

Study of Influential Factors That Affect LGBTQ's Travel Destination Choice Decision

Sumas Wongsunopparat

Ph.D., Johnson Graduate School of Management, Cornell University, USA

MBA, Tepper School of Business, Carnegie Mellon University, USA

E-mail: dr.sumas62@gmail.com

Xiong Hu

Master of Business Administration, Bangkok University, Bangkok, Thailand

E-mail: xiong.hu@bumail.net

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Abstract

LGBTQ tourism is a very promising market with annual worldwide economic impact at more than 140 billion USD. The global LGBT tourism market is expected to reach US\$ 568.5 Billion by 2030. The LGBT tourism market is important both economically and socially. LGBT travelers are often high-spending and frequent travelers, and their tourism dollars can have a significant impact on local economies. With the introduction of the 'pink dollar,' organizations hope to tap into members of the LGBTQ+ community who are willing to spend big. The 'pink dollar' refers to money spent by members of the LGBTQ community in the United States. It has boosted the US economy by billions of dollars. Additionally, by creating welcoming and inclusive travel experiences for LGBT individuals, the tourism industry can help promote greater acceptance and understanding of LGBT people around the world. LGBT travelers have unique needs and preferences when it comes to travel, and the tourism industry has responded with a range of products and services designed to meet these needs. These may include LGBT-friendly accommodation, events, and tours, as well as marketing and outreach efforts that specifically target the LGBT community.

The purpose of this research is to study factors influencing LGBTQ's Travel Destination Choice Decision. These factors include nine independent variables: Recommendations (RE),

Popularity (PO), Destination Information (DI), Special Offers (SO), Nearness (NN), Amenities/Facilities (AF), Safety & Security (SS), Destination Features (DF), Strategic Fit (SF) and one dependent variable: Travel Behavior (TB). 400 sample were collected using electronic questionnaire through social media. We used Structural Equation Models (SEM) for data analysis. The result shows that since the RMSEA, which is an absolute fit index that assesses how far our hypothesized model is from a perfect model, for this model is .04 (<.05) which strongly indicates a “close fit” and the Goodness of Fit Index (GFI) value is .904 (>.90), the model seems to fit well according to the descriptive measures of fit. More importantly, Recommendations (RE) and Safety & Security (SS) are significantly defined as significant influential factors that affect LGBTQ’s travel destination choice decision due to their p-values are equal and less than .05. That means LGBTQ choose their travel destination if it’s strongly recommended by friends & family, online & social media, and customer positive review & sharing tips. Moreover LGBTQ prefer the destinations that offer personal safety and safe accommodation and destinations that they won’t be taken advantage of financially i.e. safe and sound destinations without being scammed.

Keywords: LGBTQ tourism, SEM, Travel Destination, Choice Decision

1. Introduction

1.1 Background of the Study

LGBTQ tourism is a very promising market with annual worldwide economic impact at more than 140 billion USD. The global LGBT tourism market is expected to reach US\$ 568.5 Billion by 2030. The LGBT tourism market is important both economically and socially. LGBT travelers are often high-spending and frequent travelers, and their tourism dollars can have a significant impact on local economies. With the introduction of the 'pink dollar,' organizations hope to tap into members of the LGBTQ+ community who are willing to spend big. The 'pink dollar' refers to money spent by members of the LGBTQ community in the United States. It has boosted the US economy by billions of dollars. Additionally, by creating welcoming and inclusive travel experiences for LGBT individuals, the tourism industry can help promote greater acceptance and understanding of LGBT people around the world. LGBT travelers have unique needs and preferences when it comes to travel, and the tourism industry has responded with a range of products and services designed to meet these needs. These may include LGBT-friendly accommodation, events, and tours, as well as marketing and outreach efforts that specifically target the LGBT community.

LGBTQ tourism has a substantial economic impact on the worldwide travel sector. Destinations that actively welcome LGBTQ visitors can profit from greater income, job growth, and improved local infrastructure. Tailored advertising campaigns, collaboration with LGBTQ influencers, and highlighting LGBTQ-related events and activities are all common components of effective marketing strategies. The rise of social media has impacted how LGBTQ people plan their vacations. Instagram, Twitter, and LGBTQ-specific travel applications all offer real-time information, peer rankings, and visual representations of LGBTQ-friendly destinations. This digital interaction has given LGBTQ tourists the ability to make more educated decisions and connect with other travelers (Hughes & Sönmez, 2020).

LGBTQ tourism represents a dynamic and evolving sector within the broader travel industry. Recognizing LGBTQ visitors' motivations, interests, as well as worries is critical for both locations and the travel industry as a whole (Smith G. , 2017). As cultural perceptions change, it is critical for destinations to foster inclusive cultures that celebrate diversity while also ensuring the safety and well-being of all passengers, regardless of sexual orientation or gender identity.

1.2 Statement of Problem

In recent years, there has been an increasing awareness of the importance of LGBTQ (Lesbian, Gay, Bisexual, Transgender, and Queer) tourism as an important aspect of the worldwide travel business. This growing phenomenon has motivated experts to investigate the specific factors that influence LGBTQ people's vacation destination preferences. Understanding the underlying motivations behind these decisions is critical for the travel and hospitality industries, as it allows for the development of focused marketing tactics and the construction of inclusive and welcoming environments for LGBTQ visitors.

While previous research has looked into specific areas of LGBTQ tourism, there is still an absence in our understanding of the full collection of relevant factors that influence LGBTQ travelers' decisions when choosing travel destinations. Some studies have looked at safety concerns and levels of acceptability (Papp, 2014), while others have looked into LGBTQ-specific events and festivals (Hughes & Robinson, 2018). However, an in-depth investigation of factors such as legislative frameworks, cultural attitudes, social media effects, and community suggestions, as well as their interplay in shaping LGBTQ individuals' destination preferences, remains relatively unexplored.

Furthermore, due to varying levels of legal recognition, cultural norms, and social views toward LGBTQ groups, the dynamics of LGBTQ tourism may differ dramatically between geographical regions. As a result, a more complex and geographically focused investigation is required to understand how these factors interact and influence LGBTQ travelers' destination selections. This study aims to fill a gap in the literature by undertaking an in-depth assessment of the wide range of factors that impact LGBTQ individuals' travel destination preferences.

1.3 Related Theories

1.3.1 Concept Theories of Travel Destination Selection Recommendation Effect

The theories of Travel destination selection recommendation effect include Destination Image Theory, Social Influence Theory, Personalization Theory, Information Cascades in Travel Decisions, and social media & Social Proof.

According to destination image theory, tourists making opinions about vacation locations based on a variety of sources of information, including recommendations from others. Positive recommendations can help to improve a destination's image, influencing travelers' decisions to visit a specific location (Echtner & Ritchie, 1993).

Social influence theory posits that people are influenced by the opinions and behaviors of

those around them. In the context of travel destination recommendations, individuals are more likely to choose a particular destination if they perceive it to be popular or recommended by others (Cialdini, 2008).

Personalization theory suggests that tailored recommendations based on individual preferences and characteristics can enhance the decision-making process. Travel recommendations that consider a traveler's interests, past behaviors, and demographic information can lead to more satisfying experiences (Ugarte, Elorza, & Markuerkiaga, 2019).

Information cascade theory applies to travel decisions as well, where individuals tend to follow the choices of others without necessarily evaluating the information themselves. Travel destination recommendations can trigger such cascades, leading to the popularity of certain destinations (Bikhchandani, Hirshleifer, & Welch, 1992).

Social media platforms play a significant role in travel recommendations. Social proof, demonstrated by likes, shares, and reviews, can influence individuals to choose destinations that are popular on social media (Hennig-Thurau, Hofacker, & Bloching, 2013).

1.3.2 Concept Theories of Travel Destination Popularity Effect

The theories of Travel destination popularity effect includes network effect theory, Social Influence and Bandwagon Effect, Availability Heuristic, Cumulative Advantage and Matthew Effect, and Word of Mouth & Social Proof.

Network effects theory suggests that the value of a product or service increases as more people use it. Applied to travel destinations, this theory implies that the popularity of a destination can create a positive feedback loop, attracting more visitors due to the perceived value of being where others are (Shapiro & Varian, 1999).

The bandwagon effect implies that people tend to follow the actions of others, assuming that if many people are choosing a particular destination, it must be a good choice. Social influence, through recommendations and social media, contributes to this effect (Kuran & Sunstein, 1999).

The availability heuristic suggests that people tend to judge the probability of an event based on how easily examples of that event come to mind. In the context of travel destinations, well-known and frequently mentioned places are more likely to be perceived as popular (Tversky & Kahneman, 1973).

The cumulative advantage theory posits that once something gains a small advantage over others, that advantage tends to snowball over time. The Matthew effect states that the rich get richer. In the context of travel, popular destinations can gain more attention, leading to even greater popularity (Merton, 1968).

Word of mouth recommendations and social proof play a significant role in the popularity of travel destinations. Positive recommendations from friends, family, or online reviews can lead to more people choosing those destinations (Goldsmith, Flynn, & Clark, 2018).

1.3.3 Concept Theories of Travel Destination Information Effect

The concept theories of Travel destination Information effect include Information search theory, Persuasion Theory, and Cognitive Load Theory.

Information search theory focuses on how individuals gather and process information to make decisions. In the context of travel destinations, this theory explains how travelers search for and assess information from various sources (such as websites, reviews, and recommendations) before making their travel decisions (Payne, Bettman, & Johnson, 1998).

Persuasion theory explores how communication influences attitudes and behaviors. In the context of travel destinations, persuasive messages, such as marketing campaigns, advertisements, and recommendations, can shape travelers' perceptions and choices.

Cognitive load theory examines how the cognitive capacity of individuals affects their ability to process and retain information (Sweller, 1988). In the context of travel destination information, presenting information in a way that minimizes cognitive load can enhance travelers' understanding and decision-making.

1.3.4 Concept Theories of Travel Destination Safety & Security Effect

The concept theories of Travel destination Safety & Security Effect include Risk Perception Theory, Trust Theory, Destination Image and Perceived Risk, Cognitive Appraisal Theory and Perception of Control & Safety theory.

Risk perception theory suggests that individuals evaluate potential risks and benefits when making decisions. In the context of travel destinations, travelers consider the safety and security aspects of a destination before making their travel choices.

Trust theory focuses on how trust in institutions, information sources, and other individuals affects decision-making. In terms of travel destinations, perceived safety and security can build trust and confidence in a particular place, influencing travelers' decisions to visit (Lewicki, McAllister, & Bies, 1998).

Destination image theory suggests that travelers' perceptions of a destination influence their decisions. Perceived risk is a component of this theory, where concerns about safety and security can negatively impact a destination's image and deter potential visitors (Gartner, 1993).

Cognitive appraisal theory explores how individuals evaluate and respond to different situations. In the context of travel, travelers assess the safety and security of a destination through cognitive appraisal, which influences their decisions and behaviors (Lazarus, 1991).

The perception of control theory suggests that people feel safer when they perceive that they have control over their environment. Travelers are more likely to choose destinations where they feel they can exercise control and mitigate potential safety and security risks.

1.4 Literature Review

1.4.1 Effect of Recommendation on Travel Behavior of LGBTQ's

The travel behavior of LGBTQ+ individuals has been a subject of interest for researchers and practitioners in recent years. Recommendations, whether from friends, family, or online platforms, can have a significant impact on the travel choices and behaviors of LGBTQ+ individuals (Smith & Johnson, 2020). These recommendations can influence destination choices, travel activities, accommodations, and overall travel experiences.

Research has indicated that LGBTQ+ individuals often seek out destinations and experiences that are LGBTQ+-friendly and inclusive. Recommendations from LGBTQ+ peers or LGBTQ+-specific travel resources can play a crucial role in shaping travel decisions. Positive recommendations can lead to a sense of safety and belonging, as LGBTQ+ travelers are more likely to choose destinations and accommodations that align with their identity and values.

Conversely, negative recommendations or reports of discrimination in certain destinations can deter LGBTQ+ individuals from visiting those places. Safety concerns, legal protections, and social acceptance are also important factors that can be influenced by recommendations (Chang & Lee, 2018). As a result, travel-related recommendations can significantly impact the travel behaviors and choices of LGBTQ+ individuals.

1.4.2 Effect of Popularity on Travel Behavior of LGBTQ's

The travel behavior of LGBTQ+ individuals is significantly influenced by the popularity of a destination. The level of acceptance, safety, and available amenities play pivotal roles in shaping the decision-making process.

Popular destinations often offer a sense of security and acceptance due to a well-established LGBTQ+ infrastructure. LGBTQ+ travelers tend to choose destinations where they can freely express their identities without fear of discrimination. A study by Hughes and Ryan (2019) found that LGBTQ+ tourists are more likely to opt for destinations known for their LGBTQ+ inclusivity, which directly impacts their overall travel experience.

Popular LGBTQ+-friendly destinations provide opportunities for LGBTQ+ individuals to connect with their community. These destinations often host events, pride parades, and LGBTQ+-specific spaces that facilitate networking and socializing. Waitt and Markwell (2006) highlighted how LGBTQ+ travelers are drawn to these spaces not only for leisure but also for building meaningful connections with like-minded individuals.

The popularity of certain destinations within the LGBTQ+ community can sometimes lead to commercialization. While commercialization brings economic benefits, it can also dilute the authenticity of LGBTQ+ experiences. Clift and Forrest (2019) discussed how some travelers perceive overtly commercialized destinations as less authentic and may seek out lesser-known destinations for a more genuine experience.

The popularity of LGBTQ+-friendly destinations can significantly contribute to their local economies. Popular destinations experience a boost in tourism revenue due to LGBTQ+

travelers seeking out LGBTQ+-owned businesses, events, and accommodations. This economic impact often leads to increased efforts by these destinations to maintain and enhance their LGBTQ+-friendly offerings.

The popularity of a destination within the LGBTQ+ community can also lead to increased visibility and representation. As LGBTQ+ travelers frequent a destination, it encourages local businesses and communities to cater to their needs. This, in turn, fosters a more inclusive environment for LGBTQ+ individuals.

In conclusion, the popularity of a destination has a profound impact on the travel behavior of LGBTQ+ individuals. From destination selection to the overall travel experience, LGBTQ+ travelers are influenced by the level of acceptance, safety, and authenticity a popular destination offers. Destination management should strike a balance between commercialization and authenticity to provide a welcoming and meaningful experience for LGBTQ+ travelers.

1.4.3 Effect of Destination Information on Travel Behavior of LGBTQ's

The availability and content of destination information have a significant impact on the travel behavior of LGBTQ+ individuals. LGBTQ+ travelers often seek out information regarding the safety and legal rights of LGBTQ+ individuals in potential travel destinations. Information about anti-discrimination laws, LGBTQ+ rights, and social attitudes can heavily influence their decision-making process (Baker & Beasley, 2018). Destinations that provide comprehensive and accurate information about LGBTQ+ rights and protections are more likely to attract LGBTQ+ travelers.

Destination information plays a crucial role in helping LGBTQ+ travelers identify LGBTQ+-friendly accommodations, restaurants, bars, and other establishments. LGBTQ+ travelers prefer destinations that openly advertise and promote these options, as it creates a sense of security and comfort in knowing they will be welcomed.

Up-to-date information about LGBTQ+ events, pride celebrations, and community activities in a destination can greatly impact travel decisions (Baker & Beasley, 2018). LGBTQ+ individuals often seek destinations that offer opportunities to engage with the local LGBTQ+ community and participate in events that resonate with their identity.

Destination information that highlights LGBTQ+ historical sites, neighborhoods, and cultural attractions can contribute to a sense of authenticity and inclusivity (Walden & Brown, 2007). Providing insight into the LGBTQ+ heritage and presence within a destination can attract travelers looking for meaningful and culturally enriching experiences. User-generated content, such as online reviews and personal travel experiences shared on platforms like social media, also influence travel behavior. Positive experiences recounted by LGBTQ+ travelers can create a snowball effect, encouraging others to visit LGBTQ+-friendly destinations.

The accessibility of LGBTQ+-specific information is crucial. Destination websites, travel guides, and apps that offer well-organized and easy-to-find information help LGBTQ+ travelers navigate their options effectively.

In conclusion, destination information significantly shapes the travel behavior of LGBTQ+ individuals. From safety and legal considerations to the availability of LGBTQ+-friendly establishments and events, the information available directly influences their decisions. For destinations seeking to attract LGBTQ+ travelers, providing accurate, up-to-date, and comprehensive information about LGBTQ+ offerings are essential.

1.4.4 Effect of Special Offers on Travel Behavior of LGBTQ's

Special offers and promotions targeted at the LGBTQ+ community can have a significant impact on the travel behavior of LGBTQ+ individuals. Special offers, such as discounted rates or package deals, can be particularly appealing to LGBTQ+ travelers who may be budget conscious. Traveling can be expensive, and exclusive deals can make destinations more accessible and appealing.

LGBTQ+-specific offers send a message of inclusivity and acceptance to the community. When LGBTQ+ individuals see that a destination or business is actively reaching out to them with special deals, it creates a sense of feeling valued and welcomed. Special offers may influence destination choices. LGBTQ+ travelers may be more inclined to visit places that not only embrace their identities but also offer them unique benefits, such as tailored experiences, events, or amenities.

Many LGBTQ+ individuals travel in groups, whether with friends or as part of LGBTQ+ organizations. Special offers that cater to group travel needs can encourage larger gatherings, creating a sense of community and shared experience (Fuentes, 2018). Destinations that offer special deals around LGBTQ+ events and celebrations, such as Pride festivals, can attract travelers looking to combine leisure with activism and cultural engagement. Positive experiences resulting from special offers can lead to word-of-mouth recommendations within the LGBTQ+ community. This can amplify the influence of such offers, potentially drawing more LGBTQ+ travelers to the destination.

A destination that actively promotes LGBTQ+ special offers demonstrates its commitment to diversity and inclusion. This positive image can attract not only LGBTQ+ travelers but also travelers who value destinations that embrace social progress. Effective special offers can lead to increased tourist spending, benefiting local economies (Walden & Brown, 2019). When LGBTQ+ travelers feel that their patronage is valued through tailored deals, they may be more inclined to spend on accommodations, dining, and activities.

In conclusion, special offers tailored to the LGBTQ+ community have a substantial impact on their travel behavior. By acknowledging the unique needs and interests of LGBTQ+ travelers through incentives and promotions, destinations and businesses can attract this valuable demographic, fostering a positive travel experience and promoting diversity and inclusion.

1.4.5 Effect of Safety & Security on Travel Behavior of LGBTQ's

Safety and security play a critical role in shaping the travel behavior of LGBTQ+ individuals. The perception and reality of a destination's safety and security measures significantly influence their travel decisions, choices of destinations, and overall travel

experiences (Fuentes, 2018). Safety and security are primary factors in destination selection for LGBTQ+ travelers. Destinations that are known to be LGBTQ+-friendly and have strong anti-discrimination laws are more likely to attract LGBTQ+ tourists. The perception of a safe and accepting environment directly influences whether LGBTQ+ individuals choose to visit a particular location.

LGBTQ+ individuals often research the legal landscape of a destination before traveling. They consider factors such as the legality of same-sex relationships, anti-discrimination laws, and hate crime protections. Countries with progressive LGBTQ+ rights and legal frameworks tend to be preferred travel destinations for the community. The safety of expressing affection in public is a significant consideration for LGBTQ+ travelers (Walden & Brown, 2019). Destinations where LGBTQ+ individuals can openly hold hands or display affection without fear of harassment or discrimination are more likely to be chosen for travel.

Hotels, airlines, and other service providers that have LGBTQ+ inclusive policies and codes of conduct are more attractive to LGBTQ+ travelers. Being assured that they will be treated with respect and dignity significantly influences their travel decisions. LGBTQ+ travelers often gauge the social attitudes and local acceptance of LGBTQ+ individuals in a destination. The presence of LGBTQ+-friendly neighborhoods, establishments, and events indicates a more welcoming environment and can positively impact their overall experience.

LGBTQ+ travelers often rely on online communities and reviews to gather information about destination safety. Personal accounts and experiences shared by other LGBTQ+ travelers help shape perceptions and influence travel choices (Fuentes, 2018). Safety considerations also influence whether LGBTQ+ individuals travel alone or in groups. Group travel can provide a sense of safety and camaraderie, especially in destinations where LGBTQ+ safety may be a concern. Destinations that actively promote themselves as safe and LGBTQ+-friendly benefit economically. When LGBTQ+ travelers feel safe and welcomed, they are more likely to spend on accommodations, dining, entertainment, and other activities.

In conclusion, safety and security considerations strongly impact the travel behavior of LGBTQ+ individuals. A destination's reputation for LGBTQ+ inclusivity, anti-discrimination laws, social acceptance, and legal protections all contribute to whether LGBTQ+ travelers choose to visit, creating a more positive and enjoyable travel experience for the community.

1.4.6 Effect of Strategic Fit on Travel Behavior of LGBTQ's

The concept of strategic fit refers to how well a destination's offerings align with the preferences, values, and needs of LGBTQ+ travelers. The degree to which a destination strategically caters to the LGBTQ+ market can significantly influence the travel behavior of LGBTQ+ individuals. LGBTQ+ travelers are more likely to choose destinations that align with their interests and identities. If a destination is perceived as LGBTQ+-friendly and offers LGBTQ+-specific amenities, events, and attractions, it becomes more appealing for LGBTQ+ travelers.

Strategic fit involves tailoring marketing messages to resonate with LGBTQ+ travelers. When a destination effectively communicates its LGBTQ+-friendly offerings through

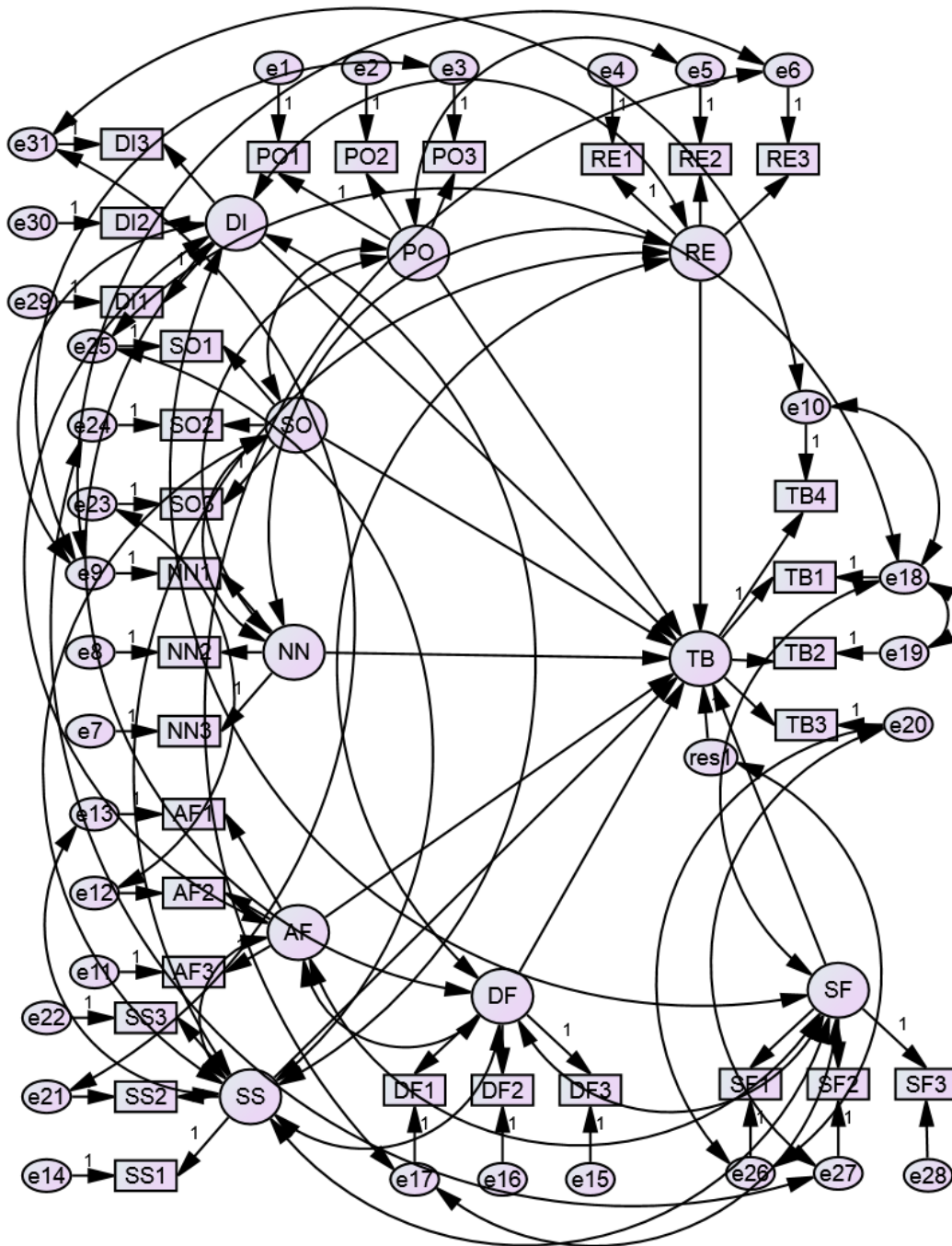
advertising, social media, and promotional materials, it captures the attention of LGBTQ+ individuals who prioritize inclusion and acceptance (Walden & Brown, 2019). Destinations that strategically host or promote LGBTQ+-specific events, such as Pride parades, LGBTQ+ film festivals, and drag shows, can attract LGBTQ+ travelers seeking to participate in cultural and community experiences that resonate with their identity.

LGBTQ+ travelers look for accommodations that understand and address their needs. Destinations that offer LGBTQ+-friendly hotels, guesthouses, or resorts with inclusive policies, knowledgeable staff, and LGBTQ+-oriented amenities create a more comfortable and welcoming environment. Strategic fit extends to culinary and nightlife offerings. Destinations with LGBTQ+-friendly restaurants, cafes, bars, and clubs that actively promote themselves as safe spaces for LGBTQ+ patrons can draw LGBTQ+ travelers looking for social and cultural experiences (Fuentes, 2018).

The strategic fit involves showcasing LGBTQ+ representation in destination imagery, advertising, and marketing materials. When LGBTQ+ individuals see themselves represented, they feel acknowledged and validated, influencing their decision to visit. Destinations that engage with LGBTQ+ travelers online through LGBTQ+-focused content, social media interactions, and LGBTQ+-related partnerships can create a strong strategic fit (Hughes & Ryan, 2019). This engagement demonstrates a commitment to the LGBTQ+ community and fosters a sense of connection. A strong strategic fit positively impacts a destination's economic benefits (Walden & Brown, 2019). LGBTQ+ travelers who perceive a strategic alignment between their preferences and the destination's offerings are more likely to spend on accommodations, dining, shopping, and entertainment.

In conclusion, the strategic fit between a destination and the preferences of LGBTQ+ travelers profoundly shapes their travel behavior. By aligning offerings, marketing, and activities with the values and interests of the LGBTQ+ community, destinations can attract and retain LGBTQ+ travelers, resulting in positive travel experiences and economic contributions.

1.5 The Hypothesized Model



Independent variables: Recommendations (RE), Popularity (PO), Destination Information (DI), Special Offers (SO), Nearness (NN), Amenities/Facilities (AF), Safety & Security (SS), Destination Features (DF), Strategic Fit (SF)

Dependent variable: Travel Behavior (TB)

1.6 Hypothesis

H1: Recommendations factor will effect on Travel Behavior of LGBTQ's Travel Destination Choice Decision.

H2: Popularity factor will effect on Travel Behavior of LGBTQ's Travel Destination Choice Decision.

H3: Destination Information factor will effect on Travel Behavior of LGBTQ's Travel Destination Choice Decision.

H4: Special Offers factor will effect on Travel Behavior of LGBTQ's Travel Destination Choice Decision.

H5: Nearness factor will effect on Travel Behavior of LGBTQ's Travel Destination Choice Decision.

H6: Amenities/Facilities factor will effect on Travel Behavior of LGBTQ's Travel Destination Choice Decision.

H7: Safety & Security factor will effect on Travel Behavior of LGBTQ's Travel Destination Choice Decision.

H8: Destination Features factor will effect on Travel Behavior of LGBTQ's Travel Destination Choice Decision.

H9: Strategic fit factor will effect on Travel Behavior of LGBTQ's Travel Destination Choice Decision.

2. Method

2.1 Research Strategy

This dissertation conducted research on the Influential Factors That Affect LGBTQ's Travel Destination Choice Decision. The methodology used in this research was adapted from a quantitative approach and incorporated the survey method of data collection using questionnaires. The data was then examined using the Structural Equation Modeling (SEM) methodology to test the structural relations of influential factors.

2.2 Research Instrument

This research uses research tools in the following order:

Conduct suitable study data collection using questionnaire surveys. And created a questionnaire using factors from related publications and articles, variables including Recommendations, Popularity, Destination Information, Special Offers, Nearness, Amenities/Facilities, Safety & Security, Destination Features, Strategic Fit and Travel behaviors. The whole questionnaire is only with English Language.

The questionnaire is based on nine independent variables such as Recommendations, Popularity, Destination Information, Special Offers, Nearness, Amenities/Facilities, Safety &

Security, Destination Features, Strategic Fit and one dependent variable such as Travel behaviors.

2.3 Reliability Assessment

The Cronbach's alpha coefficient was applied by the researcher for evaluating the reliability of the Questionnaire. As a pilot test, the researcher conducted a sample of 30 people. The Cronbach's alpha coefficient of the questionnaire must be more than 0.70 for all parts, indicating that the questionnaire is reliable (Taber, 2018).

Table 1. Criteria of Cronbach's Alpha Coefficient

Cronbach's alpha coefficient	Reliability Level	Desirability Level
0.80 – 1.00	Very High	Excellent
0.70 – 0.79	High	Good
0.50 – 0.69	Medium	Fair
0.30 – 0.49	Low	Poor
Less than 0.30	Very Low	Unacceptable

Table 2. The result of Cronbach's Alpha Test from 30 samples: All Factors

Statement of each part	Alpha Coefficient	Accepted/ Not
Recommendations	0.922	Accepted
Popularity	0.918	Accepted
Destination Information	0.895	Accepted
Special offer	0.903	Accepted
Nearness	0.762	Accepted
Amenities/Facilities	0.824	Accepted
Safety & Security	0.851	Accepted
Destination Features	0.923	Accepted
Strategic Fit	0.859	Accepted
Travel behavior	0.911	Accepted
All Variables	0.924	Accepted

The above table showed the result of all factor conducted by the Cronbach's Alpha based on 30 samples pilot test. The result of Cronbach's Alpha test for each factor are Recommendations factor with 0.922, Popularity factor with 0.918, Destination Information factor with 0.895, Special offer factor with 0.903, Nearness factor with 0.762, Amenities/Facilities factor with 0.824, Safety & Security factor with 0.851, Destination Features factor with 0.923, Strategic Fit factor with 0.859, and Travel behavior factor with 0.911, respectively. All of the results are greater than 0.70, so that each factor is highly reliable. The total result of Cronbach's Alpha test is 0.924 which is greater than 0.70, hence the whole set of questionnaires is very highly reliable.

2.4 Population and Sample Size

2.4.1 Population

Population can be defined as the people who lived in the area of Bangkok, Thailand. The study focused on LGBTQ peoples aged 18 years and older. The target population includes both locals and foreigners who have lived, worked, and studied in Bangkok for at least one year.

2.4.2 Sample Size

Structural equation modeling is both a flexible and powerful extension of the generic linear model. It makes a lot of assumptions, just like any other statistical method. To achieve reliable results, certain assumptions should be achieved or at least approximated. In Structural Equation Modeling (SEM), determining the optimum sample size is crucial. Unfortunately, there is no agreement in the literature on what sample size is suitable for SEM.

According to James Stevens' *Applied Multivariate Statistics for the Social Sciences*, a good general rule for sample size in a conventional ordinary least squares multiple regression analysis is 15 cases per parameter (Stevens, 2009). Since SEM is closely associated with multiple regression in some respects, fifteen cases per measured variable in SEM is not unreasonable. According to the Bentler and Chou (1987), researchers can use as few as five cases per parameter estimate in SEM analysis if the data is perfectly well-behaved (i.e., generally distributed, no missing data or outlying cases, etc.). Bentler and Chou describe five cases per parameter estimate rather than each observed variable. Because measured variables typically have a minimum of one path coefficient related to another variable within the analysis, as well as a residual term or variance estimate, it is critical to identify that the Bentler, Chou, and Stevens recommendations dovetail at a minimum of 15 cases per measured variable. Many researchers recommend that using the sample sizes of at least 200 or 5/10 cases per parameters (Kline, 2005).

More commonly, Loehlin (1992) reports on the results of Monte Carlo simulation studies utilizing confirmatory factor analysis models. Following a review of the literature, he concludes that for this kind of model with two to four factors, the researcher should plan on collecting at least 100 examples, with 200 being preferable (if possible). The disadvantages of employing smaller samples include more convergence failures (the program cannot find a satisfying solution), incorrect solutions (including negative error variance estimates for measured variables), reduced accuracy of parameter estimations and, in particular, standard errors - The standard errors of the SEM software are calculated under the assumption of high sample sizes.

Larger samples are required when data is not normally distributed or is otherwise faulty in some way (usually the case). When data is skewed, kurtotic, incomplete, or otherwise less than perfect, it is difficult to give complete recommendations on sample sizes. The usual advice is to collect additional data wherever possible. However, the current research investigation is limited to 400 samples. A sample size of 400 is commonly believed to be the highest "cost effective" sample size, with a statistical accuracy of 5%.

3. Data Analysis

3.1 Correlation of the Variables

In the following part, we will go over the various goodness-of-fit criteria for testing the model. One of the review criteria for model evaluation is root mean square residuals (RMR), and a model is considered acceptable or sufficient if the RMR value is low. The root mean square of the residuals is indicated by RMR. RMR is the sum of the squares of the sample variances and covariances minus the estimated variances and covariances, as well as the square root of the mean. If RMR is less than 0.08, it is okay. The lower the RMR, the better the fit. The lower the RMR, the better the fit. The goodness-of-fit index (GFI) is a measure of goodness-of-fit that can theoretically be a negative number with no significance. For the model to be proclaimed acceptable, the GFI should be equal to or greater than 0.90. The adjusted goodness-of-fit index (AGFI) is the adjusted GFI value and should be more than 0.9 to be considered acceptable. The parsimonious normed fit index (PGFI) determines whether the research model is excessively complex, and similar models with the same sample information perform better with a higher parsimonious score. PGFI >0.50 indicates that the model is satisfactory.

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.072	.904	.913	0.65
Saturated model	.000	1.000		
Independence model	.741	.299	.185	.313

According to the above table of our SEM result, the value of root mean square residuals (RMR) is less than 0.8, the model is better fit. The Goodness of Fit Index (GFI) value is .914 (>.90), the model seems to fit well according to the descriptive measures of fit. For the PGFI, our result is 0.65, which is greater than 0.50, so that our model can be considered as satisfactory.

3.2 Fit Indices

Holmes-Smith, Coote, & Cunningham (2006) note that there are three types of model fit statistics that can be used.

The three types of model fit are as follows:

- Absolute fit indexes,
- Incremental fit or Comparative fit index, and
- Indices of model parsimony

There are various methods for testing model fit, and criteria for minimum acceptable levels of fit indices exist (Byrne, 2001). Some researchers, however, warn that the evaluation process can be difficult because different fit indices may be used in different studies or recommended

by different reviewers (Maruyama, 1998) & (Ping Jr., 2004)), resulting in a lack of reliable standards for assessing fit (Kenny & McCoach, 2003). Nonetheless, fit indices such as CFI, TLI, and RMSEA are widely employed (Kenny & McCoach, 2003). Hulland, Chow, and Lam (Hulland, Chow, & Lam, 1996) suggest that the CFI, NFI, and IFI should be between 0 and 1, with values near to 1 indicating a better fit. An acceptable fit is indicated by values between 0.90 and 0.95, while values greater than 0.95 suggest a very good fit.

Because of its unique relative power of the combination of attributes, RMSEA has great importance in the evaluation of fit indices. One of the most revealing principles in covariance structure modeling is the RMSEA fit statistic (Byrne, 2001). A value of RMSEA less than 0.05 suggests a good match, whereas a value greater than 0.08 shows that there are reasonable approximation errors in the population. (Browne & Cudeck (1992) & Byrne (2001)).

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.040	.041	.053	.769
Saturated model	.000	1.000		
Independence model	.178	.174	.183	.000

Since the RMSEA, which is an absolute fit index that assesses how far our hypothesized model is from a perfect model, for this model is .040 (<.05) which strongly indicates a “close fit”.

3.3 Hypothesis

	Estimate	S.E.	C.R.	P	Label
TB <--- RE	-.067	.035	-1.907	.050	
TB <--- PO	.011	.027	.412	.680	
TB <--- SO	.009	.030	.316	.752	
TB <--- NN	-.002	.052	-.032	.974	
TB <--- AF	.000	.032	-.012	.991	
TB <--- DF	.005	.033	.155	.877	
TB <--- SF	-.053	.050	-1.056	.291	
TB <--- DI	.017	.032	.543	.587	
TB <--- SS	-.245	.078	-3.148	.002	

4. Conclusion and Discussion

4.1 Summary of Research

This study focuses on a set of potential influencing factors on Travel Behavior of LGBTQ’s

Travel Destination Choice Decision including Recommendations, Popularity, Destination Information, Special Offers, Nearness, Amenities/Facilities, Safety & Security, Destination Features, and Strategic Fit. We use Structural Equation Modeling to capture structural relationship of all these variables on Travel Behavior. The findings of SEM show that our model fit well with the data based on SEM criteria and brand and platform feature are the most important factors that would influence on Travel Behavior of LGBTQ's Travel Destination Choice Decision.

4.2 Hypothesis Result

H1: Recommendations factor have effect on Travel Behavior of LGBTQ's Travel Destination Choice Decision.

H2: Popularity factor does not have the effect on Travel Behavior of LGBTQ's Travel Destination Choice Decision.

H3: Destination Information factor does not have the effect on Travel Behavior of LGBTQ's Travel Destination Choice Decision.

H4: Special Offers factor does not have the effect on Travel Behavior of LGBTQ's Travel Destination Choice Decision.

H5: Nearness factor does not have the effect on Travel Behavior of LGBTQ's Travel Destination Choice Decision.

H6: Amenities/Facilities factor does not have the effect on Travel Behavior of LGBTQ's Travel Destination Choice Decision.

H7: Safety & Security factor have the effect on Travel Behavior of LGBTQ's Travel Destination Choice Decision.

H8: Destination Features factor does not have the effect on Travel Behavior of LGBTQ's Travel Destination Choice Decision.

H9: Strategic fit factor does not have the effect on Travel Behavior of LGBTQ's Travel Destination Choice Decision.

4.3 Discussion

According to our SEM result, Recommendations (RE) and Safety & Security (SS) are significantly defined as significant influential factors that affect LGBTQ's travel destination choice decision due to their p-values are equal and less than .05. That means LGBTQ choose their travel destination if it's strongly recommended by friends & family, online & social media, and customer positive review & sharing tips. Moreover LGBTQ prefer the destinations that offer personal safety and safe accommodation and destinations that they won't be taken advantage of financially i.e. safe and sound destinations without being scammed.

4.4 Recommendations for Future Research

The generalizability of the findings are the limitations of this study. The sample used in this research was targeted on all age groups. So that future research should be choosing the certain age groups. The different viewpoints of factor analysis (FA) can also be applied on the factors which were reviewed in this research to find further inside on the Study of Influential Factors That Affect LGBTQ's Travel Destination Choice Decision. Moreover, the different Structural construct and model can be used based on the factors discussed in the paper.

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