

Concealable Stigma and Leisure Travel Motivation:  
The Case of Sexual Minority Adults at a Seasonal-home Campground

by

Erica Hummel

A thesis  
presented to the University of Waterloo  
in fulfilment of the  
thesis requirement for the degree of  
Master of Arts  
in  
Recreation and Leisure Studies

Waterloo, Ontario, Canada, 2010

© Erica Hummel 2010

I hereby declare that I am the sole author of this thesis. This is a true copy of the thesis, including any required final revisions, as accepted by my examiners.

I understand that my thesis may be made electronically available to the public.

## **Abstract**

Sexual minorities experience more stress than the general population, which contributes to negative mental and physical health outcomes. This minority stress is a result of living and working in social environments that do not accept homosexuality. In an attempt to avoid stressful situations, some sexual minorities try to conceal their sexual identity to various degrees in their everyday lives; however, this behaviour causes additional distress and becomes an even greater barrier to one's well-being. One way to manage this stress is to participate in recreational activities in the company of other sexual minorities. In this way, leisure travel can be used as a coping mechanism for minority stress. The findings of this study bridge a gap between research on travel motivation, concealable stigma and stress coping. The aim of this study is not simply to list the travel motivations (such as escape, relaxation and socializing), but rather to uncover the meanings behind these motivations.

I would like to sincerely thank my Thesis Advisor, Dr. Steven Mock for his inspiration, dedication and support on this thesis. In addition, this thesis would not have been possible without the guidance and advice provided by thesis committee members Dr. Susan Shaw and Dr. Ron McArville.

## Table of Contents

Introduction .....	1
Review of Literature .....	4
Sexual Orientation and Minority Stress.....	4
Sexual Minorities and Leisure Coping .....	8
Gay Space and Sexual Minority Leisure Travel Motivation .....	10
Seasonal-home Leisure Travel.....	15
Models of Leisure Travel Motivation.....	19
Leisure Motivation and Enduring Involvement .....	21
Sexual Minority Tourists .....	23
Gaps in the Literature .....	24
The Purpose of the Study .....	27
Research Question 1 .....	28
Research Question 2 .....	29
Research Question 3 .....	30
Study 1.....	31
Study 1 Methods.....	31
Study 1 Results.....	35
Study 1 Discussion .....	45

## Table of Contents Continued

Study 2.....	46
Study 2 Methods.....	46
Study 2 Results.....	47
Study 2 Discussion .....	49
General Discussion .....	51
Conclusion.....	55
References .....	58
Appendix A.....	72
Appendix B.....	103

## **Introduction**

Heterosexism is a part of society that sexual minorities must face on a daily basis. As a result of stigmatization, sexual minorities - including gay, lesbian, bisexual, transgender, and two-spirited people - experience more stress than the general population (Meyer, 2003; Statistics Canada, 2004). In an effort to avoid this “minority stress” (Meyer, 2003), sexual minorities may choose to conceal, or hide, their sexual identity in their everyday lives (Croteau, 1996; Savin-Williams, 1996). However, constantly concealing one’s sexual identity may lead to more stress, resulting in negative health outcomes (Quinn & Chaudoir, 2009). For some, it would seem that there is no escape from the lifelong challenges brought on by homophobic social norms; therefore, developing the need to escape to a different world in order to maintain one’s well-being and sense of belonging. This study adds to existing literature on leisure studies by addressing the unique perspective of sexual minorities. When a sexual minority does not have the freedom to be his true self in his daily life, having the opportunity to pursue leisure activities in a gay-friendly environment may be an essential factor in enhancing his quality of life. Research on minority stress leisure coping shows that participation in leisure activities establishes social support networks and enhances self-esteem (Coleman & Iso-Ahola, 1993).

This study examines the motivations of sexual minorities who seek a gay-friendly leisure environment in order to provide the much needed support and sense of community that they may feel is lacking in their everyday lives. Very little is currently known about how sexual minorities make their leisure choices or what needs they have that are different from the general population. Furthermore, studies on how concealing or disclosing sexual identity might affect the leisure motivations of sexual minorities are limited. Set in the context of a

gay-friendly seasonal-home campground, this study is the only one of its kind, providing new insights into sexual minority leisure behaviour. Seasonal-home leisure travel and camping, in a sexual minority focused campground, are two forms of leisure participation that sexual minorities may use to cope with minority stress and find the support they require for a healthy lifestyle. For the purposes of this study, seasonal-home leisure travel is pursued when individuals or families purchase or rent a cottage or second home for the duration of the summer or for regular weekend getaways (or under other temporal or time-share arrangements) (Jaakson, 1986). Camping, on the other hand, is much shorter in duration, takes place at a temporary site and usually involves tenting.

This thesis is comprised of two studies: Study 1 and Study 2. The purpose of Study 1 is to present a quantitative study that identifies the leisure travel motivations of 31 sexual minority seasonal-home owners at a campground that is sexual minority focused in Southwestern Ontario, Canada. Study 1 examines the influence of sexual identity management on leisure travel motivations. Sexual identity management involves one's choice to either conceal or disclose one's sexual identity in everyday life. Study 1 addresses two research questions, examining the role that being a sexual minority plays in leisure travel motivation: 1) What travel motivations do sexual minorities have regarding seasonal home ownership at a gay-friendly campground?; and, 2) How does sexual identity management in everyday life influence the travel motivations of sexual minority seasonal homeowners at a gay-friendly campground?

The purpose of Study 2 is to find how concealment relates to standard measures of leisure motivation and involvement. Study 2 uses the same site, but surveys the weekend campers instead of the seasonal home-owners as in Study 1. Study 2 addresses a third



research question: How does degree of sexual identity concealment relate to standard measures of leisure motivations and leisure involvement?

Both studies make a valuable contribution to the growing body of research on sexual minority leisure travel motivation, which is a relatively new area of academic interest (Pritchard, Morgan, Sedgely, & Jenkins, 1998; Hughes, 1997; Bell, 1991). To date, there are no studies that examine leisure travel motivations of sexual minority seasonal-home tourists. This thesis aims to fill this gap by examining the travel motivations of sexual minority seasonal homeowners and campers at a campground that caters to sexual minorities. The most significant contribution of this thesis is the examination of how sexual identity management in everyday life influences travel motivations in choosing to be a seasonal-homeowner at a gay-owned-and-operated campground. By examining the motivational factors involved in sexual minority decision-making, this study also provides valuable insights for tourism marketers who want to expand their awareness of niche sexual minority consumer behaviour. Furthermore, by applying concealment to standard measures, the findings uncover limitations of existing scales, thus broadening our understanding of leisure motivation as it relates to sexual minorities.

## **Review of Literature**

The following literature review has seven sections. First, in *Sexual Orientation and Minority Stress*, the focus is on the psychological stresses related to being a sexual minority, including a discussion on the implications of choosing to conceal or disclose one's sexual identity in everyday life. Second, in *Sexual Minorities and Leisure Coping*, the focus is on how recreation and leisure involvement can be used as an effective way for sexual minorities to cope with minority stress. This section contains literature from the fields of leisure studies, tourism, geography, sociology and psychology. Third, in *Gay Space and Sexual Minority Leisure Travel Motivation*, the literature examines gay space and current research on what motivates sexual minority tourists to participate in leisure travel. Fourth, in *Seasonal-home Leisure Travel*, seasonal-home meanings are discussed, setting the context for the study. Fifth, in *Models of Leisure Travel Motivation*, models and conceptual frameworks are reviewed, outlining leisure travel motivation theory to date. Sixth, in *Leisure Motivation and Enduring Involvement*, standard measures are examined that relate to the broader leisure motivation literature. Finally, in *Sexual Minority Tourists*, a tourist market profile is outlined to describe the characteristics of sexual minority tourists in general.

### **Sexual Orientation and Minority Stress**

Homosexual sexual orientation is a multifaceted construct that includes sexual attraction, romantic feelings, and erotic behaviours that are directed toward people of the same sex (Savin-Williams, 1990). The percentage of the population considered to be sexual minorities varies depending how they are defined (Savin-Williams, 2006). Approximately 1 percent self-identify consistently, while 20 percent have experienced same-sex attraction (Savin-Williams, 2006). Research shows that sexual minorities find life to be more stressful

(Statistics Canada, 2004) and experience more mental health problems than heterosexuals (Cochran, 2001; Gilman et al., 2001). These differences have been linked to the stressful social environments that sexual minorities experience as a result of stigma, prejudice and discrimination (Friedman, 1999).

“Sexual prejudice” refers to the negative attitudes that sexual minorities continue to face on personal, institutional and societal levels (Herek, 2000). Also referred to as homophobia and heterosexism, sexual prejudice contributes to acts of discrimination, personal rejection and violent hate crimes directed toward homosexual behaviour, sexual minorities, and the gay community in general (Herek, 1998, 2000). Indeed, sexual minorities often experience negative reactions such as disgust (Herek, 1994), and in some cases disownment, from those closest to them when they choose to disclose their sexual identity to their families and friends (Savin-Williams, 1990). According to Herek (1998), sexual prejudice has four underlying motivations: 1) uncomfortable interactions with sexual minorities, resulting in generalizations that are projected onto the group; 2) fear of homosexuality, perhaps rooted in one’s personal insecurities with sexuality and gender conformity; 3) allegiance to in-group norms that oppose homosexuality; and 4) perception of conflicting personal values with those of sexual minorities.

Homophobia is still widespread throughout the world and in many places there remains the threat of being physically and verbally abused for being a sexual minority (Hughes, 2002, 2003; Morrison & Morrison, 2002; Morrison, Morrison, & Franklin, 2009; Herek, 2000), even in countries like Canada where legal rights exist to bring about equality and protect sexual minorities (Nicol & Smith, 2008). According to Beauchamp (2008), sexual minorities are three times more likely to be discriminated against when compared to heterosexuals.

Homophobia impacts sexual minorities in adolescence (D'Augelli, Pilkington, & Hershberger, 2002; Savin-Williams, 1990), throughout adulthood and into later life (Brotman, Ryan, & Cormier, 2003). In their youth, sexual minorities often experience traumatic challenges associated with the realization that they are different, which may threaten the development of their mental health and self-esteem (Savin-Williams, 1990). In later life, sexual minorities struggle with isolation and loneliness, often fearing prejudiced treatment by homophobic health care workers when they get too old to take care of themselves or their partner (Brotman, Ryan, & Cormier, 2003).

Throughout life homophobic stigmatization can cause “minority stress” (Meyer, 1995; Kessler, Mickelson, & Williams, 1999), which can result in poor mental and physical health outcomes (Mays & Cochran, 2001; Meyer, 2003). Meyer (2003) offered a conceptual framework to explain the phenomenon of minority stress and its affect on sexual minorities. He found that sexual minorities experience more mental disorders than heterosexuals due to the hostile social environments that they face as a result of being stigmatized and discriminated against (Meyer). The resulting health problems are attributed to stress from feeling rejected, hiding and concealing their sexual orientation, and internalizing homophobia (Meyer). The model uses a distal-proximal distinction to illustrate the processes of minority stress; distal refers to the environmental level and proximal refers to the individual level, both offering positive and negative attributes in stress stimulation, coping capacity, and the resulting mental health outcomes (Meyer).

In an effort to self-protect from the real and believed threats of a homophobic society, sexual minorities may try to conceal their sexual identity (Croteau, 1996; Savin-Williams, 1996), although some evidence shows this may not be realized in all cases (Ambady,

Hallahan, & Conner, 1999). The degree to which sexual minorities choose to disclose their sexual identity in everyday lives varies, ranging from being completely open about their sexual identity in all circumstances to being completely secretive with family, at work and in the community at large (Anderson, Croteau, Chung, & DiStefano, 2001).

However, the consequence of sustained secrecy has been linked to negative mental health outcomes (Quinn & Chaudoir, 2009; Smart & Wegner, 1999; Chrobot-Mason, Button, & DiClementi, 2001; Pachankis, 2007). The effort required to conceal a stigma can be taxing and lead to intrusive thoughts and additional anxiety around the threat of disclosing one's true sexual identity (Smart & Wegner, 1999; Pachankis, 2007). In a study of women with eating disorders (another form of concealable stigma), findings suggest that those who tried to conceal their stigmatized identity became preoccupied with the mental task of controlling thoughts and keeping their secret undisclosed (Smart & Wegner, 1999). In addition to being psychologically taxing, concealing a stigmatized identity can also affect one's physiological health (Cole, Kemeny, Taylor, & Visscher, 1996). For example, in a study of gay men, findings suggest those who concealed their sexual identity were more susceptible to infectious diseases and a weakened immune system than those who did not conceal their sexual identity (Cole et al., 1996).

Despite the risks, disclosing a stigmatized identity can provide relief from the psychological stress of concealing one's true identity (Pachankis, 2007). For example, in a study of gay youth who disclosed their sexual orientation to their mothers, findings suggested higher ratings of self-esteem compared to those who did not disclose (Savin-Williams, 1989). Coming out plays a significant role in self-acceptance and building a positive identity (Herek, 2003). Even though the sexual minority identity "may be a particularly painful one given

society's reaction to the homosexual" (Hughes, 1997, p. 4), coming out is considered crucial in the lives of many individuals (Weeks, 1985). Self-acceptance as a sexual minority is a process that cannot be completed in isolation - it necessitates the validation of peers (both straight and gay), access to community knowledge, and experiencing loving relationships with people of the same sex (Weeks, Heaphy, & Donovan, 2001).

### **Sexual Minorities and Leisure Coping**

Despite the challenges sexual minorities face, they are resourceful in meeting their social needs (Mock, Joyner, & Savin-Williams, 2010; Mock & Cornelius, 2007; Mock, Taylor, & Savin-Williams, 2006; Savin-Williams, 2001; Iwasaki et al., 2006; Meyer, 2003). Having meaningful relationships is an important component of psychological and physical health, especially for individuals who experience stigmatization and feel anxiety as a result of social rejection (Uchino, Cacioppo, & Kiecolt-Glaser, 1996). Developing social support provides important resources for exchanging information and receiving moral support, especially when dealing with challenges that are shared. For people who have a concealable stigma, being around similar others can enhance self-esteem and mood (Frable, Platt, & Hoey, 1998). However, having a concealable stigma makes it harder for sexual minorities to find similar others, unlike with visible minorities who can be easily identified in society. Therefore, for sexual minorities, flexibility is important in meeting one's social needs.

One method of coping with minority stress for stigmatized individuals is participation in recreation and leisure activities (Iwasaki et al., 2006). In a study that included sexual minorities, Aboriginal Canadians with diabetes and other individuals with diabetes, several forms of leisure were identified in coping with stress, encompassing spiritual, social, cultural,

altruistic and empowerment aspects of well-being (Iwasaki et al., 2006). Another study proposed a conceptual model to explain how leisure may help people to cope with stress (Iwasaki & Mannell, 2000). Four dimension of leisure stress coping are examined in the model, including a self-determination disposition, leisure empowerment, leisure companionship, and leisure palliative coping (Iwasaki & Mannell, 2000). Another interesting study on the relationship between stress and negative health outcomes found that leisure acts as a moderator in two ways: in providing opportunities for establishing companionship and social support, and in facilitating self-determination and enhanced self-esteem (Coleman & Iso-Ahola, 1993).

For sexual minorities, participation in recreation and leisure with other sexual minorities can foster social integration and instill a sense of community (Iwasaki et al., 2006). In a segregated context, recreation and leisure may enhance well-being, giving sexual minorities a safe, supportive environment to be themselves and not have to worry about concealing their identity. The “need to belong” is a fundamental human motivation (Baumeister & Leary, 1995). It is not merely social contact that people require, but long-lasting positive and caring relationships that are characterized by frequent interaction and mutual respect (Baumeister & Leary, 1995). This need is considered fundamental to the well-being of all humans and lack of sense of belonging has been shown to lead to negative health outcomes (Baumeister & Leary, 1995). In a study of 81 sexual minorities, the relationship between self-disclosure and well-being was found to have three mediators: perceived social support, emotional processing and suppression (Beals, Peplau, & Gable, 2009). On a daily basis, when participants chose to disclose their sexual orientation, their perceived social support and emotional processing were found to enhance well-being, while those who chose to

conceal their sexual orientation found the suppression inhibited their well-being. Through improving the social aspects of one's life and cultivating a sense of belonging, recreation and leisure has been used as a way to manage the negative effects of stigma (Iwasaki et al., 2006).

### **Gay Space and Sexual Minority Leisure Travel Motivation**

**Gay space.** When sexual minorities are among similar others in a gay-friendly space, they are at less risk of being harmed (Mason & Palmer, 1996). Gay space, most often found in urban queer ghettos, is an area where gay-owned and operated cafes, nightclubs and bars provide a selection of gay-friendly environments in which sexual minorities are free to be themselves in a social setting (Hughes, 2003; David, 1997; Jivani, 1997). The gay community is a place where sexual minorities can be themselves and confirm their sexual identity; offering a haven for homosexual expression not socially permitted in other areas of the city (Hughes, 1997). "Gay spaces are centres of empowerment and cultural strength for the homosexual community" (Pritchard et al., 1998, p. 280). According to Hughes (1997):

The gay man is, in large part, able to be himself only in the gay space, which may be primarily a leisure environment...[and] in a related way it is argued that the 'occupation' of space, though in the form of residences, may be a necessary condition for the expression of sexual identity. (p. 5)

However, the value of gay space has been contested. According to Field (1995), it associates lifestyles with consumption and sexual commoditization; taking precedence over the more important aspects of the gay movement and attainment of personal freedoms. It is a way of life that is "completely unattainable and meaningless to many" (Field, 1995, p. 51). Another argument is that gay space should be confined to private property and not dominate the heteronormative public space within a city (Valentine, 1996). Some argue that since gay



bars are a central component of gay community, frequenting these bars regularly may become problematic for those who are susceptible to drug and alcohol addiction (Bux, 1996; Greenwood, et al., 2001; Heffernan, 1998). Therefore, not all forms of recreation and leisure involvement in gay space will necessarily enhance the well-being of sexual minority adults.

When comparing opportunities for sexual identity formation of heterosexual and gay men, “the heterosexual man has more opportunity to be himself in work, at home and in leisure” (Hughes, 1997, p. 5). With regard to lesbians, Johnston and Valentine (1995) explain how the “fear of being ‘found out’ or of giving themselves away drives many woman to use time/space strategies to separate the performance of their lesbian identity from the performance of their identity as a daughter” (p. 101). Many gays and lesbians have limited opportunities to be themselves in their daily lives, when they are not in the safety of gay space.

Therefore, traveling long distances to find gay space is common for sexual minorities seeking social support, particularly for those who do not reside in large urban centres with a gay village (Hughes, 1997). Small towns tend to have more homophobia and lack gay venues; therefore, there is “a degree of congruence between homosexual identity and tourism... [because the] acceptance of a homosexual identity is often dependent upon the act of being a tourist” (Hughes, 1997, p. 5). Hughes (1997) adds that sexual minorities will often travel outside their local community to a place where they feel safe to be express their sexual orientation, even if they live near a gay village, because they fear being ‘outed’ by someone they know in their everyday life. Hughes (1997) extends his argument and explains how “the fulfilment or achievement of gay identity often involves travel and is thus, in practice, a variation of tourism, it may also be argued that the search for gay identity is itself conceptually a form of tourism” (p. 5). Essentially, Hughes’ (1997) work describes a paradox such that

“the gay man needs to be a tourist in order to be at home! He needs to be in the ‘resort’ in order to be himself” (p. 5). Thus, tourism plays a significant role in the lives of sexual minorities.

**Sexual minority leisure travel motivation.** Studies on sexual minority travel motivations are limited (Hughes, 2002), but generally find similarities between sexual minorities and heterosexuals (Clift & Forrest, 1999; Mintel, 2000; Tourism Queensland, 2002). Clift and Wilkins’ (1995) work was one of the first sexual minority tourism studies. It was born out of the AIDS movement and focused on travel and sexual behaviour of gay men. Later, Clift and Forrest (1999) found that gay men in the UK sought rest and relaxation, comfort and good food, and sunshine while on holiday. The desire to have sex with other gay men while on holiday was not as important as having the opportunity to experience gay-friendly culture (Clift & Forrest, 1999). A British study (Mintel, 2000) found the most popular types of holidays for sexual minorities were beach and city breaks (at 25 and 23%), followed by lakes and mountains (7%), adventure and sport (5%), gay themed (4%) and gay special event (1%). These findings do not deviate from the heterosexual findings, with the exception that demand for city breaks (23%) is greater among gays and lesbians than the general population (9%). This difference may be attributed to the high concentration of gay space, arts and cultural attractions found in cities that are typically desired by this highly educated niche (Roth & Luongo, 2002). Tourism Queensland (2002) identified two broad categories of motivation for gay travellers - ‘partying holidays’ and ‘relaxation or getaway holidays’. These early studies show many similarities between gay and non-gay tourist motivations.

According to Hughes (2003), one of the main distinctions from heterosexual travellers is that gay travellers rate the existence of a gay-friendly infrastructure and absence of homophobia as important factors in selecting a destination. Factors leading to this conclusion are largely due to issues of risk-avoidance in destination selection (Hughes, 2002). Although travelling may present obvious risks for all tourists, sexual minorities are particularly vulnerable in unfamiliar places due to the threat of harassment and abuse brought on by those who oppose homosexuality, both at the individual and state levels (Hughes, 2002). Thus, for some gay travellers, avoiding places that are known to lack gay-friendly culture and venues is important when selecting a destination. Having to modify any gay behaviour to appease the host culture may be seen as a deterrent in destination choice because many homosexuals want to feel free and safe to be themselves when they purchase a holiday, especially if they cannot comfortably be 'out' in their everyday lives at home (Hughes, 2002). Hughes (2002) has grouped gay holidays into two types - gay-related and gay-centric. He describes a gay-related holiday as satisfying the desire for a safe and comfortable destination whereby "gay space...is not the main attribute looked for but is a prerequisite for other factors such as sun, culture or heritage" and gay-centric holidays whereby the desire for gay space is "the main attribute looked for" (p. 301).

Studies on lesbian travel motivation are limited. Pritchard, Morgan, Sedgely, Khan and Jenkins (2000) have tried to fill this gap by including lesbians in their research on travel motivations. They found that intrinsic motivations such as the desire to escape and the need for safety were more important for these tourists, while other, mostly extrinsic factors were similar to heterosexuals (Pritchard et al., 2000). More specifically, the intrinsic motivations of lesbians "related to sexuality included seeking safety in gay spaces, a desire to be amongst

like-minded individuals, the need to be oneself, to be accepted and to escape from heterosexism” (Pritchard et al., 2000, p. 279).

The travel motivations of older sexual minority adults have been seldom studied. For older adults, social support is found to be major motivation for participating in recreation and leisure activities (Quam & Witford, 1992), leading to less perceived loneliness (Fokkema & Kuyper, 2009). Older adults find recreation and leisure activities to be important for gaining social support (Heuser, 2005; Riddick & Stewart, 1994; Tinsley, Colbs, Teaff, & Kaufman, 1987). It is also important to note how homophobia has created barriers in accessing recreational opportunities (Johnson & Samdahl, 2005). They often fear being discriminated against in long-term care settings (Brotman et al., 2003; Orel, 2004). Finally, the social networks of older sexual minorities are often gender specific with women primarily befriending women and men primarily befriending men (Grossman, D’Augelli, & Hershberger, 2000).

***Visiting families of choice as travel motivation.*** Sexual minorities have been creative in fulfilling their social needs not met by their traditional families (Mock, Joyner, & Savin-Williams, 2009), by investing in families of choice (Weeks, Heaphy, & Donovan, 2001; Weston, 1991). According to Laird (1996):

Family of choice is a political and ideological term used by gays and lesbians to describe the families they have created outside the of legal marriage that may include a partner, adopted or biological children, and/or an extended network of friends, usually but not exclusively lesbian and gay, who perform functions similar to those of close, extended biological families. (p. 90)

Gaining the support of friends is of particular significance to sexual minorities and contributes to their sense of belonging (Baumeister & Leary, 1995). The process of incorporating close friends into one's family network can be vital, particularly when one does not have the support from one's family of origin (Weeks et al., 1999). For sexual minorities, these families of choice "provide the support which makes a non-heterosexual way of life possible" (Weeks et al., 1999, p. 314). It is not uncommon for sexual minorities to have more frequent and meaningful contact with friends, rather than family, compared to heterosexual adults (Fokkema & Kuyper, 2009).

Therefore, another motivation for travel that sexual minorities may experience is the desire to visit their families of choice. Gay destination communities may provide a unique opportunity for this type of travel. Perhaps, much like the visiting friends and relatives (VFR) travel niche, visiting families of choice may be a significant motivation for sexual minorities when taking a trip.

### **Seasonal-home Leisure Travel**

With increases in disposable income, shifting demographic trends, and technological advances in mobility, tourism has become one of the world's fastest growing industries (Wall & Mathieson, 2006; Sharpley, 2003; Theobald, 2005; Waitt & Markwell, 2006; Holloway, 2004). Leisure travel is a form of leisure that offers more than just a chance to get away – it is part of a contemporary western lifestyle that helps to establish an individual's place in society and construct one's personal identity and culture (Hughes, 1997; Bowen & Clarke, 2009). Of particular significance to this study, seasonal-home leisure travel is one form of leisure that has been gaining academic attention (see Van Patten & Williams, 2008; Hall & Müller, 2004; McIntyre, Williams, & McHugh, 2006; Williams & McIntyre, 2001; Jaakson, 1986).

Seasonal-home leisure travel is pursued when individuals or families purchase or rent a cottage or summer home for the duration of the summer or for regular weekend getaways (or under other temporal or time-share arrangements) (Jaakson, 1986). According to Van Patten and Williams (2008), “the temporary and periodic migrations from typically urban centers to more rural amenity-rich areas sets up a dynamic for studying the role of the natural environment, how leisure and identity are negotiated in modern life, and the bonds that unite and divide communities” (p. 452). The recreational nature of the seasonal-home setting provides a unique opportunity to establish an enduring second-lifestyle, which may include a separate social network from the ones formed at home and at work (Jaakson, 1986). According to Jaakson, this consistent and easily accessible form of leisure travel feeds a “perpetual state of travel anticipation” (p. 388) in the seasonal-home tourist.

In a seminal study of 300 Canadian second-home owners, Jaakson (1986) identified ten themes of meaning to explain seasonal home leisure travel, including routine and novelty, inversion, back-to-nature, identity, surety, continuity, work, elitism, aspiration, and time and distance. In his findings, the paradox of *routine and novelty* is portrayed in the changing seasons, providing different natural surroundings at the seasonal home, making it feel like a different place depending on the time of year one visits. These small changes add novelty to what is otherwise described as a “normative type of tourism characterized by recurrence” (Jaakson, p. 368). *Inversion* of one’s regular life is a theme that describes the alternative lifestyle at the second-home, where priorities shift and leisure is paramount (Jaakson). The seasonal-home experience offers an anticipated break from the pressures, monotony and routines associated with one’s primary residence and workplace, which usually dictate one’s daily activities. The theme *back-to-nature* reflects how most Canadian seasonal homes are

often located next to a lake or surrounded by wilderness, providing opportunities for outdoor recreational activities (Jaakson). *Identity* of the seasonal home is described in levels of location starting with using the closest well-known landmark or natural feature (such as the name of a lake or bay) followed by the closest town, region, province or even country (Jaakson). The *surety* theme describes an element of fantasy or ritual associated with the alternative lifestyle experienced at the seasonal home (Jaakson). The stress-free, unscheduled lifestyle lends itself well to family togetherness, playfulness and creativity. For example, some people choose to give their cottage a symbolic or humorous name with which they can identify (Jaakson). Given that seasonal homes are often in the family for several years, they offer a sense of *continuity*, or permanence, throughout the various stages of life that the primary residence does not provide (Jaakson). Unlike a one-off sightseeing or adventure trip, this form of leisure travel is inherently familiar to the visitor due to the extended duration of stay and repeated visits year-after-year. The *work* that goes into maintaining the second home is seen to be of a different quality than at the primary residence (Jaakson). Taking on a “work as recreation” meaning provides opportunity for family members and neighbours to get involved in various projects together, adding a social component to the task at hand (Jaakson, p. 381-382). Therefore relaxation and work were not mutually exclusive at the second-home and some maintenance projects were seen as enjoyable, intrinsically rewarding and rejuvenating (Jaakson). The element of *elitism* as a second homeowner comes from one’s awareness of their privileged and prestigious lifestyle that only few can afford (Jaakson). As a result, collective organizations in cottage districts essentially protect their way of life and keep others from intruding. For example, those who own property on a shoreline may lobby for exclusive use of a public lake, blocking access on the shoreline for day-use recreation visitors

trying to use public boat launching facilities (Jaakson). The relationship between seasonal-home owners and locals is often tense due to the *aspirations* that seasonal-home owners have for the local area (Jaakson). These interests are often not congruent with those of the year-round residences and result in negative impacts on local economic, social, political, and environmental systems (Jaakson). Finally, *time and distance* is a theme that describes the factors that make the seasonal-home environment separate and distinct from the primary residence (Jaakson). Often travel time and distance from the primary residence to the seasonal-home represents a psychological bridge: a mental gateway that is associated with escape. Thus, even if the trip to the seasonal home is no farther or time-consuming than one's regular commute to work, the journey is symbolic and provides a sense of release at symbolic points in time and space (Jaakson).

More recently, research on the meaning of seasonal homes has “been interpreted primarily in relation to escape or how owners use secondary residences to organize a coherent identity and maintain a sense of self in the face of the disorienting aspects of globalization” (Van Patten & Williams, 2008, p. 453). Kaltenborn (1997) found that seasonal home attachment was associated with attributes of nature-culture and family-social. Chaplin (1999) argued that seasonal-home owners are motivated by the need to escape the commodification of their modern life. Related to modernity, globalization also influences the seasonal-home owners' need to escape into a world of continuity and rootedness (Williams & Kaltenborn, 1999; Williams & Van Patten, 2006). Stedman (2003, 2006) compared the seasonal home to the primary residence and found that social/home place and place of escape had significant meaning. The relationship between the meanings of home and escape is determined by the physical distance between the seasonal home and the primary residence (McIntyre,



Roggenbuck, & Williams, 2006). Van Patten and Williams (2008) identified several meanings of seasonal-home ownership that bear close resemblance to those found by Jaakson (1986) over thirty years earlier, including: escape, back-to-nature and simplicity; centrality and identification; obligations; and community and social interactions.

### **Models of Leisure Travel Motivation**

Motivation is defined as “a state of tension within the individual which arouses, directs and maintains behaviour toward a goal” (Mullen & Johnson, 1990, p. 91). In terms related to consumer behaviour, motivation translates into the desire for a product that will satisfy a need or want (Mullen & Johnson, 1990). Maslow (1943) classified motivation into five levels of human needs, whereby the lower level needs must be satisfied before higher level needs can be realized. The five classifications in *Maslow’s Hierarchy of Needs* include, from lowest to highest: physiological needs, safety needs, love and affection needs, self-esteem needs, and self-actualization needs (Maslow, 1943). Since it can be argued that basic physiological and safety needs are generally being met for people living in the Western world (albeit to limited extent in marginalized populations), what remains is the need for strong, meaningful relationships, followed by the acceptance and actualization of one’s true self (Mullen & Johnson, 1990). In terms of explaining travel motivation, this model is limited. It does not explain why people choose to take a trip as opposed to staying at home and finding alternative ways to meet their needs (Jamal & Lee, 2003).

Maslow’s (1943) fundamental work on basic human needs laid the foundation for the “the travel career ladder”, which attempted to explain shifts in travel motivation over time and across situations (Pearce, 1993). In this model, five levels of motivation were identified: relaxation, stimulation, relationships, self-esteem and development, and fulfillment. Pearce

(1993) suggested that as people became older and more experienced in travel, they would ascend the ladder; however, this model does not reflect the experiences of different ethnic or cultural groups (Wang, 2000).

Crompton (1979) argued that needing a “break from routine” forms the “impetus dimension” of motivation for taking a pleasure vacation; thereafter, the “directive dimension” of travel motivation contributes to the destination selection decision (p. 415). He divided the latter into two main categories: socio-psychological motives act to “push” an individual out of his everyday life, whereas cultural motives act to “pull” an individual to a specific destination (Crompton, 1979). In this conceptual framework, the socio-psychological motives include escape from a perceived mundane environment, exploration and evaluation of self, relaxation, prestige, regression, enhancement of kinship relationships, and facilitation of social interaction, while the cultural motives include novelty and education (Crompton). Although his model made a significant contribution for its time, it fails to explain why people have different predispositions for travel (Jamal & Lee, 2003).

Placing these social psychological models of travel motivation into a sociological context is important in explaining why one may want to escape the daily routine at home, at work, and in the local community. Dann (1977) attempted to explain society’s influence on travel motivation as the need to escape anomie and to enhance the ego.

Iso-Ahola (1982) created a model to explain tourist motivation based on two socio-psychological dimensions: 1) the need to escape one’s personal or interpersonal environment and 2) the need to seek personal or interpersonal intrinsic rewards. This model is built on the premise that the desire to travel comes from a preconceived notion that participating in leisure travel will result in personal satisfaction (Iso-Ahola, 1982). What this model lacks is an

explanation of the macro level (sociological) forces that drive one's needs to escape in the first place.

Jamal and Lee (2003) integrated the micro-level (social psychological approach and the macro-level (sociological) approach with leisure travel motivation theory. In this model, social structures and social change such as modernization, industrialization and urbanization create a state of disequilibrium for an individual (Wang, 2000; Dann, 1981; Burns & Holden, 1995; Holden, 2000). This disequilibrium is characterized as restlessness, inauthenticity (Wang, 2000) and anomie (Dann, 1981). For example, one might feel a loss of meaning or loss of connection with nature (Jamal & Lee). As a response to this feeling of disequilibrium, one is motivated to become a tourist (Crompton, 1979; Iso-Ahola, 1982) with basic human needs, desire to travel, experiences; engages in consumption of sights, images, etc. (Jamal & Lee). Therefore, the tourist production system develops, including infrastructure, tourism industry, destinations, and government policies (Jamal & Lee). The tourist production system has an impact on social structures and social change and vice-versa, completing the cycle (Jamal & Lee).

### **Leisure Motivation and Enduring Involvement**

**Leisure motivation.** Why do individuals take part in specific leisure pursuits? Most leisure research is based on Lawler's (1973) theoretical orientation; the expectancy-value model of motivation (Kyle, Absher, Hammitt, & Cavin, 2006). This model describes how all human behaviour is a means to an end; the end being physiological and psycho-social outcomes (Lawler, 1973). Within the context of outdoor recreation motivation research, a series of leisure needs were developed and refined (e.g., escape, achievement, affiliation), leading to the Recreation Experience Preference (REP) scale (Driver, Tinsley, & Manfreda,

1991). The REP scale was later reviewed and tested by Manfredi, Driver and Tarrant (1996), which validated its utility as a measure of physiological and psycho-social outcomes of leisure participation.

**Enduring involvement.** Leisure involvement is a concept that associates continuous (or enduring) engagement in an endeavor or product that has motivational properties (Havitz & Dimanche, 1997). Research on enduring involvement spanning the past 20 years is largely rooted in psychology or consumer behaviour (e.g., McIntyre & Pigram, 1992; Selin & Howard, 1988). Enduring involvement is related to the concept of having personal relevance (Celsi & Olson, 1988). According to Kyle et al. (2006), “an activity is considered personally relevant to the extent that a recreationalist perceives it to be self-related or in some way instrumental in achieving their personal goals” (p. 469). Thus, the attributes of the activity must be in line with one’s personal expectations, needs, goals and values in order for one to want to continue engaging in the activity (Kyle et al.). Originally, researchers developed a measure of enduring involvement that includes three factors: attraction (measuring the importance and pleasure of activity); centrality (measuring lifestyle choices); and self expression (measuring expressive elements of activity) (McIntyre, 1989; McIntyre & Pigram, 1992). Adding to this conceptual framework, Kyle and colleagues (Kyle, Absher, Hammitt, Cavin, & Cavin, 2004) included factors of social bonding, identity affirmation and identity expression, creating the Modified Involvement Scale (MIS). The relationship between leisure motivation and enduring involvement has recently been examined empirically and the findings suggest positive effects of motivation on enduring involvement (Kyle et al., 2006).

## **Sexual Minority Tourists**

**Profiling the sexual minority tourist.** This section focuses on the diverse characteristics that are generally used to describe sexual minority tourists as a group, and differentiate them from the larger community of heterosexual tourists. The discussion illustrates why the sexual minority niche has been commonly (although, perhaps mistakenly) referred to as “the marketing department’s dream consumer” (MAPS, 1998, p. 5). Market research has found several specific characteristics that profile sexual minority consumers as an attractive niche (Russell, 2001, Holcomb & Luongo, 1996). The typical sexual minority tourist is described as having a higher level of education, higher disposable income, fewer children, and thus, more free time (Pritchard et al., 1998; Holcomb & Luongo, 1996; Hughes, 2003) and having a greater propensity to travel compared to their heterosexual peers (Roth & Luongo, 2002; Haslop, Hill, & Schmidt, 1998; Clift & Wilkins, 1995; Philipp, 1999; Binnie & Valentine, 1999; Hughes, 2006a). These findings have led to the belief that the sexual minority travel sector is resistant to recession (Holcomb & Luongo, 1996). In addition, sexual minority travellers tend to spend more money while on trips (Roth & Luongo, 2002; Guaracino, 2007) and stay longer per trip when compared to heterosexual tourists (Holcomb & Luongo). According to Wood (1999), sexual minority tourists show a great appreciation of arts and culture. In addition, sexual minority consumer culture has proven to be very loyal to specific brands that are known to support the gay community (Pritchard & Morgan, 1996; Wood, 1999; Russel, 2001; Mintel, 2000, Stuber, 2002). Overall, there are several reasons why the sexual minority travel niche is increasingly being viewed as a very attractive market to target.

*Criticisms of the Sexual Minority Tourist Profile.* Research that describes the socio-economic status of sexual minorities as having higher disposable income than heterosexuals has been criticized (Hughes, 1997). According to Hughes (1997), reliable statistics on sexual minorities have not been gathered due to the marginalized nature of the population, leading researchers to depend on less scientific methods such as participant observation and informal interviews with convenience samples leading to biased findings.

The profile has also been criticized for failing to represent the lesbian market as having distinct characteristics from gay men (Pritchard et al., 1998; Hughes, 2006b). This omission in the literature may be due to a lack of interest by researchers, who perceive the lesbian market as difficult to reach and less affluent (Hughes, 2006b). However, it is difficult to discuss “lesbian and gay men in the same breath...[as] human experience is gendered...[and] common experiences cannot be presumed” (Chouinard & Grant, 1996, p. 178). For example, a study of lesbian recreational experiences in the United Kingdom found that women felt challenged trying to create a recreational context within a male-dominated gay community (Pritchard, Morgan, & Sedgely, 2002). Another study suggested that while American gay men tend to live in urban areas, lesbians are more likely to live in rural areas (Kaban & Mulryan, 1995). In addition to the lack of knowledge on lesbian consumers, existing studies fail to include older sexual minorities, and those with children.

### **Gaps in the Literature**

There are several gaps in sexual minority tourism research, as it has seen very little academic attention until recently. By definition, it is difficult to conduct in a way that makes any meaningful conclusions about the population as a whole (Harry, 1986). Due to the generalizations necessitated by identifying participants based on sexuality alone, the

conclusions do not necessarily account for other important characteristics of the population including age, class, ethnicity, income, family, interests or attitudes, which also strongly influence motivation and consumer behaviour (Hughes, 2006a). How these factors contribute to travel motivation and meaning is one specific area that needs to be addressed.

Hughes (2006b) and Pritchard et al. (2002) have identified the significant bias in sexual minority tourism research that fails to represent the lesbian experience. Pritchard et al. (2000) have tried to fill this gap by including lesbians in a study on travel motivations, but much more needs to be done to better understand the differences between the genders. Other recent trends that have not been fully addressed in the tourism research, are marriage and parenthood, as more and more sexual minority couples are electing to get married (Boyd, 2008) and raise children together (Weeks et al., 1999).

One challenging issue that exists in sexual minority tourism research is that identifying sexual minorities is not easy and creates difficulties in studying their travel patterns and motivations. Due to homophobia, issues related to sampling and participation in research may create biases. For example, if a convenience sample is used, comprising the readership of a gay magazine, it may follow that only those who have the disposable income to afford a subscription are represented, excluding those sexual minorities who may not be on a limited income or have no interest in consumer culture. For this reason, very little is known about the sexual minority traveller, and what is known, may not be representative of the population (Hughes, 2006a).

Most of the research on concealable stigma (e.g., sexual minority) is comparison studies with conspicuous stigma (e.g., ethnic minority) (Frale, Platt, & Hoey, 1998). Little is known about the unique ways that sexual minorities deal with stigma. In addition, there has

been a lack of empirical research into families of choice (Weeks, Heaphy, & Donovan, 1999). The research that exists does not include the Canadian experience of gay and lesbian fictive kin. This gap is of particular interest since the legalization of gay marriage may influence contributing factors and experiences in families of choice and how others perceive them (Boyd, 2008).

Research to date has not looked at how various degrees of sexual identity disclosure influence leisure choices, motivations and experiences. Sexual minority tourism studies have a lot to learn from the disciplines of psychology and sociology. As more and more sexual minorities are coming out and having families, their motivations for travel are shifting. The Western world is becoming more accepting of sexual minority lifestyles, which will open doors for more inclusive representation in tourism literature. In conclusion, very little (if any) research has been conducted to date on the motivations for participating in sexual minority seasonal home domestic tourism in Canada.



## **The Purpose of the Study**

Before we can examine one's motivations for participating in specific leisure activities, we must consider the sociological context in which that individual lives. With respect to sexual minorities, we must first consider how social norms such as heterosexism affect one's everyday life and thus also affect one's leisure needs. Current research on sexual minorities in contemporary western society focuses on issues related to heterosexism causing excess levels of stress in social environments (Meyer, 2003). Often this factor is not acknowledged in research on sexual minority travel motivations (Clint & Forrest, 1999; Tourism Queensland, 2002) or when uncovering the meanings of seasonal home leisure travel (Jaakson, 1986). By focusing on the unique needs of this marginalized population, this study provides a greater understanding of how leisure acts to mediate these challenges. This study aims to fill these gaps.

In addition, the existing literature on seasonal home ownership does not capture the themes representative of the sexual minority experience. The meanings placed on seasonal home experiences are likely very different for a heterosexual woman and a gay man, particularly if the gay man feels the need to conceal his sexual identity in his every day life. Understanding how social pressures affect sexual minorities in their everyday lives provides the context from which to draw psychological and social needs into current leisure motivation literature. Therefore, the purpose of this study is to extend our understanding of the motivations for seasonal home ownership as they relate to the diverse levels of concealment among sexual minorities.

In addition, this study attempts to use standard measures of leisure motivation to explain the leisure needs of sexual minorities based on degree of concealment. Since standard

measures of leisure motivation and enduring involvement will likely need to be adapted to fully capture the specific leisure needs of sexual minorities, this study aims to inform future research on how standard measures could better represent the needs of this population.

### **Research Question 1**

What travel motivations do sexual minorities have regarding seasonal home ownership at a gay-friendly campground? I expected that demographic characteristics would influence travel motivations of the participants. Specifically, younger participants will be motivated largely by the desire to party (Tourism Queensland, 2002) on the weekends, while older participants would be more drawn to the campground to relax (Clift & Forrest, 1999) and socialize in a gay-friendly environment throughout the week. I expected that the participants who brought children to the park would be looking for child-friendly amenities and activities; however, those without children would also appreciate the family-like atmosphere at the park that is rarely found in gay space (Hughes, 1997) and may act to ‘normalize’ life for sexual minorities. In general, I expected the participants to be motivated by the gay-friendly atmosphere where they can feel free to relax and be themselves. I expected that respect for diversity at the park would play a role in its appeal in a way that allows everyone to be expressive with gender and sexuality (no longer feeling the need to conceal sexual identity) and take part in activities that are not culturally acceptable in their everyday lives. I also anticipated the need to be around similar others (Frable, Platt, & Hoey, 1998) in a long-term social context to be a primary motive for returning to the campground. I expected the participants would have developed meaningful bonds with life-long friends (fictive kin) (Weeks, Heaphy, & Donovan, 2001; Weston, 1991) that they know from the campground and

these relationships would keep them coming back year after year (Jaakson, 1986), providing a sense of belonging (Baumeister, 1995) in their lives.

## **Research Question 2**

How does sexual identity management in everyday life influence the travel motivations of sexual minority seasonal homeowners at a gay-friendly campground? With regard to the second research question, I expected sexual minorities who choose to conceal sexual identity at home and at work to develop the need to escape their everyday lives and be primarily motivated to find a gay-friendly tourist destination where they may feel free to be themselves, resulting in a “gay-centric” holiday (Hughes, 2002). The need to find a sense of belonging (Baumeister, 1995) and the desire to socialize with similar others (Frable, Platt, & Hoey, 1998) will dominate over other possible tourist motivations such as the need to reconnect with nature. For these individuals, the campground experience may serve as a second-lifestyle that remains separate from their everyday life.

Alternatively, for those who disclose their sexual identity in their everyday lives, the ‘gay-friendly factor’ will not fully explain their motivation to travel to the campground, resulting in a “gay-related” holiday (Hughes, 2002). These individuals may be equally motivated by the desire to reconnect with nature or escape the hectic pace of their urban lifestyle. These individuals may bring friends (both sexual minorities and heterosexuals) and family members from home to enjoy the campground experience with them. For those who disclose sexual identity in their everyday lives, I expect that the campground is viewed as an extension of their everyday lifestyle and does not serve as a separate second-lifestyle (as it does for those who conceal).

### **Research Question 3**

How does degree of sexual identity concealment relate to standard measures of leisure motivations and leisure involvement? I expect this finding will support the findings for the second research question, using standard scales of leisure motivations (Manfedo et al., 1996; Kyle et al., 2006) and involvement (Kyle et al., 2007). Thus, I expect to find that concealing sexual identity shows a significant relationship with the social motivation due to the need to socialize with similar others (Frable, Platt, & Hoey, 1998). Since the desire for gay-friendly space is not included in the standard measures, the standard scales will not fully capture the motivations of this minority group. Thus, this study may be used as a valuable step in adapting these scales to better fit with the needs of sexual minorities in future research.

## Study 1

### Study 1 Methods

**The Conceptual Framework.** Due to the marginalized social status of the participants of this study, it is important to place sexual minority travel motivations in a sociological context. For example, the ‘need to escape’ or the ‘need to relax’ may take on a different meaning for a heterosexual couple and a sexual minority couple when one considers how societal norms discriminate against sexual minorities and create stressful social situations. In order to understand these needs and motivations one must consider social and psychological behaviour within the multi-layered context of one’s living environment, including 1) one’s close family, relationships and social networks, 2) one’s extended family and work interface 3) legislation and policy, and 4) culture, ideology and public opinion (Mock & Cornelius, 2003).

This conceptual framework illustrates how cultural norms such as heterosexism and discrimination at work directly impact the social psychological needs of sexual minorities. Since one has no immediate control over their external environment it is at the personal level that sexual minorities may exert direct control over their interactions with others by choosing to either conceal or disclose their sexuality (Mock & Cornelius, 2003). In this way, external factors significantly influence leisure travel motivation. For example, a person of sexual minority who chooses to conceal his sexuality at home and at work, due to stigmatization and workplace discrimination, develops the need to escape his everyday life, to a gay-friendly tourist destination where he may feel free to be himself. For this individual, the need to find a sense of belonging (Baumeister, 1995) and the desire to socialize with similar others (Frable,

Platt, & Hoey, 1998) will dominate over other possible tourist motivations such as the need to reconnect with nature.

**The Site.** The campground is located in Southern Ontario, Canada. In order to protect the privacy of those involved in the study, the name and address of the campground will not be disclosed in this study. The campground caters to sexual minorities and gay-friendly clientele. There are 300 seasonal homes on the 130-acre site, which also includes an area for tents. Amenities at the campground include a dance club, restaurant, outdoor pool, baseball diamond, volleyball court, and tennis court. In addition, several special events are planned throughout the summer including talent shows, contests and themed weekends.

**The Sampling Method.** In the summer of 2009 the campground management was contacted to obtain permission to approach the seasonal-homeowners with the option of participating in the study. With management approval, 50 seasonal home-owners agreed to take part. This recruitment process involved approaching the seasonal-homeowners door-to-door on the Labour Day long weekend, informing them of the study and soliciting willingness to participation. Phone numbers and/or email addresses were obtained for the 50 individuals who were interested in being interviewed over the phone at a later date.

Between September 2009 and January 2010, 31 recorded phone interviews were conducted using the survey. The remaining 19 individuals on the list were either not able to be contacted or were no longer interested in participating in the study. Those that were interviewed were sent twenty dollars in the post.

**Measures.** The survey used was designed for a related study on the role of recreation and leisure in the lives of sexual minority adults (Mock, 2010). The survey includes open-ended and close-ended questions (see Appendix A). The interview questions focus on the

participants' social and recreational experiences at the campground, their sexual identity, how they manage their identity in everyday life, work life, and their well being. For the purposes of this study, I have focused on questions that relate to general demographics, sexual identity management and travel motivations.

***Demographic measures.*** The demographic measures include age (self-reported), gender (options recoded into 1=male, 0=female), race (options recoded into 1=white, 2=other), education (1=less than grade seven to 7=graduate school), income (1=less than \$10,000 to 6=\$90,000 or greater), relationship status (options recoded into 1=cohabitating/married, 0=other), kids (1=yes, 0=no), and concealing (1=disclosing to 4=concealing) (see below for more on creating the concealing measurement).

***Travel motivation measures.*** Responses to the open-ended survey questions were used to address the first research question: What travel motivations do sexual minorities have regarding seasonal home ownership at a gay-friendly campground? Here the focus is on four survey questions: 1) What brought you to this campground?; 2) Who do you spend your time with when you are at the campground?; 3) What do you enjoy most about being at the campground?; and, 4) Is there anything else you would like to add regarding your experience at the campground and what it means to you?

With the process of developing and applying codes, known as clustering (Miles & Huberman, 1994), independent raters identify recurrent themes and patterns in a subset of open-ended responses and develop coding rules. Codes are then applied to all responses and inter-rater agreement is calculated. After transcribing the recorded interviews, my thesis advisor and I coded the responses, calculating inter-rater reliability after the seventh and fourteenth transcriptions: Inter-rater agreement (kappa): Gay-friendly = .88; Socializing = .95;

Quasi-kin = .95; Party/sex = .65; Nature = .85; Peace = .85; Escape = .77; Relax = .79; Afford = .66; Close = .91; Amenities = .79. This approach gives insight into participants' own descriptions of their experiences and allows associations with standardized measures such as demographic characteristics and assessments of psychological well-being to be tested.

*Factor analysis.* The themes identified through coding were then used in a factor analysis, whereby factors with eigenvalues greater than 1 were grouped and correlated with general characteristics of the sample (age, gender, education income, etc.). In this way, I was able to identify correlations between travel motivations and diverse demographic characteristics in the sample.

*Concealing measure.* The second research question asks how sexual identity management in everyday life influences the travel motivations of sexual minority seasonal homeowners at a gay-friendly campground? The methodology for this question draws on selected questions from the Workplace Sexual Identity Management Measure (WSIMM) (Anderson, Croteau, Chung, & DiStefano, 2001), which measures one's level of sexual identity disclosure in everyday life and at work. This adapted version of the scale uses eight questions from the WSIMM and is measured on a 4-point scale (1= never/seldom, 4= almost always/always) (Mock, Sedlovskaya, & Purdie-Vaughns, 2010). The questions were first asked with regard to being at work and later asked with regard to being in one's local community or with people in one's neighbourhood. For example, participants were asked how frequently they "made up stories about romantic partners of the opposite gender" and "omitted names or pronouns when talking about someone [they were] dating or living with so that [their] sexual orientation is unclear".



The last three responses were recoded in reverse order so that (for all responses) lower numbers reflected disclosure and higher numbers reflected concealment. Finally, taking the mean of all 16 responses (8 related to work and 8 related to community) created a continuous variable measuring concealment ( $\alpha = .90$ ). This measure was then used to describe relationships (correlations) between level of concealing and travel motivations found in the open-ended section as grouped by a factor analysis.

### Study 1 Results

**The Sample.** Table 1 (below) shows descriptive statistics for participant demographics. The sample of 31 participants included 25 men (80.65%) and 6 women (19.35%). For the men, 96.00% identify as gay and 4.00% as bisexual.

Table 1

*Means and Frequencies of Demographics – Study 1 (n = 31)*

Demographic Variables		Men (n = 25)		Women (n = 6)	
		M/Percent	SD	M/Percent	SD
Age		46.76	10.17	37.00	8.37
Concealment		2.08	.60	1.56	1.26
Have Children		24.00	-	50.00	-
Race	White	88.00	-	83.33	-
	Black	-	-	16.67	-
	Aboriginal	4.00	-	-	-
	Other	8.00	-	-	-
Sexual Identity	Gay	96.00	-	16.67	-
	Bisexual	4.00	-	-	-
	Lesbian	-	-	50.00	-
	Unlabelled	-	-	16.67	-
	Other	-	-	16.67	-
Cohabitation		56.00	-	50.00	-

For the women, 50.00% identify as lesbian, 16.67% as gay, 16.67% as unlabelled and 16.67% as other. The average age for men is 46.76 years ( $SD = 10.17$ ) and for women is 37.00 years ( $SD = 8.37$ ). A minority of male participants have children (24.00%), while half of the women have children (50.00%). Both the men and women are predominately white (88.00% and 83.33% respectively). A small majority of male participants (56.00%) and half of the female participants (50.00%) are categorized as either cohabitating or being married.

**Quantitative Analysis: Research Question 1.** What travel motivations do sexual minorities have regarding seasonal home ownership at a gay-friendly campground? The majority of the sample (83.87 %) identified the gay-friendly environment as a key motivation at least once during the interview. Other motivations mentioned included socializing (61.29 %), peace and relaxation (51.61 %), close proximity to home (48.39 %), amenities (38.71 %), escape (32.71 %), nature (32.26 %), party/sex (16.13 %) and affordability (12.90 %).

**Factor analysis.** A factor analysis of the 9 codes used to assess motivations to be at the campground suggested four factors with eigenvalues greater than 1. The first factor included the “gay friendly” and “escape.” However, since the gay-friendly motivation plays a central role in the research questions and present analyses, it will be analyzed separately and not combined with another motivation. The second factor consisted of the social motivation and party motivation. The third factor was comprised of the relaxation motivation and the proximity motivation. Finally, the fourth factor included the nature motivation and the affordability motivation. Thus, the following motivation typologies will be analyzed: 1) gay-friendly nature of the campground, 2) socialize/party ( $r = .45, p < .05$ ), 3) relax/close ( $r = .22, p = ns$ ), and 4) nature/affordability ( $r = .34, p = .06$ ).

**Analysis of Open Ended Responses: Research Question 1.** What travel motivations do sexual minorities have regarding seasonal home ownership at a gay-friendly campground? Specific responses elicited from participants during interviews highlight some of the key information produced during a quantitative assessment of data. In particular, the quotes discussed below elaborate upon the complexities of the motivations, including a 1) *gay-friendly environment*, 2) *socializing/partying*, 3) *relaxation/close proximity to home*, 4) *nature/affordability*, and 4) *other motivations*.

***Gay-friendly environment.*** The gay-friendly environment was identified as a motivating factor by a large majority (83.87 %) of the participants. In this campground study, the need for a gay-friendly environment or ‘gay space’ was described in different ways. Participants acknowledged *freedom* as an overarching asset of a gay-friendly environment. Other related factors included *expression of sexuality*, *safety*, *diversity* and *distinction between gay and straight “worlds”*.

***Freedom.*** Freedom was associated with the ability to disclose one’s sexuality openly: “I just like the freedom of being able to be myself there”. Freedom was also attributed to being around similar others: “you don’t have to worry about anything...you’re with your own people”.

***Expression of sexuality.*** The ability to show affection towards a same-sex partner was considered an important element of a gay-friendly environment, often perceived to be unavailable in other social spaces. At the campground, it is possible to “socialize with friends in a manner that other parks may not condone”. One participant explained the difference between the campground and other environments: “...you can’t really sit in restaurants like Swiss Chalet and hold hands or walk down the street holding hands or anything like that;

whereas, in an open campground like this, you can”.

Some participants alluded to a perceived threat associated with expression of sexuality: “I don’t have to worry about being attacked or even being criticized about anything...like if you feel like wearing a dress, all of a sudden, you can”.

*Diversity.* Some participants stated a preference for the mixed nature of the campground. As opposed to other gay-friendly spaces that might be available exclusively to men or women, the campground was described favourably because of its diversity. It was identified as a factor offering a “more rounded lifestyle”, as opposed to being exclusively gay or exclusively lesbian: “What I like is that it’s not a place where it’s just men and that where there’s a strong sexual component or anything...”

*Distinction between gay and straight “worlds”.* The campground was frequently described in contrast to everyday life (referred to by one participant as the “real world”); various terms were employed by participants to differentiate between these perceived “worlds”:

I call it ‘The Magic Queendom’. That was my term for this place, because first off, everyone is gay...say what you want, do what you want, and as far as being, you know, homosexual, or anything like that, you can really be yourself in this campground.

The separation of worlds that participants of this study referred to were made predominantly between gay-friendly and straight environments, but in some cases were also made in comparison to other gay-friendly spaces: “I can remember years ago when I was younger...going out to the gay bars and stuff - every time the door opens you look over your shoulder to make sure it wasn’t somebody who knew you”.

***Socializing/Partying.*** Through factor analysis, the socializing motivation was grouped with the partying/sex motivation, so the open-ended responses regarding these factors are discussed together in this section. Socializing in a gay environment was identified as an important motivation by 61.29% of the sample. A minority of participants, 16.13%, identified parties as motivations for visiting the campground.

First, this section provides insights into several themes that emerged to describe the meaning of socializing at the campground, which included a *sense of community*, a *meeting place*, *friendliness as an alternative to big-city social life*, *being like family*, *visiting friends and family from home* and *changes in social motivation*. Next, results are presented for the *partying* motivation.

*A sense of community.* The social nature of the campground acts to develop a sense of community among seasonal homeowners. One participant, who had recently relocated from another province, described how he and his partner found a sense of community at the campground:

It was just the two of us and this environment has allowed us to build relationships with people in the gay community, both male and female. And I think just that comradery, that ability to relate, the chance to talk about issues that are happening in our community, nationwide, North America, globally, it's just a nice feeling.

Another participant described how the special events put on by the campground management help to bring people together and build a sense of community:

The dances, the cowboy night, they have the diva show, the leather show, the leather contest, they have so many things out there for people to do to come

together as a community. And that's really how you meet people, you converse more, you know, you make more friendships.

The formation of close-knit social groups was a significant factor in bringing people together and building a sense of community. One participant described his neighbourhood within the campground as a 'circle': "I really love how our circle, in particular, has bonded so well. And we take great pride in our friendship. We take great pride in our social network".

*A meeting place.* The campground is used as a meeting place for networks of friends who come from different locations: "They come from 5 or 6 municipalities. That's really the only time of year we get to see each other on a regular basis". Other participants commented on the fact that the campground was a meeting point for friends who lived within close proximity, whom they did not meet in everyday life.

*Friendliness as an alternative to big-city social life.* Participants commented on how their social life at the campground was much more satisfying than their social life in the city, where they live for most of the year. One participant attributed this to the types of people that are drawn to the campground, stating: "you get to meet so many people from out of town. And like I said, they're friendly. It's not like being in a city where it's congested and people have a different attitude towards me".

*Being like a family.* Relationships at the campground were often referred to as being like a family. One participant described his neighbour as becoming "like an adopted brother to us". Another stated, "I think it's the family atmosphere and everybody cares about everybody and takes care of everybody and respects everybody".

*Visiting friends and family from home.* The campground was identified by participants as a place for sexual minorities to gather with their family and friends (regardless of their

sexual orientation) in a supportive atmosphere. One participant stated, “I have two very good girlfriends, who uh are part of our straight world, and they come out and enjoy the evenings out there sometimes”. According to another respondent, “many of the gays and lesbians that are seasonals here do have families. Um, and they tend to bring even their ex-wives, and their kids here, so, it’s a family park”.

*Changes in social motivation.* For some participants who have been going to the campground for many years, their social motivations changed over that time period: “... it has changed, altered now that, you know, I can go hang out with friends, hang out at their fire, and going to that bar, you know, up front there, isn’t a big thing for me now”.

*Partying.* The partying motivation is also linked to socializing, often with notions of sexual desire. One participant stated, “I hate camping... I only go for them – my boyfriends... I like it only because mostly the attractive guys that are half naked”. In addition, the bar, campfires and the barn (which holds regular dances) were identified as the main arenas for partying. The entertainment and the extent of partying was considered to vary considerably: “We might party through till the morning, or we’ll go to bed. It just depends on the night”.

*Relaxation/Close proximity to home.* Through factor analysis, the motivations of relaxation and close proximity to home were grouped. Relaxation was noted by 51.61% of participants and close proximity to home was mentioned by 48.39%.

*Relaxation.* Relaxation was frequently linked to finding peace. Some attributed relaxation to “peace and quiet”, mentioning the rural environment: “It’s as close as you’re going to get to country atmosphere in that area”. Others felt that it was the stress-free nature of the campground that allowed them to unwind: “There’s no pressure to do anything and you really can just kick back on the deck if you want and relax”.

A greater need for relaxation was associated with a more advanced stage in life, and was considered to be more in line with the desires of seasonal homeowners than the younger weekend campers: “At this phase in my life, right, it’s just, it’s.. it’s relaxing. I’m quite content, like I said, to just sit and watch the birds”.

Participants generally associated the notion of relaxation with the release from fear of homophobia:

We just found that place was more relaxed and more inviting. It was less judgmental. It was a place where we could take the dogs for a walk and not worry about people wondering why two guys are walking down the road together.

*Close proximity to home.* Convenience was described as being the main advantage of this proximity, with travel time and traffic being significant factors. It was also identified as being distant enough from daily life that it felt like a different environment: “It’s convenient. It’s close to home and yet you feel like you’re in the middle of nowhere”.

***Nature/Affordability.*** The need for nature and affordability were grouped through factor analysis. Getting back to nature was identified by 32.26 % of the sample as a motivation for being at the campground, while the affordability of seasonal homes was considered to be an important motivational factor by 12.90% of participants.

*Nature.* The desire for nature was described as enjoying “the sunshine, when it’s out”, “fresh air” and watching the birds. Many connected nature with “the peace being out in the country”. When asked why the participants had chosen this campground over other options like a provincial park or a cottage to satisfy their desire for nature, the gay-friendly atmosphere in combination with a natural environment was mentioned as a deciding factor: “I was still



looking for a gay lifestyle on the weekends, but I wanted to include what I thought was marrying two worlds”. Here, the gay-friendly environment acts a prerequisite for finding a comfortable back-to-nature getaway experience.

*Affordability.* Price was an important factor in the decision making process to own a seasonal home at the campground. One participant referred to his seasonal home as “Poor Man’s Cottage”, adding that “it’s just a lot cheaper than something at a lake”. Cost comes as a secondary consideration, once one has narrowed down the options that satisfying the primary need for a gay-friendly social environment.

*Other motivations.* *Escape* was noted as a travel motivation by 32.26% of participants. Participants commented on a need “to get out of the city” to escape from stressful home and work environments. One participant stated: “It’s an escape from the city and from city life, and the rules and regulations imposed on us there”.

*Amenities* provided at the campground were an important consideration in destination selection: 38.71% of participants described how the amenities at the campground played a significant role in their enjoyment of that environment. The recreational amenities mentioned include the pool and tennis courts. In addition, the bar was often referred to as an important social amenity.

**Quantitative Analysis: Research Question 2.** How does sexual identity management in everyday life influence the travel motivations of sexual minority seasonal homeowners at a gay-friendly campground? Concealing sexual identity shows significant, positive relationships to the number of times the participant mentions the gay-friendly environment ( $r = .40, p < 0.05$ ) as a motivation for visiting the campground, to increased age ( $r = .52, p < .01$ ) and to being male ( $r = .52, p < .01$ ) (see Table 2 below).

Table 2

*Correlations for Sexual Identity Management and Travel Motivations (n=31)*

	1	2	3	4	5
1. Concealment	-				
2. Gay-friendly	*.40	-			
3. Social/Party	.13	-.27	-		
4. Relax/Close	-.20	.12	-.08	-	
5. Nature/Afford	.25	-.01	-.14	.04	-
<i>M</i> or Percentage	1.92	1.42	1.23	1.00	.55
<i>SD</i>	.64	.92	1.33	.85	.85

\*p < .05

**Analysis of Open Ended Responses: Research Question 2.** How does sexual identity management in everyday life influence the travel motivations of sexual minority seasonal homeowners at a gay-friendly campground? Concealing sexual identity shows a significant, positive relationship to the number of times the participant mentions the gay-friendly environment (.40, p<0.05) as a motivation for visiting the campground. Returning to the interviews, details of this correlation are highlighted in participants’ responses, particularly in connection with fear of homophobia in everyday life and emotional well-being.

Those who concealed the most spoke positively of the ‘gay space’ the campground offered in comparison to the threat of homophobia in everyday life. On a 4-point scale, where 1 represents disclosing and 4 represents concealing, the participant who concealed the most scored 3.63. This participant mentioned release from fear of homophobia in his responses:

...it just makes it’s easier [knowing] that I don’t have to worry about, you know, being judged, or being, you know, singled out or um ridiculed or whatever. It’s just being in that comfort zone where you know you don’t have to worry about anything.

This participant describes minority stress as “worry” and associates the campground’s gay-friendly environment as “being in a comfort zone”. For sexual minorities who conceal their sexual identity in their everyday lives, the campground provides a safe space where they can be themselves without feeling stressed or threatened.

Another respondent, who conceals at work, also identified the campground as being place where he feels a release from an everyday threat of homophobia:

There’re no derogatory comments about, you know, being gay and stuff like that which happens quite a bit at work...they don’t know I’m [gay] at work...it’s not really that way...it could actually be life threatening... it will be nothing to them to... get rid of the fag... so to say.

The importance of the campground to the emotional well-being of those who conceal could be summed up in this response from a participant who scored 3.06 on the concealing measure: “It’s been my life since I was 18 years old... and I’m uh 43 now”. For this participant, finding a gay-friendly environment has been of critical importance throughout the lifespan.

### **Study 1 Discussion**

The findings of Study 1 have created an opportunity to explore the links between identity concealment and the motivation to visit a sexual minority focused campground. The results have allowed an in-depth examination of these connections through quantitative analysis of participants’ interviews. The responses of the participants have highlighted the significance of the sexual minority focused campground to the individuals interviewed; particularly those who chose to conceal their sexual identity in everyday life. (For a more detailed discussion on the findings, see *General Discussion* below.)

## Study 2

Study 2 is a follow-up study to Study 1, designed to further examine the association of concealing sexual orientation, leisure motivations and leisure involvement. This study addresses the third research question: How does degree of sexual identity concealment relate to standard measures of leisure motivations and leisure involvement? This study uses standard measures of leisure motivation (Manfredo, Driver, & Tarrant, 1996; Kyle, Absher, Hammitt, & Cavin, 2006) and involvement (Kyle, Absher, Norman, Hammitt, & Jodice, 2007).

### Study 2 Methods

**Sample.** At the same campground described in Study 1, 30 weekend campers were invited to complete a survey (see Appendix B) on their motivations for camping at a sexual-minority campground, the degree of concealing sexual orientation identity in everyday life, and demographic characteristics.

**Measures.** Degree of concealing sexual orientation identity in everyday life was measured with the WSIMM (Anderson et al., 2001) but for Study 2, participants were asked to rate how often they used the sexual identity management strategies in everyday life and were not asked to rate the work context and neighbourhood context separately as they did in Study 1. When necessary, items were reverse-scored so that higher numbers reflected more concealment of sexual orientation identity in everyday life. The mean of the 8 WSIMM items was then computed ( $M = 2.20$ ,  $SD = 0.65$ ;  $\alpha = .77$ ).

*Leisure motivations* were measured with the Recreation Experience Preference Scale (REPS; Manfredo, Driver, & Tarrant, 1996) modified for camping (Kyle, Absher, Hammitt, & Cavin, 2006). This scale has 15 items grouped into 5 sub-scales consisting of *escape* (e.g., “to

be away from the everyday routine of home”), *nature* (e.g., “to enjoy the natural scenery”), *bonding* (e.g., “to share quality time with family/friends”), *learning* (e.g., “to learn more about nature”), and *social* (e.g., “to meet new campers”). Each item was rated on a four-point scale from 1 (highly unimportant) to 4 (highly important). Sub-scales were computed by calculating the mean of items for each sub-scale (escape:  $M = 2.90$ ,  $SD = 0.76$ ,  $\alpha = .75$ ; nature:  $M = 3.22$ ,  $SD = 0.69$ ,  $\alpha = .92$ ; bonding:  $M = 3.47$ ,  $SD = 0.63$ ,  $\alpha = .81$ ; learning:  $M = 2.04$ ,  $SD = 0.69$ ,  $\alpha = .84$ ; social:  $M = 2.83$ ,  $SD = 0.83$ ,  $\alpha = .88$ ).

*Leisure involvement* was measured with the Modified Involvement Scale (MIS; Kyle, Absher, Norman, Hammitt, & Jodice, 2007). Fifteen items are grouped into the following five sub-scales: *attraction* (e.g., “camping is one of the most enjoyable things I do”), *centrality* (e.g., “I find a lot of my life is organized around camping”), *social bonding* (e.g., “most of my friends are in some way connected with camping”), *identity affirmation* (e.g., “when I participate in camping, I can really be myself”), *identity expression* (e.g., “when I participate in camping, others see me the way I want them to see me”). Items were rated on a four-point scale from 1 (strongly disagree) to 4 (strongly agree). Sub-scales were computed by calculating the mean of items for each sub scale (attraction:  $M = 2.67$ ,  $SD = 0.83$ ,  $\alpha = .92$ ; centrality:  $M = 1.90$ ,  $SD = 0.72$ ,  $\alpha = .86$ ; social bonding:  $M = 2.59$ ,  $SD = 0.59$ ,  $\alpha = .67$ ; identity affirmation:  $M = 2.67$ ,  $SD = 0.46$ ,  $\alpha = .42$ ; identity expression:  $M = 2.34$ ,  $SD = 0.67$ ,  $\alpha = .72$ ).

## **Study 2 Results**

**Sample.** Out of a total 30 participants, twenty-four were male (80.00%), 5 were female (16.67%), and 1 identified gender as other (3.33%) and gave no further explanation. Among the men, 22 (91.67%) identified as gay and the remainder identified as bisexual (8.33%). Among the women, 1 identified as gay (20.00%), 2 as lesbian (40.00%), 1 as

bisexual (20.00%), and 1 as unlabeled (20.00%). The person who identified gender as other also identified sexual orientation identity as other. Fifty-three percent had a college degree or more. Most participants were white (93%), one identified as white and First Nations, and one identified as Hispanic (see Table 3 below).

**Results.** How does degree of sexual identity concealment relate to standard measures of leisure motivations and leisure involvement? As shown in the correlation analyses (see Table 4 below), the more participants concealed sexual orientation identity the more important the social motivation was to them ( $r = .59, p < .01$ ).

Table 3

*Means and Frequencies of Demographics – Study 2 (n = 30)*

Demographic Variables		Men (n = 24)		Women (n = 5)		Other (n = 1)
		M/Percentage	SD	M/Percentage	SD	M/Percentage
Age		38.54	11.00	36.60	8.85	28.00
Conceal		2.20	.63	2.23	.91	2.13
Race	White	91.67	-	100.00	-	100.00
	White & First Nations	4.17	-	-	-	-
	Other/Hispanic	4.17	-	-	-	-
Sexual Identity	Gay	91.67	-	20.00	-	-
	Bisexual	8.33	-	20.00	-	-
	Lesbian	-	-	40.00	-	-
	Unlabeled	-	-	20.00	-	-
	Other	-	-	-	-	100.00
Education	Some High School	4.17	-	-	-	100.00
	High School Graduate	12.50	-	20.00	-	-
	Some College	33.33	-	-	-	-
	College Graduate	25.00	-	40.00	-	-
	Graduate School	25.00	-	40.00	-	-

Concealing identity was not significantly associated with any other motivation or measure of involvement. However, it is worth noting that the social motivation was significantly associated with the leisure involvement subscales of bonding ( $r = .38, p < .05$ ) and identity expression ( $r = .37, p < .05$ ), suggesting that the social aspect of motivation to be at the campground is associated with opportunities to affiliate with other sexual minorities and express a sexual minority identity.

## **Study 2 Discussion**

Study 2 supports the findings of Study 1 in regard to the relationship between identity concealment and the motivation to visit and socialize in a sexual minority focused campground. The significance of Study 2 is that it tests and verifies the findings of Study 1 using standard measures of leisure motivation (Manfedo et al., 1996; Kyle et al., 2006) and involvement (Kyle et al., 2007). As such, the results may be considered significant when related to the wider body of leisure motivation literature. (For a more detailed discussion on the findings, see *General Discussion* below.)

Table 4

*Correlations for Participant Sexual Identity Management, Leisure Motivations and Leisure Involvement (n=30)*

	1	2	3	4	5	6	7	8	9	10	11
1. Conceal	–										
2. Escape Motivation	-.07	–									
3. Nature Motivation	-.31	.44*	–								
4. Bonding Motivation	-.14	.39*	.25	–							
5. Learning Motivation	-.09	.37*	.48**	.48**	–						
6. Social Motivation	.59**	.12	-.02	.33	.30	–					
7. Attraction - Involvement	-.03	.70**	.34	.51**	.27	.14	–				
8. Centrality - Involvement	-.05	.51**	.31	.29	.25	-.02	.78**	–			
9. Bonding - Involvement	.25	.12	.27	.24	.14	.38*	.52**	.51**	–		
10. Identity Affirmation - Involvement	.00	.12	.40*	.14	.45*	.15	.38*	.42*	.62**	–	
11. Identity Expression - Involvement	.15	.47**	.21	.48**	.54**	.37*	.67**	.54**	.46*	.48*	–
Mean	2.20	2.90	3.22	3.47	2.04	2.83	2.67	1.90	2.59	2.67	2.34
SD	.65	.76	.69	.63	.69	.83	.83	.72	.59	.46	.67

\*p<.05. \*\*p<.01



## General Discussion

Baumeister and Leary (1995) asserted that the “need to belong” is a fundamental human motivation. Heterosexist societal norms and the risk of homophobia that may make sexual minorities feel alienated in their everyday lives cause them to seek alternative environments in which to “belong”. In this study, responses pertaining to “freedom”, “escape” and a sense of other “worlds” suggest that the campground meets this need for many participants.

Homophobia in everyday life contributes to minority stress (Meyer, 2003). Responses collected in this study, that refer to experiences of or perceived risk of homophobia, support the assertion that homophobia still exists in Canadian society, despite the progress made in the legal status of sexual minorities. This study identifies a need for providers of leisure services to take into consideration social barriers that still exist and continue to adversely impact the well-being of sexual minorities. Those who wish to express their sexuality openly may feel a psychological burden because of the threat of homophobia. The risk of physically violent or verbally abusive repercussions of being openly homosexual creates stress; at the same time, the psychological effort of concealing can be a significant burden. The more secretive a sexual minority becomes about their sexuality, the more likely they are to suffer from negative effects to mental health (Quinn & Chaudoir, 2009; Smart & Wegner, 1999; Chrobot-Mason, Button, & DiClementi, 2001; Pachankis, 2007). Anxiety about disclosing one’s sexual identity and pressure to conceal it can create a high degree of stress (Smart & Wegner, 1999; Pachankis, 2007).

There is a significant divergence in the level of disclosure sexual minorities engage in; disclosing all the time and in every situation being at one end, and being totally secretive with family, colleagues and the wider community at the other (Anderson, Croteau, Chung, & DiStefano, 2001). This study shows a significant, positive relationship ( $r = .40, p < 0.05$ ) between participants who conceal their sexual identity and the number of times they mentioned the gay-friendly environment as a motivation for visiting the campground. Those who conceal their sexual identity in their everyday lives are more motivated by the gay-friendly environment of

the campground than those who choose to disclose their sexual orientation in their everyday lives.

Using leisure as a coping mechanism for minority stress was an expected finding of this study; it bridges the gap between psychological research on minority stress and leisure coping, and research on sexual minority travel motivation. As expected, the gay-friendly nature of the campground was a major motivating factor for most seasonal home-owners. The results indicate that the need to find a sense of belonging (Baumeister, 1995) in a gay-friendly environment and the desire to socialize/party with similar others (Frable, Platt, & Hoey, 1998) dominate over other tourist motivations. By creating a sense of belonging within a recreation and leisure group, well-being is enhanced as the effects of stigma are negated (Iwasaki et al., 2006). The gay-friendly environment is of great importance to those who conceal their sexual orientation because their limited leisure time at the campground may be the only time and place where they feel free be themselves. These findings are supported by Hughes (2002), who claimed that self-expression and safety were important in destination selection for sexual minorities, especially for those who do not disclose their sexuality at home, as having to modify behaviour to appease the host culture was seen as a disincentive.

With regard to the identification of separate “worlds” by participants of the study, Jaakson (1986) claimed that the seasonal home community created its own sense of space distinct from regular life due to its recreational setting, and often included social networks that did not draw from the homeowner’s home or work relationships. In the context of this campground, the gay-friendly environment adds another dimension to this separation of space. While there may be gay-friendly environments in or near the participants’ hometowns, these may not be ideal for those who conceal their sexuality. The fear of being ‘outed’ often forces homosexuals to visit gay spaces beyond those offered by their local environment (Hughes, 1997).

In the sexual minority context, social networks created in gay space may look much different than those created in heteronormative environments where the biological family is the main focus. Developing social support among friends provides important resources for exchanging information and receiving moral support, especially when dealing with challenges that are shared. A sense of community as applied to sexual minority groups is often formed through recreation and leisure activities with similar others (Iwasaki et al., 2006). Support from friends is very important to sexual minorities and bolsters their sense of belonging (Baumeister & Leary, 1995). For those sexual minorities who do not have a supportive family of origin, this sense of family among friends is particularly significant (Weeks et al., 1999). For these participants, the campground provides a unique opportunity for developing and sustaining these meaningful relationships. 'Coming out' is extremely important in generating self-acceptance and developing a positive identity (Herek, 2003). Self-acceptance requires acceptance by peers (both homosexual and heterosexual) and thus needs a community environment to engage with (Weeks, Heaphy, & Donovan, 2001). The gay-friendly space provided by the campground therefore not only gives people the opportunity to express themselves freely in a way that they may not feel able to do otherwise, but it also creates a supportive environment in which similar others can help generate self-acceptance.

This study identified risk avoidance as another factor that influences sexual minorities when making leisure choices. Central to risk-avoidance in destination selection is the threat of homophobia from unfamiliar individuals or state institutions (Hughes, 2002). A study by Mason & Palmer (1996), suggested that homosexuals had a lower risk of being harmed in gay-friendly spaces surrounded by similar others. It is important to note that in order to truly relax, sexual minorities in this study indicated the need to escape to a safe space, where they can be themselves without having to look over their shoulders, for fear of being attacked or discriminated against. Pritchard et al. (2000) differentiated intrinsic and extrinsic factors of motivation, claiming that while extrinsic factors of homosexuals were similar to heterosexuals, intrinsic motivations

including a need to escape heterosexism and to ensure safety were more important for sexual minority tourists.

Tourism marketers could benefit from the results of this study by appealing to the motivating factors highlighted in participants' responses. The notion of "freedom" could be referenced by destination marketers who are able to provide environments in which sexual minorities are free to express themselves. Connecting with the idea of travelling to other "worlds" as an escape from heterosexist social norms could prove a valuable tool. As previously highlighted in a study of British gay men (Intel, 2000), this study identifies that partying and sex are not ranked as highly as motivations for sexual minorities as being in a gay friendly space. Tourism marketers must develop a more complex understanding of the changing demographics of sexual minority tourists, for example to be inclusive of those who are married or have families. Further research is needed to explore these

## Conclusion

Sexual minorities experience more stress than the general population, which contributes to negative mental and physical health outcomes. This minority stress is a result of living and working in social environments that do not accept homosexuality. In an attempt to avoid stressful situations, some sexual minorities try to conceal their sexual identity to various degrees in their everyday lives; however, this behaviour causes additional distress and becomes an even greater barrier to one's well-being.

One way to manage this stress is to participate in recreational activities in the company of other sexual minorities. In this way, leisure travel can be used as a coping mechanism for minority stress. The findings of this study bridge a gap between research on travel motivation, concealable stigma and stress coping. The aim of this study is not simply to list the travel motivations (such as escape, relaxation and socializing), but rather to uncover the meanings behind these motivations.

Several factors were identified in Study 1 as motivations for seasonal home-ownership at the sexual minority focused campground. The primary motivations included the gay-friendly environment (83.87%) (meaning freedom, expression of sexuality, safety, diversity and distinction between gay and straight "worlds") and socializing with similar others (61.29%) (meaning a sense of community, a meeting place, friendliness as an alternative to big-city social life, being like family, visiting friends and family from home and changes in social motivation). These primary motivations acted as prerequisites for other motivations, which included peace and relaxation (51.61%), close proximity to home (48.39%), amenities (38.71%), escape (32.26%), nature (32.26%), partying and sex (16.13%), and affordability (12.90%).

Through a factor analysis, four main groups of motivations were created: 1) gay-friendly environment; 2) socializing/partying; 3) relaxation/close proximity to home; and, 4) nature/affordability. Another key finding from Study 1 shows a significant positive relationship ( $r = .40, p < 0.05$ ) between participants who conceal their sexual identity and the number of times they mentioned the gay-friendly environment as a motivation for visiting the campground. This finding makes a significant contribution to the existing literature by identifying specific needs of sexual minorities based on how they manage their sexual identity in their everyday lives. This is an important step in understanding the role that a gay-friendly environment plays in the leisure participation of sexual minorities, leading to reduced stress and better health outcomes for both those who conceal and those who disclose their sexual orientation in their everyday lives.

Study 2 findings support those found in Study 1 and offer suggestions for further research. Using standard measures, the results indicated a significant relationship between degree of concealing sexual identity and social motivation for visiting the campground. However, since the REPS (Driver, Tinsely, & Manfredro, 1991) is not specifically designed to capture the motivations of this particular population, the desire to find a gay-friendly space was not captured. This scale could be adapted in future research to better measure all the recreational motivations of sexual minorities. In this way, this study makes an important contribution to the wider literature on leisure motivation and validates the initial findings from Study 1.

Future studies could include a longitudinal approach that focuses on how one's motivation for visiting the campground changes over one's lifespan. In addition, studies are recommended that would identify the diverse needs of the sexual minority demographics

based on gender, age, family structure and level of disclosure/concealment of sexual orientation.

## References

- Ambady, N., Hallahan, M., & Conner, B. (1999). Accuracy of judgments of sexual orientation from thin slices of behavior. *Journal of Personality and Social Psychology, 77*, 538-547.
- Anderson, M. Z., Croteau, J. M., Chung, Y. B., & DiStefano, T. M. (2001). Developing an assessment of sexual identity management for lesbian and gay workers. *Journal of Career Assessment, 9*, 243-260.
- Baumeister, R. F., & Leary, M. R. (1995). The need to belong: Desire for interpersonal attachments as a fundamental human motivation. *Psychological Bulletin, 117*, 497-529.
- Beals, K. P., Peplau, L. A., & Gable S. L. (2009). Stigma management and well-being: The role of perceived social support, emotional processing, and suppression. *Personality and Social Psychology Bulletin, 35*, 867-879.
- Bell, D. (1991). Insignificant others: Lesbian and gay geographies. *Area, 23*, 323-329.
- Beuchamp, D. L. (2008). Sexual orientation and victimization: 2004. Canadian Centre for Justice Statistics Profile Series, Catalogue no. 85F0033M (16). Statistics Canada: Ottawa.
- Downloaded October 3, 2009 from  
<http://www.statcan.gc.ca/pub/85f0033m/85f0033m2008016-eng.pdf>
- Binnie, J., & Valentine, G. (1999). Geographies of sexualities – a review of progress. *Progress in Human Geography, 23*, 175-187.
- Bowen, D., & Clarke, J. (2009). *Contemporary tourist behaviour: Yourself and others as tourists*. Oxfordshire: CABI.



- Boyd, N. A. (2008). Sex and tourism: The economic implications of the gay marriage movement. *Radical History Review*, 100, 222-235.
- Bronfenbrenner, U., & Morris, P. A. (1998). The ecology of developmental processes. In W. Damon & R. M. Lerner (Eds.), *Handbook of child psychology: Theoretical models of human development* (5th ed., Vol. 1, pp. 993-1028). New York: Wiley.
- Brotman, S., Ryan, B., & Cormier, R. (2003). The health and social service needs of gay and lesbian elders and their families in Canada. *The Gerontologist*, 43, 192-202.
- Burns, P., & Holden, A. (1995). *Tourism: A new perspective*. London: Prentice Hall.
- Bux, D. A. (1996). The epidemiology of problem drinking in gay men and lesbians: A critical review. *Clinical Psychology Review*, 16, 277-298.
- Celsi, R. K. & Olson, J. C. (1988). The role of involvement in attention and comprehension processes. *Journal of Consumer Research*, 15, 210-224.
- Chaplin, D. (1999). Consuming work/productive leisure: The consumption patterns of second home environments. *Leisure Studies*, 18, 18-55.
- Chouinard, V., & Grant, A. (1996). On being not even anywhere near the project: Putting ourselves in the picture. In N. Duncan (Ed.), *Bodyspace: Destabilizing Geographies of Gender and Sexuality*. London: Routledge. pp. 170-196.
- Clift, S., & Forrest, S. (1999). Gay men and tourism: Destinations and holiday motivations. *Tourism Management*, 20, 615-625.
- Clift, S., & Wilkins, J. (1995). Travel, sexual behaviour and gay men. In Aggleton, P., Davis, P., & Hart, G. (Eds). *AIDS: Safety, Sexuality and Risk*. 35-54. London & Bristol, Taylor & Francis.

- Cochran, S. D. (2001). Emerging issues in research on lesbians' and gay men's mental health: Does sexual orientation really matter? *American Psychologist*, *56*, 931-947.
- Cole, S. W., Kemeny, M. E., Taylor, S. E., & Visscher, B. R. (1996). Elevated physical health risk among gay men who conceal their homosexual identity. *Health Psychology*, *15*, 243-251.
- Coleman, D., & Iso-Ahola, S. E. (1993). Leisure and health: The role of social support and self-determination. *Journal of Leisure Research*, *25*, 350-361.
- Chrobot-Mason, D., Button, S. B., & DiClementi, J. D. (2001). Sexual identity management strategies: An exploration of antecedents and consequences. *Sex Roles*, *45*, 321-336.
- Croteau, J. M. (1996). Research on the work experiences of lesbian, gay, and bisexual people: An integrative review of methodology and findings. *Journal of Vocational Behavior*, *48*, 195-209.
- Dann, G. M. S. (1977). Anomie, ego-enhancement and tourism. *Annals of Tourism Research*, *4*, 184-194.
- D'Augelli, A. R., Pilkington, N.W., & Hershberger, S. L. (2002). Incidence and mental health impact of sexual orientation victimization of lesbian, gay, and bisexual youth in high school. *School Psychology Quarterly*, *17*, 148-167.
- David, H. (1997). *On Queer Street: A Social History of British Homosexuality 1895-1995*. HarperCollins, London.
- Driver, B. L., Tinsley, H. E. A., & Manfredi, M. J. (1991). The paragraphs about leisure and recreation experience preference scales: Results from two inventories designed to access the breadth of perceived psychological benefits of leisure. In B. L. Driver, G. L.

- Peterson, & P. J. Brown (eds.), *Benefits of leisure* (pp. 263-286). State College, PA: Venture Press.
- Field, N. (1995). *Over the rainbow: Money, class and homophobia*. Pluto Press, London.
- Fokkema, T., & Kuyper, L. (2007). The relation between social embeddedness and loneliness among older lesbian, gay, and bisexual adults in the Netherlands. *Archives of Sexual Behavior, 38*, 264-275.
- Frable, D. E. S., Platt, L., & Hoey, S. (1998). Concealable stigmas and positive self-perceptions: Feeling better around similar others. *Journal of Personality and Social Psychology, 74*, 909-922.
- Friedman, R. C. (1999). Homosexuality, psychopathology, and suicidality. *Archives of General Psychiatry, 56*, 887-888.
- Gilman, S. E., Cochran, S. D., Mays, V. M., Hughes, M., Ostrow, D., & Kessler, R. C. (2001). Risks of psychiatric disorders among individuals reporting same-sex sexual partners in the National Comorbidity Survey. *American Journal of Public Health, 91*, 933-939.
- Greenwood, G. L., White, E. W., Page-Shafer, K., Bein, E., Osmond, D. H., Paul, J., & Stall, R. D. (2001). Correlates of heavy substance use among young gay and bisexual men: The San Francisco Young Men's Health Study. *Drug and Alcohol Dependence, 61*, 105-112.
- Grossman, A. H., D'Augelli, A. R., & Hershberger, S. L. (2000). Social support networks of lesbian, gay, and bisexual adults 60 years of age and older. *Journal of Gerontology: Psychological Sciences, 55B*, 171-179.
- Guaracino, J. (2007). *Gay and Lesbian Tourism: The Essential Guide for Marketing*. Oxford & Burlington, Butterworth-Heinemann.

- Hall, C. M., & Müller, D. K. (Eds.). (2004). *Tourism, mobility, and second homes: Between elite landscape and common ground*. Clevedon, England: Multilingual Matters.
- Harry, J. (1986). Sampling gay men. *The Journal of Sex Research*, 22, 21-34.
- Havitz, M. E. & Dimanche, F. (1997). Leisure involvement revisited: Conceptual conundrums and measurement advances. *Journal of Leisure Research*, 29, 245-278.
- Heffernan, K. (1998). The nature and predictors of substance use among lesbians. *Addictive Behaviors*, 23, 517-528.
- Herek, G. M. (Ed.). (1998). *Stigma and sexual orientation: Understanding prejudice against lesbians, gay men, and bisexuals*. Newbury Park, CA: Sage.
- Herek, G. M. (2000). The psychology of sexual prejudice. *Current Directions in Psychological Sciences*, 9, 19-22.
- Herek, G. M. (2003). Why tell if you're not asked? Self-disclosure, intergroup contact, and heterosexuals' attitudes toward lesbians and gay men. In L. D. Garnets & D. C. Kimmel (Eds). *Psychological perspectives on lesbian, gay, and bisexual experiences* (2<sup>nd</sup> ed., pp. 270-298). New York: Columbia University Press.
- Heuser, L. (2005). We're not too old to play sports: The career of women lawn bowlers. *Leisure Studies*, 25, 45-60.
- Holcomb, B., & Luongo, M. (1996). Gay tourism in the United States. *Annals of Tourism Research*, 23, 711-713.
- Holden, A. (2000). *Environment and tourism*. London and New York: Routledge.
- Holloway, J. C. (2004). *Marketing for tourism*, 4<sup>th</sup> edn, Harlow: Pearson Education Limited.
- Hughes, H. L. (1997). Holidays and homosexual identity. *Tourism Management*, 18, 3-7.
- Hughes, H. L. (2002). Gay men's holiday destination choice: A case of risk and avoidance.

- International Journal of Tourism Research*, 4, 299-312.
- Hughes, H. L. (2003). Marketing gay tourism in Manchester: New market for urban tourism or destruction of 'gay space'? *Journal of Vacation Marketing*, 9, 152-163.
- Hughes, H. L. (2006a). *Pink tourism: Holidays of gay men and lesbians*. Wallingford: CABI.
- Hughes, H. L. (2006b). Lesbians as tourists: Poor relations of a poor relation. *Tourism and Hospitality Research*, 7, 17-27.
- Iso-Ahola, S. E. (1982). Toward a social psychological theory of tourism motivation: A rejoinder. *Annals of Tourism Research*, 9, 256-262.
- Iwasaki, Y., MacKay, K. J., MacTavish, J., Ristock, J., & Bartlett, J. (2006). Voices from the margins: Stress, active living, and leisure as a contributor to coping with stress. *Leisure Sciences*, 28, 163-180.
- Iwasaki, Y., & Mannell, R. C. (2000). Hierarchical dimensions of leisure stress coping. *Leisure Sciences*, 22, 163-181.
- Jamal, T., & Lee, J. H. (2003). Integrating micro and macro approaches to tourist motivations: Towards an interdisciplinary theory. *Tourism Analysis*, 8, 47-59.
- Jaakson, R. (1986). Second-home domestic tourism. *Annals of Tourism Research*, 13, 367-391.
- Jivani, A. (1997). *It's Not Unusual: A History of Lesbian and Gay Britain in the Twentieth Century*. Michael O'Mara/BBC, London.
- Johnson, C. W., & Samdahl, C. M. (2005). The night they took over: Misogyny in a country-western gay bar. *Leisure Sciences*, 27, 331-448.

- Johnston, L., & Valentine, G. (1995). Wherever I lay my girlfriend, that's my home. In *Mapping Desire: Geographies of Sexuality*. Eds D. Bell and G. Valentine. Routledge, London, 99-113.
- Kaban, H., & Mulryan, D. (1995). Out of the closet. *American Demographics*, 17, 40-47.
- Kaltenborn, B. P. (1997). Nature of place attachment: A study among recreation homeowners in southern Norway. *Leisure Sciences*, 19, 175-189.
- Kessler, R. C., Mickelson, K. D., & Williams, D. R. (1999). The prevalence, distribution, and mental health correlates of perceived discrimination in the United States. *Journal of Health and Social Behavior*, 40, 208-230.
- Kyle, G. T., Absher, J. D., Hammitt, W. E., & Cavin, J. (2006). An examination of the motivation – involvement relationship. *Leisure Sciences*, 28, 467-485.
- Kyle, G. T., Absher, J. D., Hammitt, W. E., Cavin, J., & Cavin, D. (October 2004). *Testing a modified involvement scale*. Paper presented at National Recreation and Park Association Leisure Research Symposium. Reno, NV.
- Kyle, G. T., Absher, J. D., Norman, W., Hammitt, W. E., & Jodice, L. (2007). A modified involvement scale. *Leisure Studies*, 26, 399–427.
- Laird, J. (1996). Invisible ties: Lesbians and their families of origin. In: Laird, J., & Green, R. (eds). *Lesbians and gays in couples and families*. San Francisco: Jossey-Bass Incorporated.
- Lawler, E. E. (1973). *Motivations in work organizations*. Monterey, CA: Brooks/Cole.
- Manfredo, M. J., Driver, B. L., & Tarrant, M. A. (1996). Measuring leisure motivation: A metaanalysis of the Recreation Experience Preference scales. *Journal of Leisure Research*, 28, 188–213.

- MAPS (1998). *The Pink Pound 1998: Strategic Market Report*. London, Market Assessment Publications Ltd.
- Maslow, A. H. (1943). A theory of human motivation. *Psychology Review*, 50, 370-396.
- Mason, A., & Palmer, A. (1996). *Queer bashing: A national survey of hate crimes against lesbians and gay men*. London: Stonwall.
- Mays, V. M., & Cochran, S. D. (2001). Mental health correlates of perceived discrimination among lesbian, gay, and bisexual adults in the United States. *American Journal of Public Health*, 91, 1869-1876.
- McIntyre, N. (1989). The personal meaning of participation: Enduring involvement. *Journal of Leisure Research*, 21, 167-179.
- McIntyre, N. & Pigram, J. J. (1992). Recreation specialization reexamined: The case of vehicle-based campers. *Leisure Sciences*, 14, 3-15.
- McIntyre, N., Roggenbuck, J. W., & Williams, D. R. (2006). Home and away: Re-visiting 'escape' in the context of second homes. In N. McIntyre, D. R. Williams, & K. E. McHugh (Eds.), *Multiple dwelling and tourism: Negotiating place, home, and identity* (pp. 114-128). Cambridge, MA: CABI.
- McIntyre, N., Williams, D. R., & McHugh, K. E. (Eds.). (2006). *Multiple dwelling and tourism: Negotiating place, home, and identity*. Cambridge, MA: CABI.
- Meyer, I. H. (1995). Minority stress and mental health in gay men. *Journal of Health and Social Behavior*, 36, 38-56.
- Meyer, I. H. (2003). Prejudice, social stress, and mental health in lesbian, gay, and bisexual populations: Conceptual issues and research evidence. *Psychological Bulletin*, 129, 674- 697.

- Miles, M. B., & Huberman, M. A. (1994). *Qualitative data analysis: An expanded sourcebook*, 2<sup>nd</sup> edn. Los Angeles, CA: Sage.
- Mintel (2000). *The Gay Holiday Market*. Mintel International Group. London.
- Mock, S. E. (2010, July). *The role of seasonal home recreation and leisure in the lives of sexual minorities*. Paper to be presented at the Leisure Studies Association Annual Conference, Leeds, UK.
- Mock, S. E., & Cornelius, S. W. (2007). Profiles of interdependence: The retirement planning of married, cohabiting, and lesbian couples. *Sex Roles*, 56, 793-800.
- Mock, S. E., & Cornelius, S. W. (2003). The case of same-sex couples. In P. E. Moen (Ed.), *It's about time: Couples' career strains, strategies, and successes* (pp. 275-287). Ithaca, NY: Cornell University Press.
- Mock, S. E., Joyner, K., & Savin-Williams, R. C. (2010). *Diverse friendship patterns of sexual minority adolescents*. Revise and resubmit, *Journal of Adolescence*.
- Mock, S. E., Sedlovskaya, A., & Purdie-Vaughns, V. (2010). Gay and bisexual men's disclosure of sexual orientation in the workplace: Associations with retirement planning. *Journal of Applied Gerontology*. Advance online publication. doi: 10.1177/0733464809358081
- Mock, S. E., Taylor, C. J., & Savin-Williams, R. C. (2006). Aging together: The retirement plans of same-sex couples. In D. Kimmel, T. Rose, & S. David (Eds.), *Lesbian, gay, bisexual and transgender aging: Research and clinical perspectives* (pp. 152-174). New York: Columbia University Press.
- Morrison, M. A., & Morrison, T. G. (2002). Development and validation of a scale measuring prejudice toward gay men and lesbian women. *Journal of Homosexuality*, 43, 15 – 37.



- Morrison, M. A., Morrison, T. G., & Franklin, R. (2009). Modern and old-fashioned homonegativity among samples of Canadian and American university students. *Journal of Cross-Cultural Psychology, 40*, 523-542.
- Mullen, B. & Johnson, C. (1990). *The psychology of consumer behaviour*. Hillsdale, New Jersey: Lawrence Erlbaum.
- Nicol, N., & Smith, M. (2008). Legal struggles and political resistance: Same-sex marriage in Canada and the USA. *Sexualities, 6*, 667-687.
- Orel, N. A. (2004). Gay, lesbian, and bisexual elders. *Journal of Gerontological Social Work, 43*, 57-77.
- Pachankis, J. E. (2001). The psychological implications of concealing a stigma: A cognitive-affective-behavioral model. *Psychological Bulletin, 133*, 328-345.
- Pearce, P. (1993). Fundamentals of tourist motivation. In D. Pearce & R. Butler (Eds.), *Tourism Research: Critique and challenges*. London: Routledge.
- Philipp, S. (1999). Gay and lesbian tourists at a southern U.S.A. beach event. *Journal of Homosexuality, 37*, 69-86.
- Pritchard, A. & Morgan, N. (1996). The gay consumer: A meaningful market segment? *Journal of Targeting, Measurement and Analysis for Marketing, 6*, 9-20.
- Pritchard, A., Morgan, N., & Sedgely, D. (2002). In search of lesbian space? The experience of Manchester's gay village. *Leisure Studies, 21*, 105-123.
- Pritchard, A., Morgan, N., Sedgely, D., & Jenkins, A. (1998). Reaching out to the gay tourist: Opportunities and threats in an emerging market segment. *Tourism Management, 19*, 273-282.
- Pritchard, A., Morgan, N., Sedgely, D., Khan, E., & Jenkins, A. (2000). Sexuality and

- holiday choices: Conversations with gay and lesbian tourists. *Leisure Studies*, 19, 267-282.
- Quam, J. K., & Whitford, G. S. (1992). Adaptation and age-related expectations of older gay and lesbian adults. *The Gerontologist*, 32, 367-374.
- Quinn, D. M. & Chaudoir, S. R. (2009). Living with a concealable stigmatized identity: The impact of anticipated stigma, centrality, salience, and cultural stigma on psychological distress and health. *Journal of Personality and Social Psychology*, 97, 634-651.
- Riddick, C. C., & Stewart, D. G. (1994). An examination of the life satisfaction and importance of leisure in the lives of older female retirees: A comparison of blacks to whites. *Journal of Leisure Research*, 26, 75-87.
- Roth, T., & Luongo, M. (2002). A place for us in 2001: Tourism industry opportunities in the gay and lesbian market. In: Clift, S., Luongo, M., & Callister, C. (eds) *Gay Tourism: Culture, identity and sex*. Continuum, London, 125-147.
- Russell, P. (2001). The world gay travel market. *Travel and Tourism Analyst*, 15, 37-58.
- Savin-Williams, R. C. (1989). Coming out to parents and self-esteem among gay and lesbian youths. *Journal of Homosexuality*, 18, 1-35.
- Savin-Williams, R. C. (1990). *Gay and lesbian youth: Expressions of identity*. New York: Hemisphere.
- Savin-Williams, R. C. (1996). Self-labeling and disclosure among gay, lesbian, and bisexual youths. In J. Laird & R. J. Green (Eds.), *Lesbians and gays in couples and families: A handbook for therapists* (pp. 153-182). San Francisco: Jossey-Bass.
- Savin-Williams, R. C. (2001). A critique of research on sexual-minority youths. *Journal of Adolescence*, 24, 5-13.

- Savin-Williams, R. C. (2006). Who's gay? Does it matter? *Current Directions in Psychological Science*, 15, 40-44.
- Selin, S. W. & Howard, D. R. (1988). Ego-involvement and leisure behavior: A conceptual specification. *Journal of Leisure Research*, 20, 237-244.
- Sharpley, R. (2003). *Tourism, Tourists and Society*, 3<sup>rd</sup> edn, Cambridge: ELM.
- Smart, L. & Wegner, D. M. (1999). Covering up what can't be seen: Concealable stigma and mental control. *Journal of Personality and Social Psychology*, 77, 474-486.
- Statistics Canada (2004). Canadian Community Health Survey: 2003. The Daily, June 15, Statistics Canada, Ottawa. Downloaded January 26, 2009 from: <http://www.statcan.gc.ca/daily-quotidien/040615/dq040615b-eng.htm>
- Stedman, R. C. (2003). Is it really just a social construction? The contribution of the physical environment to the sense of place. *Society and Natural Resources*, 16, 671-685.
- Stedman, R. C. (2006). Places of escape: Second-home meanings in Northern Wisconsin, USA. In N. McIntyre, D. R. Williams, & K. E. McHugh (Eds.), *Multiple dwelling and tourism: Negotiating place, home and identity* (pp. 129-144). Cambridge, MA: CABI.
- Stuber, M. (2002). Tourism marketing aimed at gay men and lesbians: A business perspective. In Clift, S., Luongo, M., & Callister, C. (Eds). *Gay Tourism: Culture, Identity and Sex*. 88-124. London & New York: Continuum.
- Theobald, W. F. (2005). The meaning, scope, and measurement of travel and tourism. In W. F. Theobald (Ed.), *Global Tourism*, 3<sup>rd</sup> edn. pp. 5-24. Burlington: Elsevier, Butterworth Heinemann.
- Tinsley, H. E. A., Colbs, S. L., Teaff, J. D., & Kaufman, N. (1987). The relationship of age, gender, health and economic status to the psychological benefits of older persons report from participation in leisure activities. *Leisure Sciences*, 9, 53-65.

- Tourism Queensland. (2002). *Gay and Lesbian Tourism*. Research Department, Tourism Queensland, Brisbane, Australia.
- Uchino, B. N., Cacioppo, J. T., & Kiecolt-Glaser, J. K. (1996). The relationship between social support and physiological processes: A review with emphasis on underlying mechanisms and implications for health. *Psychological Bulletin*, *119*, 488-531.
- Um, S., & Crompton, J. (1992). The role of perceived inhibitors and facilitators in pleasure travel destination decisions. *Journal of Travel Research*, *30*, 18-25.
- Valentine, G. (1996). (Re)negotiating the heterosexual street. In *Bodyspace. Destablizing geographies of gender and sexuality* (edited by N. Duncan), Routledge, London, 146-155.
- Van Patten, S. R., & Williams, D. R. (2008). Problems in place: Using discursive social psychology to investigate the meanings of seasonal homes. *Leisure Sciences*, *30*, 448-464.
- Waite, G., & Markwell, K. (2006). *Gay tourism: Culture and context*. New York, London, Oxford: The Haworth Hospitality Press.
- Wall, G., & Mathieson, A. (2006). *Tourism: Changes, impacts, and opportunities*. Harlow: Pearson Prentice Hall.
- Wang, N. (2000). *Tourism and modernity: A sociological analysis*. Amsterdam: Pergamon.
- Weeks, J. (1985). *Sexuality and its discontents: Meaning, myths and modern sexualities*. Routledge and Kegan Paul, London.
- Weeks, J., Heaphy, B., & Donovan, C. (1999). Families of choice: Autonomy and mutuality in non-heterosexual relationships. In: McRae, S. (ed). *Changing Britain*. Oxford: University Press.

- Weeks, J., Heaphy, B., & Donovan, C. (2001). Same sex intimacies: Families of choice and other life experiments. London: Routledge.
- Weston, K. (1991). Families we choose: Lesbians, gays, kinship. New York: Columbia University Press.
- Williams, D. R., & Kaltenborn, B. P. (1999). Leisure places and modernity: The use and meaning of recreational cottages in Norway and the USA. In D. Crouch (Ed.), *Leisure practices and geographic knowledge* (pp. 214-230). London: Routledge.
- Williams, D. R., & McIntyre, N. (2001). Where the heart and home reside: Changing constructions of place and identity. In K. Loft & S. MacDonald (Eds.), *Trends 2000: Shaping the future* (pp. 392-403). Lansing, MI: Michigan State University.
- Williams, D. R. & Van Patten, S R. (2006). Home and away? Creating identities and sustaining places in a multi-centered world. In N. McIntyre, D. R. Williams, & K. E. McHugh (Eds.), *Multiple dwelling and tourism: Negotiating place, home and identity* (pp. 32-50). Cambridge, MA: CABI.
- Wood, L. (1999). Think pink! Attracting the pink pound. *Insights, (January)*, A107-A11

**Appendix A**

**UNIVERSITY OF WATERLOO -- DEPARTMENT OF RECREATION AND LEISURE STUDIES**

**RECREATION AND LEISURE EXPERIENCES OF SEXUAL MINORITY ADULTS**

**BASELINE INTERVIEW 02/10/09**

1. ID # \_\_\_\_\_ (ID)
  
2. LOT # \_\_\_\_\_ (LOT)  
[closeness is an important component of social interaction; participant is free to  
decline to answer information on LOT #] (INTDATE)
  
3. DATE OF INTERVIEW \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_  
Month Day Year
  
4. TOTAL INTERVIEW TIME [*code # min*]  
[TIME BEGIN: \_\_\_\_\_; END: \_\_\_\_\_] \_\_\_\_\_ (INTTIME)
  
5. NAME OF INTERVIEWER \_\_\_\_\_ (INTNAME)

Hi, I'm \_\_\_\_\_ (name of interviewer) from the University of Waterloo.

Could I please speak with \_\_\_\_\_ (name of participant)?

(wait for response by the participant)

Hi, I'm a grad student with professor Steve Mock and I'm helping him with the campground study. Is this still a good time for the interview?

(wait for response by the participant) - may need to reschedule the interview, otherwise, proceed with the interview.

Before I start, I need to read the study information to you. This is a standard procedure when starting the survey.

(begin reading the study information and then proceed to the recorded verbal consent).

## STUDY INFORMATION

You are invited to participate in a research study conducted by Steven Mock, an Assistant Professor in the Department of Recreation and Leisure Studies at the University of Waterloo, Canada. The general objectives of the research study are to understand the role of recreation and leisure in the lives of sexual minority (non-heterosexual) adults and more specifically, to learn more about your experiences at a campground that caters to the gay and lesbian community.

If you decide to volunteer, you will be asked to complete a 45-minute phone interview. Interview questions focus on your social and recreational experiences at the campground, your sexual identity, how you manage your identity in every-day life, work life, and your well-being. The survey does not include questions about your personal or sexual behaviours. If you prefer not to complete the survey over the phone, please let me know and we can make arrangements for another method of participation.

The phone interview will be electronically recorded, and at the end of the study, you will be asked about your interest in participating in a follow-up interview within a year and if so, to provide your address or email or other contact information. In appreciation of the time taken to complete the interview, participants will receive a gift certificate worth \$20 mailed to a home address. Contact information collected to send remuneration will not be associated with the interview responses and will be stored and secured separately from the interview data.

Participation in this study is voluntary. You may decline to answer any questions that you do not wish to answer and you can withdraw your participation at any time by contacting me,



Steven Mock, the researcher. There are no known or anticipated risks from participating in this study. It is important for you to know that any information that you provide will be confidential. When analyzed, all of the data will be summarized and no individual could be identified from these summarized results. When presenting research results, sample quotes from participants will be selected with your permission, but no identifying information will be given with those quotes.

As well, the data will be electronically archived after completion of the study and retained indefinitely. Should you have any questions about the study, please contact Steven Mock (smock@uwaterloo.ca; 519-888-4567 ext. 38796). Further, if you would like to receive a copy of the results of this study, please contact Steven Mock.

I would like to assure you that this study has been reviewed and received ethics clearance through the Office of Research Ethics at the University of Waterloo. However, the final decision about participation is yours. If you have any comments or concerns resulting from your participation in this study, please feel free to contact Dr. Susan Sykes, Director, Office of Research Ethics, at 1-519-888-4567 ext. 36005 or by email at [ssykes@uwaterloo.ca](mailto:ssykes@uwaterloo.ca) .

Thank you for considering participation in this study.

**\*\*\*START RECORDING NOW\*\*\***

### **RECORDED VERBAL CONSENT**

I agree to participate in a study being conducted by Steven Mock, a professor in the University of Waterloo's Department of Recreation and Leisure Studies. I have made this decision based on the

study information I have just had read to me. I have had the opportunity to ask questions and request any additional details I wanted about this study. As a participant in this study, I realize that I will be asked to take part in a 45-minute interview and answer survey questions. As a participant in this study, I am aware that I may decline to answer any question that I prefer not to answer.

I am also aware that I have the option of allowing my interview to be tape recorded to promote a more open discussion. All information that I provide will be held in confidence, and I will not be identified in any presentations or reports. I was informed that I may withdraw my consent at any time by asking that the interview be stopped.

I am aware that this study has been reviewed by, and received ethics clearance through, the Office of Research Ethics at the University of Waterloo, and that I may contact Dr. Susan Sykes at 519-888-4567 ext. 36005 if I have any concerns or comments resulting from my participation in this study.

I [participant's name] agree to participate in Phase One of this study  
[open-ended interview (30 minutes); survey questions (15 minutes)]

YES NO (record "yes" or "no")

I [participant's name] agree to allow sample quotes from my verbal responses to be used when presenting research results, and I understand that no identifying information will be given with any quotes.

YES NO (record "yes" or "no")

## **A. INTERVIEW**

**This study is about the recreation and leisure experiences of sexual minority (non-heterosexual) adults. In particular, I'm interested in learning more about your**

**experiences in life, whether or not your sexual orientation has any impact on your work or leisure, and the role of the campground in your leisure experiences.**

**I'd like to start with a few specific questions:**

1. When was the first time you came to this campground?      \_\_\_ \_\_\_ / \_\_\_ \_\_\_ / \_\_\_ \_\_\_  
Month Day Year

2. Do you currently rent or own a seasonal home here?

Rent ..... 1  
Own ..... 2  
Other ..... 3  
D/K ..... 8  
Refused ..... 9

**If own:** when did you buy your seasonal home? \_\_\_ \_\_\_ / \_\_\_ \_\_\_ / \_\_\_ \_\_\_  
Month Day Year

**Could you tell me your lot number?** \_\_\_\_\_

**If other:** could you tell me more about that? \_\_\_\_\_

3. When does the season start for you? \_\_\_ \_\_\_ / \_\_\_ \_\_\_ /  
Month Day

4. When does the season end for you? \_\_\_ / \_\_\_ /

Month Day

5. During the season how often do you usually come to the campground?

Every day/full-time ..... 1

Every weekend ..... 2

2-3 times per month ..... 3

Once a month..... 4

Every other month ..... 5

Other time-frame ..... 6

**If other:** could you tell me more about that? \_\_\_\_\_

6. Tell me about what brought you to this campground:

**Follow up if necessary:** Could you tell me more about that?

Did you consider other options?

Example: You mentioned \_\_\_\_\_. Could you tell me more about that?

7. Tell me about a typical day at the campground for you:

8. Tell me about your most memorable experience at the campground:

9. Tell me about who you spend your time with when you are at the campground:

**Follow-up if necessary** – do any friends from home or family members visit you here?

**Note** -- if they mention bringing their child/children, follow-up on that, what the campground experiences are for the child/children, how does it compare to recreation/leisure experiences in other contexts...

10. Friendships and relationships play an important role in peoples' psychological well-being in general, and their recreation and leisure experiences in particular. I'm interested in the networks of friends and ac park and I would like to ask you the first name and first letter of the last name of the 5 people at the park closest too. With this information, I will be able to link the information of those in the park who participate in the study. I would like to remind you that you can decline to answer any question in tl
- Who are the 5 people at the park you feel closest to?

1. \_\_\_\_\_ . # \_\_\_\_\_

First name      first letter of last name      lot number

2. \_\_\_\_\_ . # \_\_\_\_\_

First name      first letter of last name      lot number

3. \_\_\_\_\_ . # \_\_\_\_\_

First name      first letter of last name      lot number

4. \_\_\_\_\_ . # \_\_\_\_\_

First name      first letter of last name      lot number

5. \_\_\_\_\_ . # \_\_\_\_\_

First name      first letter of last name      lot number

11. Tell me about what you enjoy most about being at the campground:

12. Although most people go to a seasonal home to relax or for recreational purposes, sometimes people have conflicting views of what recreation or relaxation means, or have needs or special circumstances that might impose on others.

Tell me about any conflicting perspectives you've noticed at the campground:

13. Do you have any interactions with people who live year-round in the area?

[Could you tell me more about that?]

14. What maintenance is involved with your seasonal home?

[Could you tell me more about that?]

15. Is there anything else you'd like to share with me about being at the campground and what it means for you?

## **B. SURVEY**

Next, I have some specific questions about your age, background, employment situation, where you live, your sexual orientation, and your experiences at work and in your home neighborhood. This background information is collected in order to describe the general characteristics of participants in the study. Please remember that you may decline to answer any questions that you do not wish to answer

1. How old were you on your last birthday? \_\_\_\_\_

2. How would you describe your gender?

- Male ..... 1
- Female..... 2
- Transgender..... 3
- Other ..... 4

**If other:** could you tell me more about that? \_\_\_\_\_

NEXT, I WOULD LIKE TO ASK YOU ABOUT YOUR ETHNICITY AND RACE.

3. Do you consider yourself White, Black, Asian, Hispanic, First Nations, or some other race?

- White ..... 1
- Black ..... 2
- Asian or Pacific Islander ..... 3
- Hispanic..... 4
- First Nations ..... 5
- Other ..... 6
- Please, specify \_\_\_\_\_
- D/k ..... 8
- Ref..... 9

4. What is your relationship status? (include all that apply)

- Single ..... 1
- Widowed ..... 2
- Divorced ..... 3
- Cohabiting ..... 4
- Married ..... 5
- Dating ..... 6
- Other ..... 7
- Please, specify \_\_\_\_\_
- D/k ..... 8
- Ref ..... 9

**IF in a relationship**, years in current relationship \_\_\_\_\_

5. Do you have any children?

- Yes ..... 1
- No ..... 0
- D/k ..... 8
- Ref ..... 9

**If YES** how many: \_\_\_\_\_

**If YES** ages: \_\_\_\_\_

Do your children come to the campground with you?

- Yes ..... 1
- No ..... 0

6. Regarding your primary residence, how would you describe where you live?



Urban .....	1
Suburban .....	2
Rural .....	3
D/k .....	8
Ref .....	9

**Population:** \_\_\_\_\_

7. Regarding your primary residence, how would you describe your sense of belonging to your local community? Would you say it is:

Very strong.....	1
Somewhat strong.....	2
Somewhat weak .....	3
Very weak.....	4
DK/Ref.....	9

8. How far is your primary residence from the campground? \_\_\_\_\_ km/miles  
(circle one)

9. How long does it take you to get from your primary residence to the campground?  
\_\_\_\_\_ minutes

10. Regarding your second home at this campground, how would you describe your sense of belonging to that community? Would you say it is:

- Very strong..... 1
- Somewhat strong ..... 2
- Somewhat weak..... 3
- Very weak ..... 4
- DK/Ref..... 9

11. Please tell me whether you AGREE or DISAGREE with the following statements about your seasonal home at the campground... **[use unfolding technique]**

	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE
a. Everything about my seasonal home is a reflection of me	1	2	3	4
b. I feel happiest when I am at my seasonal home	1	2	3	4
c. My seasonal home is the best place for doing the things I enjoy most	1	2	3	4

12. How many years of schooling have you completed?

- Less than 7 ..... 1
- Grades 7-9 ..... 2
- Grades 10-11 ..... 3
- High school graduate ..... 4
- Some college ..... 5
- College graduate ..... 6
- Graduate school ..... 7
- D/k ..... 8
- Ref..... 9

13. What is your current employment status?

- employed full-time ..... 1
- employed part-time ..... 2
- self-employed ..... 3
- full-time or part-time student ..... 4
- retired ..... 5
- not currently employed ..... 6
- D/k ..... 8
- Ref..... 9

The following information is intended to define occupational categories and industry types. For your current or your most recent job, please describe the following:

a. Your occupational title \_\_\_\_\_

b. Number of employees in your workplace \_\_\_\_\_

c. Type of industry:

service ..... 1

education..... 2

manufacturing..... 3

financial ..... 4

other ..... 5

Other (please specify) \_\_\_\_\_

14. How satisfied are you with your current occupation:

<i>Completely</i>	<i>Somewhat</i>	<i>Somewhat</i>	<i>Completely</i>	Ref
<i>Satisfied</i>	<i>Satisfied</i>	<i>Unsatisfied</i>	<i>Unsatisfied</i>	
5	4	2	1	9

15. Using the categories I will read next, what is your current annual income?

- Less than \$10,000..... 1
- \$10,000 to 29,999 ..... 2
- \$ 30, 000 to 49,999 ..... 3
- \$50, 000 to 69,999 ..... 4
- \$70,000 to 89,000 ..... 5
- \$90,000 or greater..... 6
- D/k ..... 8
- Ref..... 9

16. Do you expect to retire?

- Yes ..... 1
- No..... 0
- DK/Ref..... 9

**If YES** at what age: \_\_\_\_\_

17. Have you ever tried to figure out how much your household would need to save for retirement?

- Yes ..... 1
- No..... 0
- DK/Ref..... 9

18. Have you developed a plan for retirement saving?

- Yes ..... 1
- No..... 0
- DK/Ref..... 9

IF YES – How often are you able to stick to this plan? Would you say:

- Always ..... 4
- Mostly ..... 3
- Rarely ..... 2
- Never..... 1
- N/A..... 9

19. Regarding retirement planning, how much are you currently planning for:

a. Postretirement employment

- None ..... 1
- A little ..... 2
- A moderate amount..... 3
- A great deal ..... 4
- DK/Ref..... 5

b. Postretirement housing arrangements

None ..... 1

A little ..... 2

A moderate amount..... 3

A great deal ..... 4

DK/Ref ..... 5

c. Postretirement volunteering and/or hobbies

None ..... 1

A little ..... 2

A moderate amount..... 3

A great deal ..... 4

DK/Ref ..... 5

d. Postretirement healthcare

None ..... 1

A little ..... 2

A moderate amount..... 3

A great deal ..... 4

DK/Ref ..... 5

20. If you retire, do you plan on spending any of your time at the campground?

Yes ..... 1

No..... 0

DK/Ref..... 9

Now I would like to turn to questions about your sexual orientation and how you manage your identity at work and in the community

21. How would you describe your sexual identity?

Heterosexual ..... 1

Gay..... 2

Lesbian ..... 3

Bisexual..... 4

Transsexual..... 5

Unlabelled ..... 6

Other ..... 7

Ref..... 9

**If other:** could you tell me more about that? \_\_\_\_\_



22. On a scale from 1 to 7, where 1 means Always Untrue and 7 means Always True, please rate the degree to which the following characteristics describe you:

MASCULINE:	1	2	3	4	5	6	7
	Always			Always			
	UNTRUE			TRUE			

FEMININE:	1	2	3	4	5	6	7
	Always			Always			
	UNTRUE			TRUE			

The next set of questions has to do with how you manage your sexual identity at work.

23. Please indicate the frequency with which you have engaged in the following at work:

a. Made up stories about romantic partners of the opposite gender

Never/seldom		Almost always/always
1	2	3
-----		
1	2	4

b. Dressed or behaved in ways that are gender traditional so that others will think I am heterosexual

Never/seldom		Almost always/always
1	2	3
-----		
1	2	4

- c. Omitted names or pronouns when talking about someone I am dating or living with so that my sexual orientation is unclear

Never/seldom				Almost always/always
1	2	3		4

- d. Attended work-related social events without a date or partner so that I do not reveal my sexual orientation

Never/seldom				Almost always/always
1	2	3		4

- e. Talked about activities that included a partner or date, but did not identify the kind of relationship I have with that person. That way, people can assume whatever they want.

Never/seldom				Almost always/always
1	2	3		4

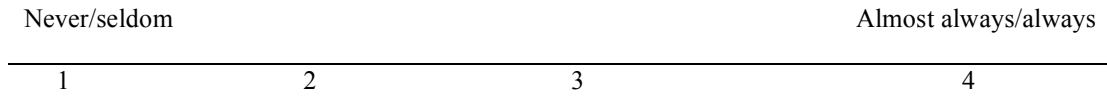
- f. Wore or displayed buttons or symbols known only to those familiar with the gay, lesbian, bisexual, and transgender culture.

Never/seldom				Almost always/always
1	2	3		4

- g. Told most of my coworkers that I am gay/lesbian/bisexual/transgender.

Never/seldom				Almost always/always
1	2	3		4

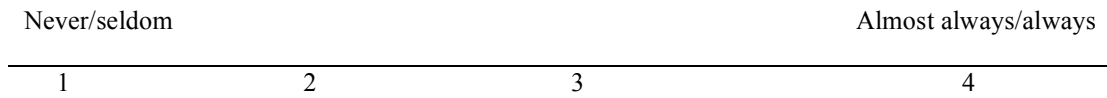
- h. Corrected others when they made comments that implied I am heterosexual (e.g., they asked if I have been in a relationships with someone of the other sex) by explaining that I am lesbian, gay, bisexual, or transgendered.



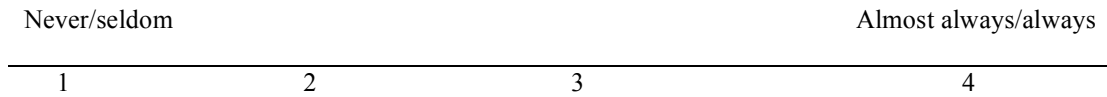
The next set of questions has to do with how you manage your sexual identity in your local community [**primary residence**].

- 24. Please indicate the frequency with which you have engaged in the following in your local community or with people in your neighborhood:

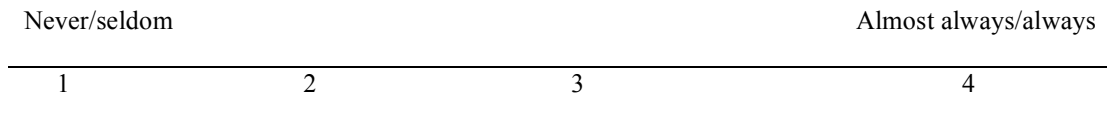
- a. Made up stories about romantic partners of the opposite gender



- b. Dressed or behaved in ways that are gender traditional so that others will think I am heterosexual



- c. Omitted names or pronouns when talking about someone I am dating or living with so that my sexual orientation is unclear



d. Attended social events without a date or partner so that I do not reveal my sexual orientation

Never/seldom				Almost always/always
1	2	3		4

e. Talked about activities that included a partner or date, but did not identify the kind of relationship I have with that person. That way, people can assume whatever they want.

Never/seldom				Almost always/always
1	2	3		4

f. Wore or displayed buttons or symbols known only to those familiar with the gay, lesbian, bisexual, and transgender culture.

Never/seldom				Almost always/always
1	2	3		4

g. Told most of my neighbors that I am gay/lesbian/bisexual/transgender.

Never/seldom				Almost always/always
1	2	3		4

h. Corrected neighbors when they made comments that implied I am heterosexual (e.g., they asked if I have been in a relationships with someone of the other sex) by explaining that I am lesbian, gay, bisexual, or transgendered.

Never/seldom				Almost always/always
1	2	3		4

Next, I'm going to ask you about how you feel when you interact with different groups of people.

25. When you interact with heterosexual men, how often do you feel

	ALL OF THE TIME	MOST OF THE TIME	SOME OF THE TIME	A LITTLE OF THE TIME	NONE OF THE TIME
d. .... good?	1	2	3	4	5
b. ....uneasy?	1	2	3	4	5
c. ...badly?	1	2	3	4	5
d. ...respectful?	1	2	3	4	5

26. When you interact with heterosexual women, how often do you feel...

	ALL OF THE TIME	MOST OF THE TIME	SOME OF THE TIME	A LITTLE OF THE TIME	NONE OF THE TIME
a. .... good?	1	2	3	4	5
b. ....uneasy?	1	2	3	4	5
c. ...badly?	1	2	3	4	5
d. ...respectful?	1	2	3	4	5

27. When you interact with gay men, how often do you feel...

	ALL OF THE TIME	MOST OF THE TIME	SOME OF THE TIME	A LITTLE OF THE TIME	NONE OF THE TIME
a. .... good?	1	2	3	4	5
b. ....uneasy?	1	2	3	4	5
c. ...badly?	1	2	3	4	5
d. ...respectful?	1	2	3	4	5

28. When you interact with lesbian women, how often do you feel...

	ALL OF THE TIME	MOST OF THE TIME	SOME OF THE TIME	A LITTLE OF THE TIME	NONE OF THE TIME
a. .... good?	1	2	3	4	5
b. ....uneasy?	1	2	3	4	5
c. ...badly?	1	2	3	4	5
d. ...respectful?	1	2	3	4	5

29. When you interact with bisexual men, how often do you feel...

	ALL OF THE TIME	MOST OF THE TIME	SOME OF THE TIME	A LITTLE OF THE TIME	NONE OF THE TIME
a. .... good?	1	2	3	4	5
b. ....uneasy?	1	2	3	4	5
c. ...badly?	1	2	3	4	5
d. ....respectful?	1	2	3	4	5

30. When you interact with bisexual women, how often do you feel...

	ALL OF THE TIME	MOST OF THE TIME	SOME OF THE TIME	A LITTLE OF THE TIME	NONE OF THE TIME
a. .... good?	1	2	3	4	5
b. ....uneasy?	1	2	3	4	5
c. ...badly?	1	2	3	4	5
d. ....respectful?	1	2	3	4	5

31. When you interact with transgendered people, how often do you feel...

	ALL OF THE TIME	MOST OF THE TIME	SOME OF THE TIME	A LITTLE OF THE TIME	NONE OF THE TIME
a. .... good?	1	2	3	4	5
b. ....uneasy?	1	2	3	4	5
c. ...badly?	1	2	3	4	5
d. ...respectful?	1	2	3	4	5

32. How would you rate your overall health at the present time? Would you say it is:

- Excellent..... 4
- Good..... 3
- Fair ..... 2
- Poor..... 1
- Very poor..... 0
- D/k..... 8
- Ref..... 9



33. During the past 30 days, how much of the time did you feel...

	ALL OF THE TIME	MOST OF THE TIME	SOME OF THE TIME	A LITTLE OF THE TIME	NONE OF THE TIME
b. .... so sad nothing could cheer you up?	1	2	3	4	5
b. ...nervous?	1	2	3	4	5
c. ...restless or fidgety?	1	2	3	4	5
d. ...hopeless?	1	2	3	4	5
e. ...that everything was an effort?	1	2	3	4	5
f. ...worthless?	1	2	3	4	5
a. .... cheerful?	1	2	3	4	5
b. ...in good spirits?	1	2	3	4	5
c. ...extremely happy?	1	2	3	4	5
d. ...calm and peaceful?	1	2	3	4	5
e. ...satisfied?	1	2	3	4	5
f. ....full of life?	1	2	3	4	5

NOW I WILL READ FIVE STATEMENTS THAT YOU MAY AGREE OR DISAGREE WITH.  
PLEASE TELL ME IF YOU AGREE OR DISAGREE WITH EACH OF THE STATEMENTS.

[unfolding technique]

	<b>Strongly Agree</b>	<b>Somewhat Agree</b>	<b>Somewhat Disagree</b>	<b>Strongly Disagree</b>	<b>Ref</b>
1. In most ways my life is close to my ideal.	4	3	2	1	9
2. The conditions of my life are excellent.	4	3	2	1	9
3. I am satisfied with my life.	4	3	2	1	9
4. So far I have gotten the important things I want in life.	4	3	2	1	9
5. If I could live my life over, I would change almost nothing.	4	3	2	1	9

ID # \_ \_ \_ \_

THANK YOU VERY MUCH FOR YOUR TIME AND PATIENCE. THE INFORMATION AND EXPERIENCES YOU HAVE SHARED WITH ME TODAY WILL HELP US TO LEARN MORE ABOUT ROLE OF RECREATION AND LEISURE IN THE LIVES OF SEXUAL MINORITIES. I HOPE THAT YOU WILL BE WILLING TO CONTINUE IN THIS IMPORTANT STUDY.

DO YOU HAVE ANY QUESTIONS ABOUT THE STUDY OR ANYTHING YOU WOULD LIKE TO ADD?

BEFORE WE COMPLETE THE INTERVIEW, COULD YOU PLEASE PROVIDE ME WITH YOUR CONTACT INFORMATION SO THAT I CAN SEND YOU PARTICIPANT PAYMENT

---

---

---

---

---

EMAIL

I'D ALSO LIKE TO ASK IF YOU WOULD BE INTERESTED IN PARTICIPATING IN A FOLLOW-UP INTERVIEW IN ABOUT A YEAR:

Yes ..... 1

No..... 0

AS PART OF YOUR PARTICIPATION IN THIS STUDY, I WOULD LIKE TO PROVIDE YOU WITH A SUMMARY OF THE RESULTS. PLEASE LET ME KNOW THE BEST WAY TO PROVIDE THIS INFORMATION (E.G., EMAIL).

---

---

---

---

EMAIL

**[REMOVE THIS SHEET AND FILE AFTER COMPLETING INFORMATION ON THE COVER PAGE]**

## Appendix B

### Campground Study August 2010

You are invited to participate in a research study conducted by Steven Mock, an Assistant Professor in the Department of Recreation and Leisure Studies at the University of Waterloo, Canada. The general objectives of the research study are to understand the role of recreation and leisure in the lives of sexual minority (non-heterosexual) adults and more specifically, to learn more about your experiences at a campground that caters to the gay, lesbian, bisexual, and transgender community.

If you decide to volunteer, you will be asked to complete a 10-minute survey. Survey questions focus on your social and recreational experiences at the campground, your sexual identity, and how you manage your identity in every-day life. The survey does not include questions about your personal or sexual behaviours. If you prefer not to complete the survey over the phone, please let me know and we can make arrangements for another method of participation.

In appreciation of the time taken to complete the interview, participants will receive \$5.

Participation in this study is voluntary. You may decline to answer any questions that you do not wish to answer and you can withdraw your participation at any time by contacting me, Steven Mock, the researcher. There are no known or anticipated risks from participating in this study. It is important for you to know that any information that you provide will be confidential. When analyzed, all of the data will be summarized and no individual could be identified from these summarized results.

As well, the data will be archived after completion of the study and retained indefinitely. Should you have any questions about the study, please contact Steven Mock ([smock@uwaterloo.ca](mailto:smock@uwaterloo.ca); 519-888-4567 ext. 38796). Further, if you would like to receive a copy of the results of this study, please contact Steven Mock.

I would like to assure you that this study has been reviewed and received ethics clearance through the Office of Research Ethics at the University of Waterloo. However, the final decision about participation is yours. If you have any comments or concerns resulting from your participation in this study, please feel free to contact Dr. Susan Sykes, Director, Office of Research Ethics, at 1-519-888-4567 ext. 36005 or by email at [ssykes@uwaterloo.ca](mailto:ssykes@uwaterloo.ca).

Thank you for considering participation in this study.

**A. How important TO YOU are the following reasons for coming to the campground?**

	Highly Unimportant	Somewhat Unimportant	Somewhat Important	Highly Important
• To be away from the everyday routine of home	€1	€2	€3	€4
• To get away from crowded areas	€	€	€	€
• To experience the solitude/privacy of camping	€	€	€	€
• To be in a natural setting	€	€	€	€
• To enjoy the natural scenery	€	€	€	€
• To enjoy the tranquility of the area	€	€	€	€
• To share quality time with family/friends	€	€	€	€
• To do something with my family/friends	€	€	€	€
• To bring family/friends closer together	€	€	€	€
• To develop my knowledge about the area	€	€	€	€
• To learn more about nature	€	€	€	€
• To learn about the natural history or ecology of the area	€	€	€	€
• To be with people who have similar interests	€	€	€	€
• To talk to new and varied people	€	€	€	€
• To meet new campers	€	€	€	€

**B. Please describe the following about your experiences AT THIS CAMPGROUND:**

	Strongly Disagree	Disagree	Agree	Strongly Agree
• Camping is one of the most enjoyable things I do	€1	€2	€3	€4
• Camping is very important to me	€	€	€	€
• Camping is one of the most satisfying things I do	€	€	€	€
• I find a lot of my life is organized around camping	€	€	€	€
• Camping occupies a central role in my life	€	€	€	€
• To change my preference for camping to another recreation activity would require major rethinking	€	€	€	€
• I enjoy discussing camping with my friends	€	€	€	€
• Most of my friends are in some way connected with camping	€	€	€	€
• Participating in camping provides me with opportunity to be with friends	€	€	€	€
• When I participate in camping, I can really be myself	€	€	€	€
• I identify with people and image associated with camping	€	€	€	€
• When I'm camping, I don't have to be concerned with the way I look	€	€	€	€
• You can tell a lot about a person by seeing them camping	€	€	€	€
• Participating in camping says a lot about who I am	€	€	€	€
• When I participate in camping, others see me the way I want them to see me	€	€	€	€

The next set of questions has to do with how you manage your sexual identity in everyday life. How often do you do the following:

i. Make up stories about romantic partners of the opposite gender

Never/seldom			Almost always/always
1	2	3	4

j. Dress or behaved in ways that are gender traditional so that others will think I am heterosexual

Never/seldom			Almost always/always
1	2	3	4

k. Omit names or pronouns when talking about someone I am dating or living with so that my sexual orientation is unclear

Never/seldom			Almost always/always
1	2	3	4

l. Avoid associating myself with issues pertaining to sexual orientation in order to prevent suspicions that I am gay, lesbian, or bisexual

Never/seldom			Almost always/always
1	2	3	4

m. Talk about activities that included a partner or date, but do not identify the kind of relationship I have with that person. That way, people can assume whatever they want.

Never/seldom			Almost always/always
1	2	3	4

n. Wear or displayed buttons or symbols known only to those familiar with the gay, lesbian, bisexual, and transgender culture.

Never/seldom			Almost always/always
1	2	3	4

o. Tell most people that I am gay/lesbian/bisexual/transgender.

Never/seldom			Almost always/always
1	2	3	4

p. Correct others when they made comments that implied I am heterosexual by explaining that I am lesbian, gay, bisexual, or transgendered.

Never/seldom			Almost always/always
1	2	3	4



1. How old were you on your last birthday? \_\_\_\_\_

2. How would you describe your gender?

- Male ..... 1
- Female..... 2
- Transgender..... 3
- Other ..... 4

**If other:** could you tell me more about that? \_\_\_\_\_

3. Do you consider yourself White, Black, Asian, Hispanic, First Nations, or some other race?

- White ..... 1
- Black..... 2
- Asian or Pacific Islander ..... 3
- Hispanic ..... 4
- First Nations..... 5
- Other ..... 6
- Please, specify \_\_\_\_\_

4. How many years of schooling have you completed?

- Some high school..... 1
- High school graduate..... 2
- Some college..... 3
- College graduate ..... 4
- Graduate school.....5

21. How would you describe your sexual identity?

- Heterosexual ..... 1
- Gay ..... 2
- Lesbian ..... 3
- Bisexual ..... 4
- Transsexual..... 5
- Unlabelled ..... 6
- Other .....7

**If other:** could you tell me more about that? \_\_\_\_\_

**Instructions: Young people often feel more or less like “an adult” in different situations or areas of their lives. We would like to know more about your experience of feeling like an adult in various everyday situations. In answering the following questions, please consider how you usually feel in these situations and place an “X” in the appropriate box.**

	<b>Not at all like an adult</b>	<b>Somewhat like an adult</b>	<b>Mostly like an adult</b>	<b>Entirely like an adult</b>	<b>Does not apply</b>
When I am at school					
When I am at work					
When I am doing active sports/exercising					
When I am with my friends					
When I am with a romantic partner					
When I am with my parents					
When I am with people who know my sexual orientation					
When I am with people who do not know my sexual orientation					
When I am with people who are heterosexual.					
When I am with people who are not heterosexual.					
Most of the time					

**Instructions: Many people feel older or younger than their actual age. We would like to know what age you typically feel in a variety of everyday situation. Complete each of the following statements with an estimate of the age that you typically feel when you are in that situation. If the situation does not apply to you just put an “X” on the line to indicate that.**

- When I am at school I feel \_\_\_\_\_ years old. (Does not apply \_\_)
- When I am at work I feel \_\_\_\_\_ years old. (Does not apply \_\_)
- When I am doing active sports/exercising I feel \_\_\_\_\_ years old. (Does not apply \_\_)
- When I am with friends I feel \_\_\_\_\_ years old. (Does not apply \_\_)
- When I am with a romantic partner I feel \_\_\_\_\_ years old. (Does not apply \_\_)
- When I am with my parents I feel \_\_\_\_\_ years old. (Does not apply \_\_)
- When I am with people who know my sexual orientation I feel \_\_\_\_\_ years old. (Does not apply \_\_)
- When I am with people who do not know my sexual orientation I feel \_\_\_\_\_ years old. (Does not apply \_\_)
- When I am with people who are heterosexual I feel \_\_\_\_\_ years old. (Does not apply \_\_)
- When I am with people who are not heterosexual I feel \_\_\_\_\_ years old. (Does not apply \_\_)
- Most of the time I feel \_\_\_\_\_ years old. (Does not apply \_\_)