper 2019; Keith, Xu, Cheng, Xia, Zhai 2019, 3.) According to a report from the Williams Institute, same-sex marriages and their out-of-state guests generated an estimate growth in state and local economies by \$1.58 billion in the United States. (Mallory & Sears, 2016.) As a result, same-sex honeymoon travels became widely

marketed and a big area of travel market for the sexual minority tourism. (Keith et al. 2019, 10.)

It can be concluded that still in the 2000's targeted travel packages especially segmented for LGBT(Q) travellers for example gays are still designed and marketed widely. However, researches have shown that tourism companies are also wanting to assure the LGBT(Q) traveller that they are welcome and respected in their destination or purchasing their product, therefore assuring that the LGBT(Q) traveller gets value service for their money, just like any other traveller. (Jordan 2017, 14.) Something that LGBT(Q) travellers look for in a destination nowadays, very much how any other traveller might do as well, is how the local people experience the city. If the local communities of sexual minorities are happy and feel free to be openly themselves in the destination, it is more likely for the LGBT(Q) traveller to feel so as well. (Jordan 2017, 60-62.) Reports like the World Happiness Report (Helliwell, Layard & Sachs, 2019), European Union Rainbow Europe Country ranking (Rainbow Europe, 2019) and Statista Gay Travel Index (McCarthy, 2019a) are helpful to map out unsafe destinations as well as media influence and coverage on local occurrences.

4.3 Future potential of LGBT(Q) travel

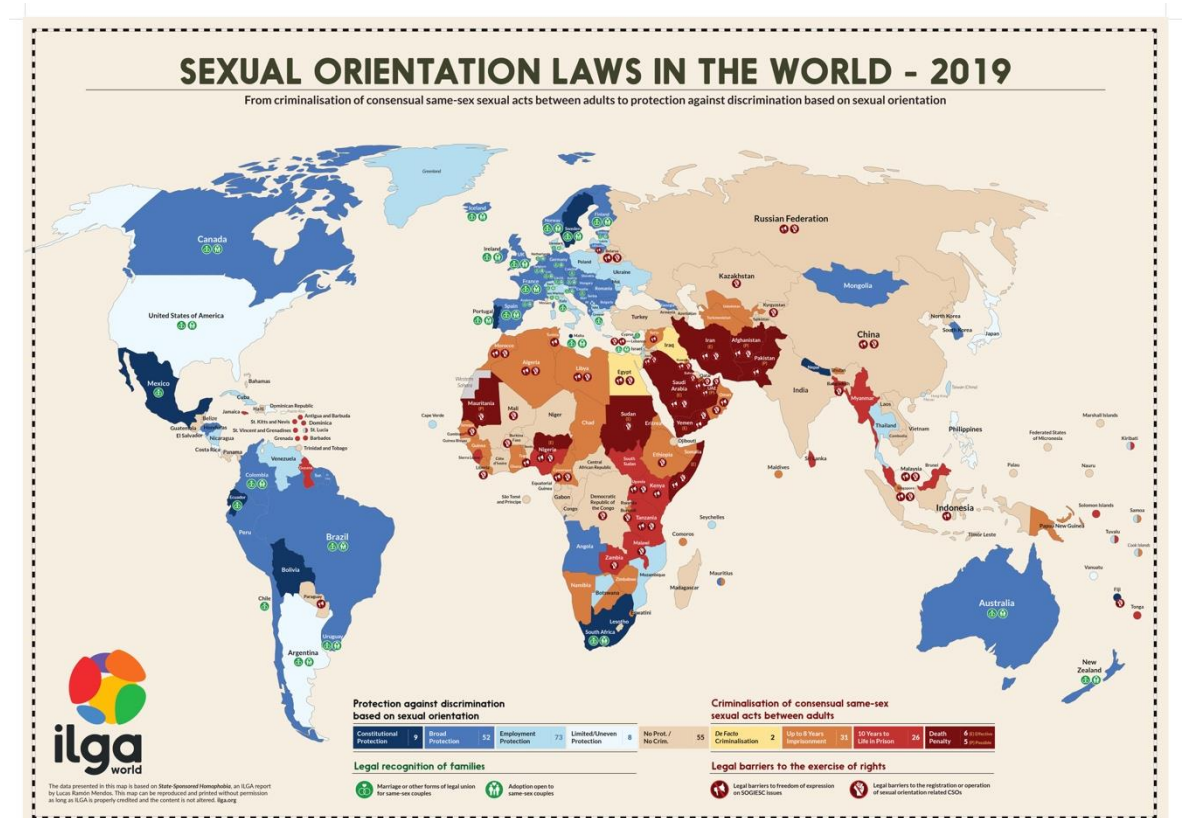
As mentioned in the earlier chapter about LGBT(Q) travellers being interested today in the local wellbeing of citizens that are in the sexual minority community, they seem to be a growing trend for the future of LGBT(Q) tourism too according to the Second Global Report on LGBT tourism, by Peter Jordan (2019, 63). Another influencing factor for the future of LGBT(Q) tourism, just like any tourism is social media. Social media enables people in sexual minorities to share experiences and create communities faster than ever, with a larger network around the world. The visibility that social media can bring to sexual minorities is significant and it will have an even bigger role in public acceptance of sexual minorities in the future. Companies like the Marriott International (One Marriott, 2019a) are an example of using social media to spread acceptance and diversity in tourism and engaging with customers about it with campaigns that encourage travellers to share personal interpretations of expressing love. As the One Marriott campaign suggests, it is not only directed to sexual minorities, but everyone and that is the direction that the LGBT(Q) tourism seems to be going towards to as well, as specially targeted travel packages move aside, and general acceptance and welcoming atmosphere is appreciated increasingly more. (Jordan, 63-65, 67.) In the increasing field of influencers, LGBT(Q) influencers are getting support from both sexual minorities and their supporting allies and activists. Popular influencers and their blogs and Instagram accounts inspire and

encourage the minorities to travel and provide a platform for sexual minorities to create communities where feedback and recommendations spread fast to big audiences. (Jordan 2019, 70-73; Nomadicboys 2019.)

The growing social acceptance of sexual minorities in countries and legally accepting same-sex marriages are slowly resulting in rainbow families. In the United States many reports show that rainbow families are increasing and if the country's past pre-eminence towards sexual minorities can be interpreted as an example of the future, the rest of the world will slowly follow. This means that in the future the same-sex couples with kids can be expected to look for destinations that are both gay friendly and family friendly. (Jordan 2019, 74-74; Lifelong Adoptions 2019; International Family Equality Day 2019.) In the Second Global Report on LGBT Tourism Jordan (2019, 75) also shortly states that the growth on understanding the transgender traveller is expected to grow as gender fluidity increases.

5 Global world of LGBT(Q) travel

As established in the earlier chapters under Sustainability, there are global associations giving guidelines for national tourism organizations on how to consider social sustainability, equality and sexual minorities in their business values and practices. Other majorly influencing factors that are influenced by the global associations are the laws the nation enforces. As also mentioned before, the gay marriage legalisation that majorly influenced the LGBT(Q) tourism throughout the beginning of the 2000's and still to the present day do. The International Lesbian, Gay, Bisexual, Trans and Intersex association (ILGA 2019a) have published a map of the sexual orientation laws in the world in 2019. The map helps indicate areas where nations have recognized discrimination within their laws and include sexual minorities. The colours from dark blue to white indicate from constitutional protection to limited or uneven protection. From beige colour to dark red the colours indicate no protection all the way to death penalty. (ILGA 2019a.)



Picture 1. Sexual Orientation Laws in the World 2019 (ILGA 2019a.)

Several other different indexes have been made not only about the sexual orientation laws, but also about gay travelling (Spartacus 2019a) and about gay happiness in everyday lives (PlanetRomeo 2019a). These are all indexes that reveal what countries are pioneers in building a diverse and equal destination for anyone to travel to, including

sexual minorities. European countries dominate the top rankings of most of the lists, but outside of Europe Canada, Uruguay and Israel get top rankings. From European countries all the Nordic countries, Netherlands, Luxemburg, Portugal, Austria, Belgium, Malta, Spain, France and United Kingdom have top ratings. Criteria are the established laws, regulations and rights, life satisfaction, public opinion and public behaviour. (ILGA 2019a; Spartacus 2019a; PlanetRomeo 2019.) The wellbeing of the local inhabitants can tell a lot of the destination for the tourists, and so the impact of these indexes can be beneficial or unfavourable for a destination.

National Tourism Organisations, Destination Management Organisations and tourism companies can become allies of the organizations and associations that speak for the tourism of sexual minorities. A *National Tourism Organisation (NTO)* or commonly referred to as National Tourism Agency or National Tourism Administration (NTA) is a national responsible of marketing a nation worldwide and attracting visitors. It is a governmental body with administrative responsibility of tourism and power to direct intervention in the direction of tourism. Generally, these governmental administrative bodies combine the operations between the public and private sector as one united tourism sector. (Lennon, J., Smith, H., Cockerell, N., Trew, J., 2006, 23; GOV.UK 2019.) More detailed tasks of a NTO/NTA is to oversee a well-structured plan on manpower used in the tourism sector, improving overall quality of standards and services in the tourism sector, facilitating understanding statistics of social and economic factors, developing products to increase competitiveness, planning marketing and branding, investigating and improving generated value of the local tourism sector and creating legislations and regulations to protect and conserve natural and cultural resources. (UNWTO 2019d.) A *Destination Management Organisation (DMO)* is a very similar organisation to a NTO regarding its tasks, however responsibility of management is generally of a smaller area such as a city or town, structures varying on its funding whether they come from the government, a division of a government, a joint public/private agency or whether they operate as a private agency or as a non-profit agency. (Presenza, A., Sheehan, L., Ritchie, J.R. B. 2005.)

The following chapters are focused to explore the global tourism organisations attention and/or support towards LGBT(Q) travellers by using observation as the main research method to provide results. The research is broken into three different categories from which point of view the subject is observed to create a diverse palette of the global supporters of LGBT(Q) tourism. These categories are National Tourism Organisations, Destination Management Organizations and Company Activity meaning the activity of a travel associated company's support toward sexual minorities. The objective of the

observation is to only study LGBT(Q) tourism allies that have clearly been found to support sexual minorities in tourism. Well-ranked countries in the global indexes, that were shortly covered earlier in the text, and their NTOs were chosen to be observed in order to establish the key factors of a diverse and equal destination. The cities' DMOs were chosen based on continuous appearances in literature used for the thesis. Furthermore, the companies to be observed were chosen based on research from gay tourism association and organisation websites such as International Gay and Lesbian Tourism Association and Spartacus International Gay Travel Guide. The observation matrix template used for the observation will be introduced in Methodology and the same template and criteria were used for all three observations. The filled observation matrixes for National Tourism Organisations, Destination Management Organisations and Company Activity are in the appendices. (Appendix 6., 7. And 8.) However, the content of the observation is completely opened in the following chapters. Criteria of observation, same for every category, are the possible mentioning and/or visibility of sexual minorities on the website, promises that the organisation gives on considering sexual minorities, pictures that display or represent sexual minorities, company involvement in events for sexual minorities, social media visibility on Instagram, YouTube and Facebook, and other possible uncategorized findings regarding sexual minorities.

5.1 National tourism organisation's consideration of sexual minorities

The National Tourism Organisations where chosen from the earlier listed countries that ranked well in all the indexes chosen to be studied shortly in this work. The author visited most of the NTOs websites and based the choice of three to be more closely observed by how well they displayed LGBT(Q) support, in order to compare the best practices tourism organisations are applying at the current time of the study. The three countries and their NTOs are Sweden and Visit Sweden, Spain and Tur España and Canada and Explore Canada.

Sweden and its national tourism organisation Visit Sweden didn't mention sexual minorities on their front page. However, they did have a whole dedicated website for the LGBT(Q) travellers. On the dedicated website the organisation states that Sweden is throughout the country very welcoming regardless of where the traveller is coming from and what are their love and other interests. They explain that Sweden is known by its reputation of being one of the most open-minded and welcoming countries in the world, appreciating diversity and inclusion highly. A separate section for women and non-binary travellers was also featured on the LGBT(Q) dedicated website. Pictures on the dedicated website for LGBT(Q) tourists are representative and including those of the community.

However, the NTO's main website does not display any photos with the sexual minorities clearly visible. The events that the dedicated website mentions are pride festivals held in more than one city. Other travel inspiration related suggestions are displayed. Social media visibility focuses strongly on the pride festival support, however pictures and mentioning in a video can be found in Visit Sweden Facebook and YouTube channels. On Instagram the NTO has targeted accounts for customers in different countries and for example the Visit Sweden account for Danish travellers includes representing posts and pictures. (Visit Sweden LGBTQ 2019; Visit Sweden 2019a, Visitsweden 2019, Visitswedendk 2019; Visitsweden.no 2019, Get to know Stockholm - The capital of Sweden 2019, 0:06, Visit Sweden 2019b.)

Spain's TurEspana have a very clear subtitle on their website dedicated solely for LGBT(Q) tourism tips and information under the section "Spain for...". It is easy to find; however, it is the only mentioning of sexual minorities on the front page. Under the subtitle of LGBT(Q) the NTO promises an accepting and tolerating atmosphere in bigger cities of Spain as well as island locations such as Ibiza, Sitges and Maspalomas. The picture representation of LGBT(Q) travellers is displayed only under the namely subject. As for events, many pride festivals are held in several cities and other carnivals on islands. Social media visibility is only displayed on the NTO's Instagram account with one picture of a pride festival and Facebook and YouTube don't show any visibility regarding sexual minorities. Website doesn't have anything else to be observed on regarding sexual minorities. (Tur España 2019a; Tur España 2019b; Spain 2019a; Spain.info 2019; Spain 2019b.)

Canada's Explore Canada didn't have any mentioning on the front page or its subtitles of LGBT(Q) support and the information needed to be separately searched to be found. However, Explore Canada does have a separate section for LGBT(Q) travellers, if it is being searched for. The NTO states that Canada has been a long supporter of LGBT(Q) rights and that the laws are in favour of sexual minorities. There is also mention that the Prime Minister of the country is openly supportive of sexual minorities. The picture visibility on the website was not including sexual minorities, but under the LGBT(Q) section some pictures were displayed. It is also stated on the website under the LGBT(Q) section, that some of the world's biggest LGBT(Q) events take place in Canada and that many cities celebrate pride festival and that a nation-wide pride celebration is held yearly. The Instagram account of Explore Canada shows some visibility on support of sexual minorities, however, only with a few pictures. Furthermore, Facebook doesn't show any visibility. On the YouTube channel a dedicated playlist of LGBT(Q) travel videos can be

found easily. (Destination Canada 2019a; Destination Canada 2019b; Explore Canada 2019a; Explore Canada 2019b; Canada Explore 2019.)

5.2 Destinations management organisation's consideration of sexual minorities

From all the cities that appeared within the research and that are also mentioned earlier in the text, Berlin, San Francisco and Manchester and their destination management organisations were chosen to be observed more closely regarding the consideration of sexual minorities. Many cities and their destination management organisations appeared during the research and the author visited many of their website but based the choice on the best visibility and inclusion displayed on the websites.

Berlin and its DMO Visit Berlin has mentioning of LGBT(Q) tourism on the frontpage of the website, even though it is at the end of the page and requires some scrolling down the page. The DMO promises that tolerance and freedom are not only said, but also implemented and that it is a very open and accepting city. The city has a long history in LGBT(Q) rights and has rainbow districts that host many of equality promoting festivals. Picture representation is good on the website and visible on both front page and the dedicated subpage for LGBT(Q) travellers. Additional to Pride events a celebration called the Christopher Street day is celebrated yearly in the name of freedom and tolerance. The social media visibility is slight with only a few pictures on Instagram, no visibility on the YouTube channel and one picture on Facebook displaying rainbow colours that represent tolerance and equality. Lastly, Berlin has launched a Pink Pillow Berlin Collection, the gay friendly hotel promise that ensures equal courtesy and dignity for all guests, social engagement in LGBT projects, tolerant work environment for hotel staff, participation in LGBT(Q) events in Berlin and information about Berlin's LGBT(Q) scene for guests. (Visit Berlin 2019a; Visit Berlin 2019b; Visit Berlin 2019c; Berlin 2019a; Berlin 2019b.)

On San Francisco Travel website, mentioning of LGBT(Q) tourism is mentioned on the front page very visibly in the carousel displaying articles from within the website, however they are brought up using cookies that with the permission of the website visitor collect data on the behaviour of the visitor on the website and therefore showed what was looked for. A dedicated section for LGBT(Q) tourism is also featured on the website. Pictures representing LGBT(Q) travellers were visible on the front-page same way as the articles, by using cookies, but the same pictures are not necessarily showing up for all visitors. The website features year-round festivals that are promoted on the LGBT(Q) section but are not all only LGBT(Q) related events, just LGBT(Q) friendly events. Also, pride festival is celebrated in the city. Out of the three social media channels chosen to be observed, San Francisco Travel only has Facebook that displays support of sexual minorities with a few

pictures in their feed. The website features earlier mentioned articles related to the tourism of sexual minorities, but also articles of local's life in the sexual minority community. (San Francisco Travel Association 2019a; San Francisco Travel Association 2019b; Only in SF 2019.)

Visit Manchester doesn't have a clear visibility of LGBT(Q) tourism on their website, but after scrolling to the very end of the front page, a subtitle for LGBT(Q) can be found. The city promises a strong communal feel in "The Village" a district known for its openness and acceptance. There are no related pictures on the front page, but under the subtitle, LGBT(Q) featuring pictures are on display. Manchester also celebrates pride festivals and a unique Sparkle weekend long celebration which celebrates transgender people. On social media the representation varies, as Instagram has a good representation with broad representation of the LGBT(Q) travellers and community, and Facebook has no visibility for sexual minorities at all. YouTube falls somewhere between the two other social media channels and features some visibility, however not very clearly as the signs of support need to be looked for. An additional feature on the website are the blog posts for LGBT(Q) travel recommendations in Manchester. (Visit Manchester 2019a; Visit Manchester 2019b; Visit Manchester Official 2019; Visit Manchester 2019c; Visit Manchester 2019d.)

5.3 Tourism companies consideration of sexual minorities

As for the two earlier categories and observation subjects, also this one, the author visited several company websites to compare what companies were addressing their support toward equality and more specifically toward sexual minorities visibly enough to be compared as the best practices. Similar kind of visibility was looked for that the six earlier compared organisation's websites have. What narrowed down the research was that only those companies were observed that were introduced on the International Gay and Lesbian Tourism Association- and Spartacus International Gay Travel Guide websites. Finally, the companies and their websites were narrowed down to the three that showed best visibility for supporting sexual minorities according to the author. The three companies are Marriott International and their One Marriott -support associate network, American Airlines and ITB Berlin.

On Marriott International there is no mention of the support towards sexual minorities, regardless that there can be found a very clear statement of company values and culture. After knowing what to search for, One Marriott, a separate LGBT(Q) support dedicated associate network, can be found on its own website. It is a support program for the whole

community that promises to develop community among members, increase diversity mindset to include LGBT(Q) issues and to assist unleashing revenue opportunities with concentrated marketing and sales efforts within the LGBT(Q) community. Pictures are not representing the LGBT(Q) traveller or community on the main page, but One Marriott does. One Marriott takes part in pride festivals internationally. The social media of both Marriott International and One Marriott is full of pictures, videos and posts. One Marriott has their own Instagram account, Facebook page and YouTube channel that are dedicated to the cause of equal and accepting atmosphere for all travellers. One Marriott has started a media campaign with hashtag #lovetravels, that promotes equal love and inclusion and encourages customers to photo their travels with their loved ones with the hashtag. (Marriott International 2019; One Marriott 2019a; Marriott Bonvoy 2019a; Onemarriott 2019; Marriott Bonvoy 2019b; One Marriott 2019b; Marriott 2019; One Marriott 2019c.)

American Airlines has a long history of taking stand for equal rights but in despite of that, their website doesn't have any mentioning of the support for LGBT(Q) travellers, and any mentioning of inclusion or diversity isn't found easily. Only after searching for any mentioning of the subject are mentioning of diversity and inclusion found under the Careers section. Having said that, under the topic of inclusion and diversity, even customer diversity and inclusion is mentioned to be taken into account. American Airline promises that team members work to make it a place where people of all generations, races, ethnicities, genders, sexual orientations, gender identity, disabilities, religious affiliations and backgrounds feel welcome and valued. The topic is not supported by any pictures on anywhere on the website, apart from a photo related to diversity under the Careers section. The social media channels reveal that American Airline takes part in the pride festivals. Having said that the representation on social media is obvious and equally in all Instagram, Facebook and YouTube. Lastly, a mentionable observation was that American Airlines have won the Best place to work for LGBTQ Equality 2019 award. (American Airlines 2019a; American Airlines 2019b; American Airlines 2019c; American Airlines 2019d; American Airlines 2019e.)

Finally, ITB Berlin, the world's leading travel trade show was observed and proved to be a difficult website to find any information from regarding the support of the LGBT(Q) tourism. After long looking, under Social Responsibility Partners & Projects section a brief mentioning of membership of IGLTA (International Gay & Lesbian Travel Association) was found. As a member ITB Berlin offers support to the non-profit IGLTA Foundation. ITB Berlin is also a member of the board of directions at IGLTA Foundation. There is no picture representation on the website and no mention of taking part in any events for

sexual minorities or diversity. Social media visibility of their support towards LGBT(Q) tourists is ample in both Instagram and Facebook with several pictures and posts. The YouTube channel of the trade show doesn't display any visibility, however. (ITB Berlin 2019a; ITB Berlin 2019b; ITB Berlin 2019c; ITB Berlin 2019d.)

6 Findings

For the expert interviews three possible interviewees were contacted and two of them responded to the invitation email that can be found in the appendices (Appendix 1.). However only one interviewee answered affirmative and the other couldn't come. Arrangements for the interview were done by email contact with the interviewee. The interview was held on the 18th of October 2019 in the University facilities of the student as a face-to-face interview by the author and a student colleague working on a similar subject. The interview took an hour and 40 minutes and was held in Finnish language as it was the mother tongue of both interviewers and the interviewee. The nine interview questions were later on translated to English with the author's best knowledge. Interview questions can be found in the appendices. (Appendix 3.)

To gather as diverse group of sexual minorities as possible for the focus group interview, the author contacted Helsinki Pride community via e-mail. (Appendix 2.) However, the e-mail was never answered so an open invitation was posted to Sateenkaari Suomi-Facebook group with the help of the first expert interviewee, with the same text as the first invitation e-mail that was sent to Helsinki Pride. After two weeks of no contact from anyone, the focus group didn't take place at all. Therefore, a last-minute interviewee took interest in taking part and a theme interview was arranged for the 1st of November 2019 at the author's University facilities. The focus group interview questions (Appendix 4.) were modified to work for a theme interview, questions can be found in the appendices (Appendix 5.). The theme interview was conducted together with the same student colleague that the previous interview was conducted with as well and took 43 minutes. The theme interview was recorded with the permission of the interviewee. A theme interview is a semi-structured interview type that is appropriate for finding experiences and emotions of a certain theme, from a beforehand decided perspective. (Hirsjärvi, Hurme 2000, 47-48.)

Earlier in the work, under chapter 2.1 Research type and method, a matrix (Table 1.) is introduced demonstrating how the research sub-questions are planned to be answered within the research and showing which research method will be used to gather findings. Another describing figure (Figure 1.) is introduced in chapter 2.3 Data analysis, that demonstrates the thematic breakdown of three themes to which the gathered data will be divided into; A. Social sustainability regarding sexual minorities in tourism, B. Information distribution in tourism of sexual minorities and C. Future potential of sexual minorities in tourism.

Table 4. Key findings as themes matrix

Research sub-questions	Theoretical chapters	Observations	Expert interview	Theme interview
1.Are companies involving equality consideration when cultivating social responsibility practices?	5.: 5.1, 5.2, 5.3	A, B	A	
2.How can knowledge about equality be improved for companies in the tourism industry?	3.: 3.1, 3.2, 3.3 5: 5.1, 5.2, 5.3	B	B	B
3. Is there potential for market growth if all sexual minorities felt safe enough to travel without inhibitions?	4.: 4.1, 4.2, 4.3		C	C
4. Are there areas that have the potential to be safe destinations in the future regarding equality, on the global spectrum?	4.: 4.1, 4.2, 4.3 5.	C	C	C

In this part of the work the same matrix (Figure 1.) from chapter 2.1 Research type and method, is used to demonstrate key findings as themes together with the method used to achieve the finding to each sub-question. However, as the focus group didn't take place, Theme Interview results are reviewed instead. The observations were already used to find content in the literature review as earlier data on the tourism company consideration of sexual minorities wasn't found. Some of the findings will be discussed and compared in the following themes alongside with the expert interview and theme interview findings in order to create a full picture of the findings of the whole work.

6.1 Social sustainability regarding tourism of sexual minorities

Resulting in the research, observations and expert interview it can be clearly noted that social sustainability is not as strongly present or communicated about, as for example the environmental sustainability. The expert interviewee pointed out, that environmental acts and maintaining them earns companies international certifications for sustainable performances, however that social sustainability and more specifically applying diversity gets much less credit and companies and organisations can easily get away with taking a part of a pride festival once a year, and then completely forgetting to maintain diverse and equal performances regarding social sustainability. He reckoned that the lack of

knowledge and information about sexual minorities and their conditions around the world is a big reason for that.

In the expert interview, the theme interview and the observations it turned out, that even though the laws and legislations of a country can be relatively good, the full year-round support is not yet as prominent as it should be. The laws and legislations are so trusted that people may not have even noticed that the atmosphere is not always supportive and acceptive. In the expert interview it turned out, that many of human right declarations and global guidelines can create dilemmas within tourism, as not all touristic countries' laws are protective of sexual minorities and not all global guidelines even consider sexual minorities. It was mentioned that it can be challenging for a tourism company or organisation to interpret all of the guidelines as even within them there can be detected certain controversies regarding sexual minorities. The expert interviewee pointed out that it is due to lack of information and of being scared to use wrong terms or be tacky or stereotypical. The theme interviewee also stated that they'd rather not see sexual minorities in tourism advertisement than see stereotypical adverts including members of the community. From the observation it can be said that most observed tourism companies and organisations were very vague on their company social values regarding sexual minorities and diversity. The expert interviewee noted that representation is important in today's marketing, and it is designed to look like the target market does and if services are targeted especially for sexual minorities then of course the marketing and the message a company wants to send the customer should represent sexual minorities. However, he also brought up that in tourism marketing that sells for a vast group of people, sexual minorities and rainbow families should be somehow considered even if the products and services are not crafted especially for them. The theme interviewee thought that already to this day, a separate segmentation is not necessary as in their point of view the situation was already good enough for everyone to feel welcome and included within tourism sector. Both expert interviewee and theme interviewee agreed that in the future, no separation should be made in mainstream marketing, as everyone should be obviously welcomed and accepted no matter who they partner with, what their gender or what their family looks like and companies should be able to deliver that message clearly. The expert interviewee said, "diversity needs to be raved about now, so that someday we don't have to anymore".

The expert interviewee also mentioned that any tourism company shouldn't be thinking about marketing only for locals but rather internationally and this is why diversity of an equal country should not be taken for granted, but to be brought up and discussed more. He said that the tourism companies don't have to change their services in any way, just

need to serve every customer as an individual with same quality and openness. Companies mentioning diversity and support for sexual minorities in their company values and applying it in operations, erases fear of prejudice that many LGBT(Q) traveller experience when choosing a destination. The theme interviewee however feels that they don't need to fear prejudice or discrimination even in the more conservative destinations, as they feel as they don't need to display anything about their personal life whilst in the destination. It came up in the expert interview that even though a good support system and network is accomplished in a destination or global area, it should never be taken for granted, as political and social situations are changing and need to be maintained. The expert interviewee gave an example of Brazil and even the United States of America, where a conservatively thinking president changed the social situation towards sexual minorities completely and creates controversy within the countries.

In the expert interview the fact that a third of world's LGBT(Q) people live in a country where it is a crime, comes up and the interviewee revealed that there are all in all 70 of such countries. Even though most of European countries already have discriminatory laws and legislations protecting sexual minorities, it doesn't mean that all the work in the world towards equality and diversity is done. The expert interviewee explained that the Open for business -study revealed that international companies are more likely to start a new office in a country where diversity and laws regarding equality are no longer an issue, many of them tourism related, and that gives those companies a possibility and a responsibility to build a culture of diversity and acceptance. The expert interviewee expressed frustration towards the tourism industry in equal and safe countries for LGBT(Q) people, as they feel it could be the best messenger to spread the tolerance and acceptance to countries that haven't yet accomplished equal laws but doesn't meet its potential. The expert interviewee concluded that the issue is often not that companies and organisations aren't doing any sustainable acts, but that they are not communicating about them in the right way for the customers.

6.2 Information distribution in tourism of sexual minorities

The lack of information was a subject that came up many times during the expert interview. As for the theme interview the subject didn't think that at least in their experience companies in tourism have suffered from lack of information regarding sexual minorities and even though a country was less accepting of sexual minorities it wouldn't stop them from travelling where they wanted to. The expert interviewee said that from their experience on the behalf of Finnish tourism, the mentality towards consideration of sexual minorities is quite conservative and reckoned it could be due to being scared of

using wrong terms, delimitating other possible customers by visibly considering sexual minorities and because they might think that by taking sexual minorities into account, they are obliged to take all the other minorities visibly into account as well. The interviewee stated that by taking one minority into account, doesn't mean that all the others need to be as well, but that instead any involvement of minorities should be considered as part of diversity communication. The interviewee explained, that when companies educate their staff on diversity, it already carries out equal and diverse company values better, than a sentence on a website that says for example "we welcome everyone". They also explained that tourism companies cannot take responsibility of the opinion of their whole staff but should accomplish clear company values. Furthermore, they continued that sexual minorities should be considered normal, and that is why companies need to take them into consideration now. They also continued that by educating and sharing information on sexual minorities within companies, it automatically influences the representation, without effort and without delimiting other customers. They also mentioned that for example the letter Q in the general acronym LGBT(Q) to describe sexual minorities, used to stand for Queer, that was used as an offensive word to describe gay men, is now used often to describe Questioning, which refers to people who don't necessarily want to determine their gender. Lastly the expert interviewee stated that people should be able to question facts about sexual minorities and that there shouldn't be fear to express interest or the lack of knowledge about sexual minorities, and that rather it should be a subject that could be openly discussed without fear.

The theme interviewee suggested that social media is a good modern-day tool for sharing information on sexual minorities and agreed with the expert interview in the sense that information about sexual minorities should be distributed within companies of tourism, as in customer interface might be encounters with LGBT(Q) travellers. The theme interviewee also suggested that the company values and diversity could be brought up in the recruitment process for example in the job advertisements. The expert interviewee also briefly mentioned that companies are waking up to realising that diversity in recruitment is a big factor. The expert interviewee gave examples of famous LGBT(Q) touristic destinations that are not only considering the tourism of sexual minorities, but also local wellbeing of the community. They further explained that one of them is San Francisco where the minorities have significant purchasing power together, as they as a whole community favour companies that support them. They noted that often countries or destinations that are already strong in tourism marketing such as Spain, Argentina, Columbia, Costa Rica and Island are the ones that also take sexual minorities into consideration. However, they also brought up that the global tourism market for sexual minorities is largely connected to sex tourism and generally sex is present in targeted

tourism market for sexual minorities. “Awakening people in tourism about sexual minorities is the most important thing, removing hidden prejudices” expressed the expert interviewee.

6.3 Future potential of sexual minorities in tourism

In discussion regarding the future of sexual minorities in tourism, the expert interviewee stated that diversity and diversity communications about sexual minorities will be a number one competitive factor in tourism companies. They also mention that on a global level, diversity is already a pull factor in destinations as LGBT(Q) travellers want to be accepted and feel the sense of belonging. For the theme interviewee, this however is not necessarily a pull factor. Both interviewees mentioned that as most LGBT(Q) tourists don't travel with families and kids, they have more money to spend on travelling and therefore represent a big purchasing power. In the theme interview the interviewee said that they think that specialized hotels, restaurants and clubs for sexual minorities should be proceeded away from in the sense that sexual minorities should by now be welcomed anywhere where any other traveller is welcome as well. They continue that they think we live in a time where “gay friendliness” shouldn't be necessary to mention anymore. In contrast, the expert interviewee told that after price, the “gay friendliness” is still a key criterion for global LGBT(Q) tourists when choosing a tourism service provider and they continue that globally many destinations are including mentions of gay friendliness in marketing actively.

When discussing the consideration of sexual minorities globally, the expert interviewee brings up the observation that LGBT(Q) tourism profiles more into cities than whole countries. They give an example of the United States of America, where many cities are the prime example of large communities of sexual minorities and gayborhoods, gay neighbourhoods, and yet other areas of the country are extremely conservative in their attitudes towards diversity, alongside the country's president. They also brought up the risk of a good situation regarding sexual minorities taking backtrack in carrying out diversity and inclusion, with an example of Brazil where the country used to represent open-mindedness and diversity for sexual minorities, but with the change of a president became very controversial in matters of diversity and inclusion. The theme interviewee continued in this matter, that they however don't choose a destination based on their situation of diversity and inclusion, and other criteria are more important in the process of travel planning, they added that they don't think making travel plans is any different from a heterosexual traveller.

Under the topic of future potential of global areas becoming LGBT(Q) tourism friendly, the expert interviewee notes that all welfare states have the potential. Furthermore, that it is dependent on how countries decide to communicate the state of welfare in tourism marketing for travellers, without marketing LGBT(Q) tourism with relations to sex, but rather bringing out core values of equality, wellbeing and diversity. They added that most of the Nordic countries could do much better, should they bring up the diversity and accepting atmosphere out in the right way. The expert interviewee concluded that welfare countries have a responsibility of the rest of the world in the sense that they should consider if the situation of sexual minorities is good, how can they bring forth the good message to other countries.

7 Discussion

The main research problem of the work is whether sexual minorities are considered in tourism industry globally, which the whole research was aimed to answer. The answers for the four sub-questions were researched with the help of qualitative research methods such as interviewing and observation as well as the theoretical research. The four sub-questions are: Are companies involving equality consideration when cultivating social responsibility practices? How can knowledge about equality be improved for companies in the tourism industry? Is there potential for market growth if all sexual minorities felt safe enough to travel without inhibitions? Are there areas that have the potential to be safe destinations in the future regarding equality, on the global spectrum?

Table 5. Key Findings Matrix

Research sub-questions	Theoretical chapters	Observations	Expert interview	Theme interview	Key findings
1.Are companies involving equality consideration when cultivating social responsibility practices?	5.: 5.1, 5.2, 5.3	A, B	A		Globally, some countries are involving equality consideration on company values, however for now there are not many that show it clearly.
2.How can knowledge about equality be improved for companies in the tourism industry?	3.: 3.1, 3.2, 3.3 5: 5.1, 5.2, 5.3	B	B	B	Raising awareness, inviting reflection on the subject and removing possible prejudices are the base for improving knowledge level. Global guidelines could provide clearer statements on discriminatory guidelines.
3. Is there potential for market growth if all sexual minorities felt safe enough to travel without inhibitions?	4.: 4.1, 4.2, 4.3		C	C	As knowledge about sexual minorities improves and equality laws evolve, the potential of sexual minorities as a tourist group can be expected to also improve. There is a big purchasing power among sexual minorities.
4. Are there areas that have the potential to be safe destinations in the future regarding equality, on the global spectrum?	4.: 4.1, 4.2, 4.3 5.	C	C	C	Good examples of countries that have improved discriminatory laws exist and therefore any country has the potential to become a safe destination.

The matrix aims to demonstrate how the answers were planned to be answered and how the data analysis was divided into three themes, as earlier in chapter 6 Findings, was explained. Lastly Key findings column was added to conclude the main finding each question was able to be answered to.

Chapter 5 The Global World of LGBT(Q) Tourism, in the theoretical part of the study, combines both theoretical and qualitative methods of research and can therefore be discussed as one whole. Theoretical and observational studies prove that tourism companies around the world are indeed cultivating social sustainability within company values and notions of sexual minorities could be detected, which answers to the first research question. It must be kept in mind, that the observation was made from tourist point of view and only the tourism companies and organisations that were found from the top of most global LGBT(Q) travel indexes were chosen to be observed more closely. This means that most tourism companies potentially display support much less or not at all. The expert interview proved however, that environmental aspects are way more discussed within companies, and that a consistent support is what the social sustainability aspects lack. The author interpreted the gathered observations on the tourism organisations and companies of chapter 5, and it can be concluded that even the best-found organisational supporters of LGBT(Q) tourism had shortcomings and many of the criteria weren't met in the way the author had wished. A desired outcome would have been that a specialized website for LGBT(Q) travellers wouldn't even be necessary, but the company diversity and equality values would have been brought out in a way that any one of any minority could still feel considered and welcomed. The author concluded that even internationally competitive organisations and companies still have a long way to come to achieve the best practice of diversity communication.

In the expert interview it was very prominent, that the lack of information is what results in the remote attention of tourism companies and organisations in the social aspects of sustainability, and in this case more specifically the LGBT(Q) travellers. The theoretical research in chapter 3 Social Sustainability in tourism and it's sub-chapters 3.1 Global Code of Ethics and Principles for Socially Sustainable Tourism, 3.2 Sustainable Development Goals and 3.3 Corporate Social Responsibility support the point of the expert interview, that even on global level formed guidelines, controversy on sexual minorities could be detected. Even in chapter 4 Sexual minorities in tourism globally, it was found that the Universal declaration of human rights (United Nations 2019c) and European Union Fundamental rights (European Union 2012) had minor differences in expressing non-discriminatory criteria, with the latter including sexual orientation and the prior not. In the expert interview it was mentioned that many global guidelines with

different messages create confusion for tourism companies and organizations on what guidelines to follow, on top of also keeping in mind the laws and legislations of the country that they operate in. Answering the second question on how knowledge about equality can be improved in companies in tourism industry, the author concludes that global guidelines are something that can be improved to support and give education on non-discrimination and sexual minorities in tourism. Also referring back to what the expert interviewee pointed out in the interview is the fact that when general knowledge of sexual minorities is improved and the fear to speak about it openly is removed, prejudices are also reduced, and understanding and consideration automatically improved. The companies and organisations studied in the observation of chapter 5 Global world of LGBT(Q) tourism and its sub-chapters, work as an example on how consideration towards sexual minorities could be featured on their websites and business culture and values.

In chapter 4 Sexual minorities in tourism globally, sexual minorities are discussed more on a general level, but also in the sub-chapters 4.1 Early days of LGBT(Q) travel and 4.2 LGBT(Q) travel today, the evolution from the beginning of the community's tourism throughout to present time was researched. Interpreting the researched evolvement of LGBT(Q) travel in the theoretical chapters, it can be concluded that political movements were largely contributing in the mainstreaming of LGBT(Q) travel. (Clift et al. 2002; NYC LGBT Historic Sites Project 2019; Helsinki Pride 2019; IGLTA 2013.). It can be concluded that as the knowledge of sexual minorities grew, and civil rights were improved the tourism of sexual minorities grew as well. (Clift et al. 2002, 5-8.) Interpreting the history of LGBT(Q) tourism, it can be predicted that as knowledge about sexual minorities improves and equality laws evolve, the potential of sexual minorities as a tourist group will also improve. The discussion about knowledge of sexual minorities with the expert interviewee also supports that prediction. In both the expert interview and theme interview, the interviewees note that as for now most LGBT(Q) travellers travel without families and kids, and as individuals they also have more money to invest in tourism and that indicates of great purchasing power. This also indicates of potential for market growth in the tourism of sexual minorities and therefore serves as an answer to the third sub question Is there potential for market growth if all sexual minorities felt safe enough to travel without inhibitions.

The same theoretical research on the history and evolution of LGBT(Q) tourism from Chapter 4 Sexual minorities in tourism globally and its sub-questions, can be used to discuss an answer to the final sub-question: Are there areas that have the potential to be safe destinations in the future regarding equality, on the global spectrum? In the evolution of LGBT(Q) tourism, cities that were taking the first steps to include sexual minorities in

their tourism marketing and local scene have become popular tourism destinations and desired places to live in among sexual minorities. This can also be interpreted that in the future, countries that continue to improve laws to protect equality and support diversity can be expected to appear on the LGBT(Q) travellers map. The theme interviewee however proves that even the more conservative countries in the aspect of sexual minorities aren't scaring away all the LGBT(Q) tourists, as the fear of discrimination is becoming a less substantial factor in choosing a destination. In chapter 5 Global world of LGBT(Q) tourism, the Sexual Orientation Laws index map (ILGA 2019a) helps to envision the countries that are already safe for sexual minorities and which countries might have the potential to become one. Regarding this, the expert interviewee mentioned that welfare countries have a responsibility to spread good practice to the ones with less evolved human rights and the same applies to companies with equal values and diverse attitude.

The information package benefited from the research and a compact package was able to be made as a result of the study. The information package became as an invitation to reflection on the subject.

7.1 Reliability and validity of the research

There are two types of ways to measure whether a work is reliable and valid. The reliability of a work means how likely are the work's results possible to be repeated using the same methods. Validity means the measuring or researching methods ability to find and exact wanted answer to the research question. Both terms are more commonly linked to quantitative researches and are easier to apply on them. (Hirsjärvi et al. 2008, 226-228; Payne, G & Payne, J. 2004, 195-199, 233-237.)

This study was majorly based on observation and interviews as earlier studies of the subject were very limited. The study was observing global phenomena, but also personal feeling and experiences of the subject, and is therefore difficult to reproduce with exact same results. The situation of sexual minorities is also globally evolving and decaying depending on the area, politics and social sustainability development. The deficiencies of the study can be explained by the lack of resources such as time and contacts. For the focus group interview, the author couldn't gather a group of sexual minorities despite all the effort they put in such a short time. The e-mail for requested help was never responded and the author didn't have suitable representatives in their contacts. After the expert interview, the interviewee offered help by posting an invitation to a Facebook group of 7700 people, despite that they didn't get any contacts. The focus group interview would

have given more perspective on the study. However, this research was based on experiences and emotions because it's qualitative nature, the answers from the focus group interview or theme interview could vary, nevertheless. Other variables changing the results could be interview subjects from different nationalities, with different experiences depending on their home country's legal situation regarding sexual minorities. In spite of the deficiencies the study led to valuable insights that can be used to describe the current state of consideration of sexual minorities in tourism globally.

7.2 The benefits of the work to the commissioner and to anyone it may concern and further research

Main benefit of the work to the commissioner Vastuullisen matkailun portaat -project is a study of the consideration of sexual minorities in tourism globally that is combined into a comprehensive information package (Appendix 9.). The research functions as primal contact into the consideration of sexual minorities in tourism globally as it has not been largely studied before with similar criteria and leaves opportunities for further researches on the subject. The desired impact of the results of this work is to invite tourism students and professionals to reflect on the subject and potentially broaden their knowledge on sexual minorities in tourism. For the commissioner, the study and the information package (Appendix 9.) offers comprehensive insights to the tourism of sexual minorities and with the support of the study, offers simple suggestions on how to act to improve the consideration and helps broaden knowledge about sexual minorities in tourism.

As the research was done with qualitative research methods, and only two interviews were conducted, the results aren't generalisable to all people of sexual minorities. For further research it could be fruitful to use quantitative research methods to achieve a more generalised data of people's experiences on how sexual minorities are considered in tourism. However, with the limited time and resources a global overview might be difficult to conduct. Other points of views, such as company point of view or even from the United Nations point of view, on the subject of consideration of sexual minorities in tourism, could also be further studied to find a more general overview on the evolution of LGBT(Q) tourism. Another more specified research that could be further lead from this work is to study the consideration in tourism from a specific group of minorities, for example transgender as studies on their travel inclinations are still very limitedly studied. Another point of view could be from the sexual minorities working in tourism and execute the study in either qualitative or quantitative methods.

7.3 Personal learning

Despite the obvious learning the author has experienced studying the actual subject of the thesis, this work has taught the author many valuable skills that are required in an academic research and writing theoretical text. One of the biggest learnings is time management, as this has been the longest unaccompanied project the author has carried out. The author found it difficult to plan almost three months ahead and realised that most of the workload was focused on the end part of the time span reserved for the research. Another valuable lesson was that when the subject of research is not widely studied before, sources can be difficult to find and therefore some of the most traditional research and data analysis methods need to be altered to fit the nature of the work. Information had to be found interpreting sources close to the subject. Structuring and organising all the gathered data were also causing difficulties for author and thus works as a great learning lesson. Conducting the interviews, the author noticed that it was hard to gather a group of sexual minorities for a focus group, and the possible channels to contact people were limited for a student of tourism. The whole interview situation was also rather new for the author and gave a good insight to it. It was easy to notice that it can be very hard to remember all that has been planned to be said, actually in the moment and it is hard to keep in the interview plan.

The most difficult for the author was the theoretical text and academic writing. It was hard for the author to put onto paper the same thoughts they had planned in their mind. The methodology part was also challenging for the author as they hadn't used such terms before, even though the actual methods were familiar from earlier schoolwork and every day problem solving. The author has learned a great deal of writing longer academic texts and to create a complete entity of the contents of gathered studies and researches.

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Appendices

Appendix 1. Expert interview invitation e-mail

Hei

Olemme kaksi Haaga-Helian Matkailun liikkeenjohdon kolmannen vuoden opiskelijaa ja teemme opinnäytetöitä aiheesta seksuaalivähemmistöjen huomioiminen matkailualalla. Teemme kaksi erillistä opinnäytetyötä, joista toinen keskittyy enemmän Helsingin alueen matkailuun, ja toinen yleisemmin globaalisti.

Töiden tarkoituksena on kartoittaa, kuinka matkailualalla huomioidaan seksuaalivähemmistöjä. Töiden tavoitteena on lisätä tietoa yhdenvertaisuudesta ja seksuaalivähemmistöistä matkailualan yrityksissä sekä laajentaa saapuvien matkailijoiden potentiaalia lisäämällä tietoa ja yleistä hyväksymistä seksuaalivähemmistöille.

Haluamme toteuttaa empiirisen osan opinnäytetyöstä asiantuntijahaastatteluiden avulla, ja siksi otammekin yhteyttä sinuun. Olisiko sinulla kiinnostusta osallistua haastatteluun? Haastattelussa toivomme löytävämme vastauksia ja näkemyksiä seksuaalivähemmistöihin liittyvissä kysymyksissä, ja erityisesti matkailun näkökulmasta.

Haastattelupaikkana toimii Haaga-Helia Ammattikorkeakoulun Haagan kampuksen toimipiste osoitteessa Pajuniityntie 11, 00320 Helsinki.

Ajankohdaksi ehdottaisimme jo jotakin seuraavista:

Perjantai 18.10 klo 10.30-11.30

Perjantai 25.10 klo 13.30-14.30

Olemme kuitenkin joustavia aikataulun suhteen, joten jos nämä eivät sinulle sovi ja haluat haastatteluun osallistua, voit ehdottaa myös jotain toista ajankohtaa. On myös mahdollista järjestää haastattelu Skypen välityksellä.

Kiitos jo etukäteen.

Ystävällisin terveisin

Janet Arkkukangas,
Emma Wheatley,
Haaga-Helia Ammattikorkeakoulu

Appendix 2. Focus group invitation e-mail

"Olemme kaksi matkailun liikkeenjohdon opinnäytetyötä tekevää opiskelijaa ja aiheemme on "Seksuaalivähemmistöjen huomioiminen matkailualalla". Toteutamme työtämme varten Focus Group -ryhmähaastattelun, ja sitä varten etsimme mahdollisimman monipuolista edustajistoa jakamaan kokemuksiaan kartoitustamme varten. Lähtökohtana on ensisijaisesti kokemusten jakaminen ja niistä ohjatusti keskustelu, teemana matkailu. Kaikki ryhmähaastatteluun osallistuvien antamat tiedot käsitellään luottamuksellisesti. Emme kirjaa ylös emmekä paljasta mitään henkilötietoja vaan pelkästään työn kannalta oleelliset tiedot.

Ryhmähaastattelu järjestetään Haagassa Haaga-Helian kampuksella osoitteessa Pajuniityntie 11, perjantaina 1.11 klo 12:30 ja sen kesto on korkeintaan yksi tunti. Toivoisimme saavamme haastatteluun viisi henkilöä. Tutkimuksen tulokset ovat luettavissa Theseuksessa loppuvuodesta.

Terveisin Emma ja Janet
Haaga-Helia Ammattikorkeakoulu"

Ryhmähaastattelu järjestetään Haagassa Haaga-Helian kampuksella osoitteessa Pajuniityntie 11, perjantaina 1.11 klo 12:30 ja sen kesto on korkeintaan yksi tunti. Toivoisimme saavamme haastatteluun viisi henkilöä. Tutkimuksen tulokset ovat luettavissa Theseuksessa loppuvuodesta.

Appendix 3. Interview questions

1. Does it matter whether tourism companies segment sexual minorities apart from other travellers? Could you explain further?
2. Sexual minorities are already visible for example in the media but not necessarily as much in marketing of tourism. Do you have an opinion why?
3. Are tourism companies interested to learn and understand more about sexual minorities?
4. By what methods would you advise tourism companies to take sexual minorities more into consideration?
5. What can an individual in tourism related company do to improve consideration of sexual minorities?
6. From your point of view, what should be changed on a global level of tourism, so that the limitations of traveling would decrease for sexual minorities?
7. Is there a country that Finnish tourism could learn from regarding the consideration of sexual minorities?
8. Can other countries learn something from what Finnish tourism is doing to consider sexual minorities? Please give an example.
9. Do you have any concrete examples of what is done "well" or "poorly" in Helsinki, regarding sexual minorities in tourism?

Appendix 4. Focus group conversation guidance questions

Before the interview the authors do a short introduction on why they chose this subject for the thesis work and what is it for, who is it aiming to help and why.

1. Do you feel that planning and going on travels is different than for a “straight” traveler?
2. Based on what criteria do you choose a destination for travels?
3. Do you have an example of a company that explicitly considers sexual minorities?
4. Are sexual minorities included in marketing often enough in your opinion?
5. Do you think sexual minorities should be considered more specifically in tourism?
Or even just generally in everyday life?

Appendix 5. Theme interview questions

1. Do you feel that planning and going on travels is different than for a “straight” traveler?
2. Based on what criteria do you choose a destination for travels?
3. Do you think sexual minorities should be considered more specifically in tourism? Or even just generally in everyday life? Why?
4. Can you think of any concrete suggestions that tourism companies could do to enforce equality?
5. Are sexual minorities featured in tourism marketing often enough in your opinion?
6. Have you noticed that some tourism companies take stand/support the LGBTQ community only at the time of Pride festivals, but outside of it don’t make efforts to show support?
7. How do you think information could be distributed, especially in tourism as it is quite old fashioned (especially in Finland)?

Appendix 6. Observation Matrix NTOs

Country/ NTO	Sweden / Visit Sweden	Spain / TurEspana	Canada / Explore Canada
Website	http://www.visitsweden.lgbt/	https://www.spain.info/en/consultas/espana-para/viajes-gay-friendly.html	https://us-keepexploring.canada.travel/things-to-do/lgbt-travel-canada
LGBT mention/Visibility:	Not visible, if you don't specifically search for it. Different page for LGBT+ Sweden, which is hard to find, and you need to know what you look for to find it.	Easy to find a dedicated subtitle for LGBT travellers straight on the front page, but no other visibility on front page.	No kind of visibility on front page, also no clear subtitle for LGBT travellers, needs to specifically search to find a targeted page.
Promises:	Reputation for being one of the most open-minded, welcoming countries in the world, diversity & inclusion important. Stockholm & Gothenburg LGBT positivity, but also "wherever you go in the country, Sweden is a place that truly welcomes you regardless of where you come from, who you love or whatever your interests".	Accepting and tolerating atmosphere in bigger cities. Ibiza, Sitges and Mas Palomas mentioned as especially good destinations for LGBT.	Long support of LGBT rights and laws are in favour of sexual minorities. Prime minister is openly supportive of sexual minorities.
Pictures:	The main page no, LGBT+ page yes.	Only under the LGBT subtitle, not on other promotional pictures.	Only under LGBT subtitle, not on other promotional pictures.
Events:	Different pride festivals, A lot of "travel inspiration for LGBT" in Stockholm & Gothenburg.	Only Prides in several cities and islands carnivals recommended.	Some of the world's biggest LGBT events, many Prides in many cities.
Social media visibility:	Instagram: Not visible in main page VisitSweden, but in subpages such as VisitSweden, VisitSweden.no it is. Facebook: Few posts/pictures (Pride, one advertisement picture with two men kissing). YouTube: Video in different languages about "get to know Stockholm", where there are pride flags and mention about how everyone's welcome.	Instagram: Only one-story post of Pride. Facebook: No visibility. YouTube: No visibility.	Instagram: Meagre representation. Facebook: No visibility. YouTube: Good visibility with a dedicated playlist of LGBT travel videos.
Other, What:	Separate subtitle for women and non-binary travellers, however still under the LGBT website.	-	Mentioning of a nation-wide Pride celebration.

Appendix 7. Observation Matrix DMOs

City / DMO	Berlin/ Visit Berlin	San Francisco / San Francisco Travel	Manchester/ Visit Manchester
Website	https://www.visitberlin.de/en	https://www.sftravel.com	https://www.visitmanchester.com
LGBT mentioning/Visibility:	Visible on the front page, but only after scrolling.	Mentioning on front page "Editor's picks" which most likely takes viewing history or cookies into account to show what the viewer is interested in, and when scrolling down to see all site sections, there is a separate section for LGBTQ.	No visibility on front page, but scrolling to the end of the page, there is a section for LGBT+ under the title of Ideas & Inspiration.
Promises:	Tolerance and Freedom not only words, Berlin a very open and accepting city. Rainbow districts, long history in LGBT rights.	The dedicated LGBTQ section doesn't really promise anything, but the first description states "Come see the city that practically invented gay".	A strong communal feel in "The Village" in a city of one of the world's leading gay-friendly cities, Manchester.
Pictures:	Yes, even on front page, but still under the LGBT title.	Yes, even on the front page under the "Editor's picks" - advert. Also, under the LGBTQ section.	Not on the front page, but under the LGBTQ section yes.
Events:	Pride festivals, LGBT specialized events and CSD Berlin that promotes equal human rights, Christopher Street day celebrating freedom and tolerance.	Additional to the Pride festivals are all year-round festivals, some for specifically LGBT and some for openly everyone.	Additional to the Pride Festival are all year-round celebrations including Sparke which is a celebration weekend specially for transgender people.
Social media visibility:	Instagram: Representation with a few pictures, neutral feed. Facebook: One picture with rainbow colours representing tolerance and equality. YouTube: No visibility.	Instagram: No official Instagram account. Facebook: A few pictures. YouTube: No official YouTube account.	Instagram: Yes, representation with pictures of Pride and also other pictures representing the LGBTQ community. Facebook: No visibility. YouTube: Some visibility in some videos, but not very clearly.
Other, What:	Pink Pillow Berlin Collection: Gay Friendly Hotel Promise: Equal courtesy and dignity for all guests, Social engagement in LGBT projects, Tolerant work environment for hotel staff, Participation in LGBTI* events of VisitBerlin, Info about Berlins LGBTI*-Scene for guests.	Blog post -like articles of local LGBTQ inhabitant's lives that give a good picture of local LGBTQ community.	Blog posts for LGBT+ travel recommendations in Manchester.

Appendix 8. Observation Matrix Companies

Company	Marriott International/ One Marriott	American Airlines	ITB Berlin
Website	https://www.onemarriott.com/about-us	https://www.aa.com/i18n/customer-service/about-us/about-us.jsp?anchorEvent=false&from=footer	https://www.itb-berlin.de/en/
LGBT mentioning/Visibility:	On Marriott International, there is no separate mention about LGBTQ support, but they're LGBTQ support dedicated associate network is dedicated only for LGBTQ support.	No visibility. Mentioning only under Careers section in inclusion & diversity, however even customer diversity and inclusion is covered.	No visibility and very difficult to find a place that mentions LGBTQ support. Under Social Responsibility Partners & Projects there is mention of membership of IGLTA.
Promises:	Develop community among members, increase a diversity mindset to include LGBTQ issues, and Assist in unleashing revenue opportunities with concentrated marketing & sales efforts within the LGBTQ community.	"Team members work to make American a place where people of all generations, races, ethnicities, genders, sexual orientations, gender identity, disabilities, religious affiliations and backgrounds feel welcome and valued".	ITB Berlin is a member of IGLTA (International Gay & Lesbian Travel Association) and offers support to the non-profit IGLTA Foundation.
Pictures:	The main page no, on One Marriott LGBTQ page yes.	No visibility. Mentioning only under Careers section in inclusion & diversity, however even customer diversity and inclusion is covered.	No visibility with pictures representing the LGBTQ support.
Events:	One Marriott takes part in Pride Festivals internationally.	Takes part in Pride Festivals.	No events.
Social media visibility:	Instagram: Good representation on Marriott International account as well as One Marriott account. Facebook: Representation on both Marriott International and dedicated One Marriott website. YouTube: Marriott International had little visibility in a video, but again the One Marriott was the dedicated channel for the LGBTQ community.	Instagram: Representation in several pictures. Facebook: Visibility in pictures and posts. YouTube: Visibility in Pride videos.	Instagram: Representation with clear pictures. Facebook: Same pictures as in Instagram. YouTube: No visibility.
Other, What:	Social media campaigns to promote equal love and inclusion with hashtag #lovetravels.	Best place to work for LGBTQ Equality - award winner 2019.	Commissioner ITB Corporate Social Responsibility, is member of the Board of Directors at IGLTA Foundation.

Consideration of sexual minorities in tourism

Informative package about sexual minorities in tourism for
Vastuullisen Matkailun Portaati -project.

Janet Arkkukangas & Emma Wheatley



Social sustainability in tourism

Social sustainability focuses on not only to improve the quality of life but to maintain it for the future generations.

Sustainable development is defined as development that is considerate of the present, without the compromise of future generations and their needs.

Sustainable development requires mutual efforts globally to achieve a sustainable, **inclusive** and resilient future for the planet and **people** living on it.



Tourism professional, note these global and national guidelines for social sustainability

Global guidelines

- Global Code of Ethics for Tourism
By the World Tourism Organisation
- Sustainable Development Goals
By United Nations

Finnish guidelines

- National Principles for Sustainable Tourism
By Visit Finland
- Criteria for Sustainable Development
By Visit Finland

Sexual minorities

Sexual minorities = People whose sexual orientation is something other than heterosexual or who define their gender to something else than traditional male or female. Often described with a general acronym of **LGBT(Q)**

Psst... Keep in mind, that the diversity grows less dependent to the traditional male and female genders, so new definitions are constantly emerging!



Tourism professional, know your terms!

Lesbian A preferred term for women who are sexually and/or affectionally attracted to other women.

Gay A term referring usually to men who are sexually and/or affectionally attracted to other men. Can also be used to describe any sex feeling sexually and/or affectionally attracted to the same sex

Bisexual Describes a person who can be attracted sexually and/or affectionally to both female and male genders

Transgender Refers to people whose biological gender and gender identity are not the same

Queer A term than can be used by people to describe themselves, who dont necessarily want to determiner their sexual orientation. Can still be taken offensively when used as a sobriquet

Heterosexual A person who feels sexual and/or affectional attraction to someone of the opposite sex

Rainbow family A family where atleast one of the parents belongs to the community of sexual minorities

Tourism of sexual minorities - Then and now

..... **Victorian period** - Gay travel starts

..... **20th century beginning** - Gay travel spreads to big European cities and USA

..... **1914-1945** - WW I & WW II starts gay urban subculture

..... **1950-1960** - First gay right protests, Gay neighborhoods "gayborhoods"

..... **1970-1990** - Mainstreaming of gay travel

..... **2000-Now** - First legalisation of same sex marriage

Reasons, why sexual minorities should be considered in tourism



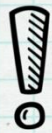
Improves socially sustainable wellbeing for the people of the planet



Diversifies the brand image of responsible and sustainable tourism


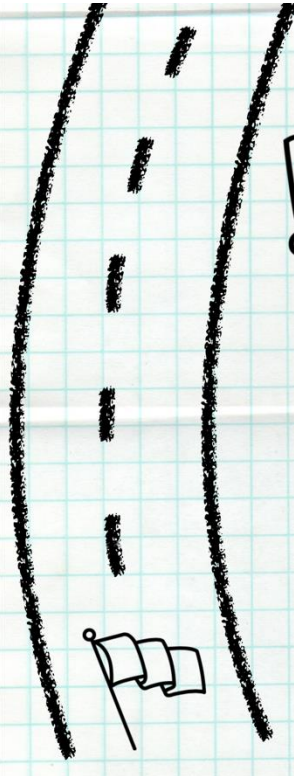


DINKS (Double income no kids) = Big purchasing power



Current and future trends of LGBT(Q) tourism, you might want to look into

- Attractiveness of a destination based on **local communities wellbeing**
- **Social media** as an important tool for marketing and reaching sexual minorities
- **Rainbow families** travelling to destinations that are both gay and child friendly
- Expected growth in **same sex marriage** legalisation and **same sex adoption** approval



Tourism professional, what can **you do to improve diversity in tourism industry**

Educate yourself on diversity


Invite others to reflect on diversity

Accept and be open towards diversity

Treat everyone equally with same kindness

Don't be afraid to ask and speak about sexual minorities

Psst... Keep in mind, that every LGBT(Q) individual experiences inclusion uniquely and not all feel left out



Employer! Educate your staff on diversity

Overall, the intention is not to rave about sexual minorities, but to invite reflection on the subject in order to enrich diversity and inclusion in tourism globally and in Finland

Whatever you choose to do, remember to be genuine