

tourism, and contextualized Ibiza within wider processes of socioeconomic and cultural change. Readers with an interest in cultural geography and sociology will miss a more transdisciplinary approach that would have incorporated the role of economic imaginaries in Ibiza's development and the aesthetic and performative dimensions of tourists' experiences. Those interested in the *longue durée* of Mediterranean mobilities will wonder what led to the isolation of the island prior to 1880.

If one is to fully understand the history of Mediterranean tourism, more attention should be paid to case studies by local researchers like Cirer. The fact the book was published by a local house and aimed largely at a Balearic and Catalan-speaking public makes diffusion difficult, especially in the Anglophone world. Surely, the writing of a history of Mediterranean tourism worthy of that name will have to be a post-disciplinary enterprise led by a multilingual team. When that team is assembled, this book could not fail to be on their reading list. **A**

**Javier Caletrio:** Center for Mobilities Research, Lancaster University, Lancaster LA1 4YT, United Kingdom. Email <j.caletrio@lancaster.ac.uk>

## REFERENCE

Braudel, F.

1987 *La Tierra*. In *El Mediterráneo*, F. Braudel, ed., pp. 23–38. Madrid: Espasa.

*Submitted 21 May 2007, Accepted 31 May 2007*

doi:10.1016/j.annals.2007.05.012

*Annals of Tourism Research*, Vol. 34, No. 4, pp. 1106–1108, 2007  
Printed in Great Britain

## Gay Tourism: Culture and Context

By Gordon Waitt and Kevin Markwell. Haworth Hospitality Press <<http://www.haworthpress.com>> 2006, xviii + 307 pp (bibliography, videography, photographs, index, map, tables) \$29.95 Pbk. ISBN: 978 0 7890 1603 4.

**Michael Lück**

Auckland University of Technology, New Zealand

In Victorian times, gay men from northern European countries travelled to the Mediterranean seeking culture and climate, and also companionship of other men. Until the 90s, gay tourism remained separate from the mainstream, barely advertised and not visible. Tour operators and destinations often saw a potential market among gay and lesbian tourists, but did not commit to these markets for fear of boycotts and negative images. The increasingly open targeting of the “pink dollar” by tour operators and tourism authorities is reflected in a growing body of academic literature. *Gay Tourism: Culture and Context* is one of these recent volumes, and another welcome addition to Haworth's growing list of titles on gay issues.

The book is comprised of seven chapters, an extensive bibliography, and a videography. Chapter 1 sets the stage for the book, where the authors place this market in the context of tourism in the age of mobility. Waitt and Markwell establish a conceptual framework based on four themes: deconstruction of homogenizing impulses of sexual categories, social construction of meaning in texts, interconnections between gay identities and destinations, and how the complexities of gay tourism are played out in both material and political ways.

Employing these concepts enables the authors to have a broader, interdisciplinary view. Before wrapping up this chapter, the editors inform the reader how personal experiences influenced this book. They explain that becoming personal is inevitable for a book of this nature. This brave and laudable decision gives this volume a great deal of credibility.

Chapter 2 charts the history of gay tourism, from its early fragmented beginnings in the 19th century, through development of city and resort destinations in the 60s, to the open forms of the phenomenon today. This chapter adds to the understanding of the development of the market, including its trials and tribulations, but also the “happy times” of modern gay tourism. The geographic coverage of this chapter is remarkable. For example, it includes a section on “Narratives of the Orient: Encoding and Circulating Homoerotic Orientalism”, which is well researched, using not only academic literature, but also gay magazines, guidebooks, and the Internet.

In Chapter 3, the authors attempt to map destinations in the search for gay utopias, employing manifest content analysis of the *Spartacus International Gay Guide*. They use a critical discourse analysis of gay texts about Australia, Mykonos, Hawai'i, Russia, and Central Europe. Each of these destinations is examined in depth in the sections of this chapter.

A “tour” of various nations is the focus of Chapter 4. The authors investigate the politics around gay issues in various countries, and how these affect gay tourism. The chapter provides insights into marketing strategies of gay-friendly destinations and addresses and gay-tourism problems in Arab countries. While some Western destinations actively advertise as gay-friendly destinations, religious fundamentalism and legislature in Islamic-Arab nations still allow an openly gay person to be beheaded.

Chapter 5, on the “sexualized city”, carries on from the previous chapter, but on local levels. Its strength is not only the account of gay-friendly destinations, but how gay tourism affects the straight population, how these cities market to other tourist markets, and the implications of the “non-gay tourist in the gay village”.

Gay events are probably the times when this population is most visible. Such events have grown significantly, with hundreds of thousands participating in mega-events such as the Sydney Mardi Gras or Christopher Street Day in Cologne. The authors contend that these events generate substantial revenues and contribute to gay culture and pride. They also discuss gay “days out”, such as the yearly event at Disneyworld in Orlando.

The concluding chapter revisits the main themes of the book. The authors provide some thoughts that emerged from work on earlier chapters, and point out some of the not-so-well-known facts about gay tourism. The book ends where it started: referring to Dorothy Gale's journey to the Land of Oz, and how this story became iconic for many gay men, and their own personal narratives.

Overall, *Gay Tourism: Culture and Context* is refreshingly different. The structure, content, and style are not classically academic, which does not imply that it is not an academic book. But—at least for tourism researchers—it deals with a different topic area, and draws from other disciplines such as geography and sociology. The writing is easy to follow, and the authors' experiences lend significantly to the book's credibility.

The spatial journey of the book is one of its major strengths. Most books of related contents focus entirely on Western societies, but this volume offers views into non-Western countries. Another strength is the analysis of the relationship between gay and other tourists in gay-friendly destinations. The link between academic literature and non-academic gay publications is a further strength. The book is well-researched, as evidenced by the extensive bibliography. There is not a great deal of academic literature pertaining to gay tourism issues, and thus the authors consulted a large body of literature from related fields. Photographs are often used to illustrate points, although the small size and poor quality of many pictures is a disappointment. Finally, although this is of minor relevance, one cannot help but smirk when looking at the colorful cover. After all, covers sell books—many people do judge books by their covers. **A**

**Michael Lück:** School of Hospitality and Tourism, Auckland University of Technology, Auckland, New Zealand 1020. Email <mlueck@aut.ac.nz>

*Assigned 22 August 2006. Submitted 30 May 2007. Accepted 2 June 2007*

doi:10.1016/j.annals.2007.06.003

Available online at [www.sciencedirect.com](http://www.sciencedirect.com)

