



# XIX SEMINÁRIO ANPTUR

28 A 30 DE SETEMBRO DE 2022 | RECIFE - UFPE

"ANPTUR 20 ANOS: PASSADO, PRESENTE E FUTURO DA PESQUISA EM TURISMO NO BRASIL"

## **Tourism, Leisure and Pleasure: How gay tourists express hedonism in practice?**

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### **Resumo**

This study aims to identify whether the behavior of consumers in leisure travel of gay tourists manifests categories of hedonism from the perspective of the French philosopher Michel Onfray. The methodology used was a quantitative compound study. The research begins with the historiography of homosexuality, the gay movement, and LGBTQ+ identities, from a theoretical and empirical investigation based on exploratory-descriptive research, from the perspective of the researcher, using elements of the Queer Theory. In a second moment, we sought the state of the art of publications on LGBTQ+ in the dissertations defended in the Graduate Programs in Tourism in Brazil and all the Anais from the Seminários da Associação Nacional de Pesquisa e Pós-Graduação em Turismo (ANPTUR), and other publications that relate LGBTQ+ tourism in the Journal of Homosexuality, through the bibliometric method. The theoretical-philosophical basis of the article finds explanations in the philosophy of hedonism, relating the search for pleasure associated with tourism, according to the concepts of postmodern hedonism in the conception of Michel Onfray. Hedonism is conceptualized by Socrates, from the Circus, Epicurean and Utilitarian schools. For the identification of the locus where LGBTQ+ tourism occurs, we sought to characterize the behavior of gays and bisexuals, specifically, which occurs with greater emphasis in certain cities, which present an active gay scene, busy nightlife, population with an open mindset for the diversity and low LGBT phobia index, as well as hosting structure and services open to gay audiences, considered gay-friendly destinations. Urban destinations concentrate the largest number of gay tourists by presenting a variety of entertainment for the segment, with attributes associated with freedom, as well as traditional LGBT Pride Parades. This Study also addresses sex tourism, in the form of male prostitution, whose offer of sexual services takes place in bars, restaurants, nightclubs, pub videos, gay clubs of various types, and saunas. The use of new technologies facilitates the hiring of male sexual services, enabling tourists to program sexual activities at the destination, conferring this practice hedonistic character. Empirically, three data sources are used in this study: 1) the data prepared and published by Community Marketing & Insights, between the years 2012 and 2018 that present a universal character, exploratory research, as a pre-test, conducted at the 22nd Pride LGBTI of São Paulo (2018), and a survey, inserted in the

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Google Forms platform, with 1403 gay and bisexual male drivers cisgender and transgender. The results showed that the Brazilian public differs in several aspects from American tourists, not reflecting the economic and motivational characteristics pointed out by the World Tourism Organization (2017), besides demystifying that tourists gays seek sex tourism. The peculiarities of Brazilian gay and bisexual tourists, trace a unique profile of this public, characterized by not having children, with an average age of 30 years, belonging to "Class C", who seek cultural and rest activities in their leisure trips. Finally, the three data sources anchored in the elements pointed out as characteristic of LGBTQ + identity were related to hedonistic theory.

**Keywords:** LGBTQ+ Tourists. Gay Tourists. Consumption. Sex. Hedonism.