

“one man’s graffito is another man’s historical inscription” (p. 38) and “one man’s kitsch is another man’s piece of sacred property” (p. 86). However, Shackley’s personable writing style and fluid expression of thought sustain the reader’s attention, while the clear type setting, excellent bibliography, and index enhance the book’s value for readers. This book is suitable for practitioners and educators, being a positive contribution to the multidisciplinary publications concerning pilgrimage, religion, and sacred sites, few of which have addressed these topics in relation to tourism management. 

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Gay Tourism: Culture, Identity, and Sex

Edited by Stephen Clift, Michael Luongo and Carry Callister. Continuum <www.continuumbooks.com> 2002, xvi + 280 pp (appendix, index) \$29.95 Pbk. ISBN 0826466966

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In Victorian times, gay men from northern European countries traveled to the Mediterranean seeking culture and climate and especially companionship of other men. However, until the 90s, gay travel remained separate from the mainstream, barely advertised and not visible. All too often, tour operators and destinations saw a potential market, but they did not actively pursue it out of fear of boycotts by the rest of their clientele and negative images. Only over the recent years have products catering specifically to the gay community been offered by tour operators. However Ryan and Hall (2001) notes that gay tourism is still marginal.

Gay Tourism: Culture, Identity and Sex is the first academic book addressing this submarket. It consists of an introduction, eleven chapters in three parts, and an appendix with a gay and lesbian tourism resources guide. Part One covers history, culture, and commerce related to gay and lesbian tourism; the second part investigates identity, choice, and resistance; and the third dis-

cusses issues related to sexual behavior, risk, and HIV prevention in a gay tourism context.

The editors open with a comprehensive overview of the history of gay travel, followed by an overview of the present text. Mark Graham discusses the differences between “homosexual”, “gay”, and “queer” travel and illustrates these with examples, such as the Gay Olympics and Gay Pride Weeks. In the next chapter, Douglas Sanders provides the reader with a case study of gay tourism in Thailand, followed by Matthew Link’s investigation of gay tourism in Hawaii. Both chapters provide insight into non-Western cultures and how residents react to gay tourism. Michael Stuber looks at gay tourism from a business perspective. He highlights market opportunities and offers examples including advertisements from hotels, airlines, and destination marketing organizations. The following chapter is the transcript of an interview with Thomas Roth, President of Community Marketing, a travel consultation firm specializing in gay tourism. Roth highlights the threats and opportunities for businesses to target the gay and lesbian market.

Part Two has four chapters exploring identity, choice, and resistance. Martin Cox provides an impressive insight into the problems of “closeted” gay men and how they see traveling to gay-friendly destinations as the only way to live their gay life for 2 weeks per year. Howard L. Hughes investigates the inhibitors for vacations of gay men, including what destinations might be popular or not, and for what reasons. Philip Want looks at reasons for homophobia in various destinations and at the role that the tourism industry and public sector bodies play in gay tourism. Claudia Miller looks at the tradition of “circuit parties” for gay men and then investigates the options for lesbian tourists. She concludes that lesbians find “themselves presented with more options than even just ten years ago when the first men’s circuit parties began to take off” (p. 226).

Part Three of this edited volume addresses issues around sexual behavior and health issues related to gay tourism. Stephen Clift, Carry Callister and Michael Luongo introduce the results of a survey on travel behavior undertaken at the London Freedom Fair in two consecutive years. The results show that few gay men reported having unprotected sex while on vacation; however, a closer look reinforces the need for further promotion of safe sex. Richard Scholey discusses the effectiveness of safe-sex campaigns through leaflets and magazine advertisements. He concludes that safe sex is practiced more frequently at home than it is during vacation overseas, hypothesizing this is a direct result of the feeling of escaping from the rules and restraints in the home environment.

The book concludes with a gay and lesbian tourism resource guide, including websites, books, magazines, and travel maps. *Gay Tourism: Culture, Identity, and Sex* is the first book of its kind. The editors hope that this volume will not only inform and educate, but also stimulate further research in this area. The targeted audience is not exactly clear; when reading this book, one contemplates about who might use such a book in class. It is certainly not a classical textbook that can serve as a core reading, but it is a very valuable supporting text. While gay tourism is probably absent in most curricula at universities, the issues related to sex tourism are not. The book strongly supports any educator filling this gap and highlighting the main themes associated with gay travel and tourism. Many of the issues, in particular those of Part Three, are just as applicable to the straight as to the gay and lesbian worlds.

The present volume is logically structured and easy to follow. The style of chapters varies largely with the author(s) and includes narratives, academic writings introducing the results of research projects, and an interview transcript. This variation, however, does not convey a feeling of inconsistency, but

contributes to the readability and understanding of the topics covered. A number of figures and tables add to the comprehensiveness of this edited work. The careful choice of contributors adds additional value to this volume. All contributing authors are involved in gay tourism, either in the tourism industry or as academic researchers.

In short, this book is an excellent piece of work, which every student in tourism studies should come across during their studies. Perhaps the best compliment for the editors is that it indeed inspires further research: this reviewer is just about to start with such a project. **A**

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