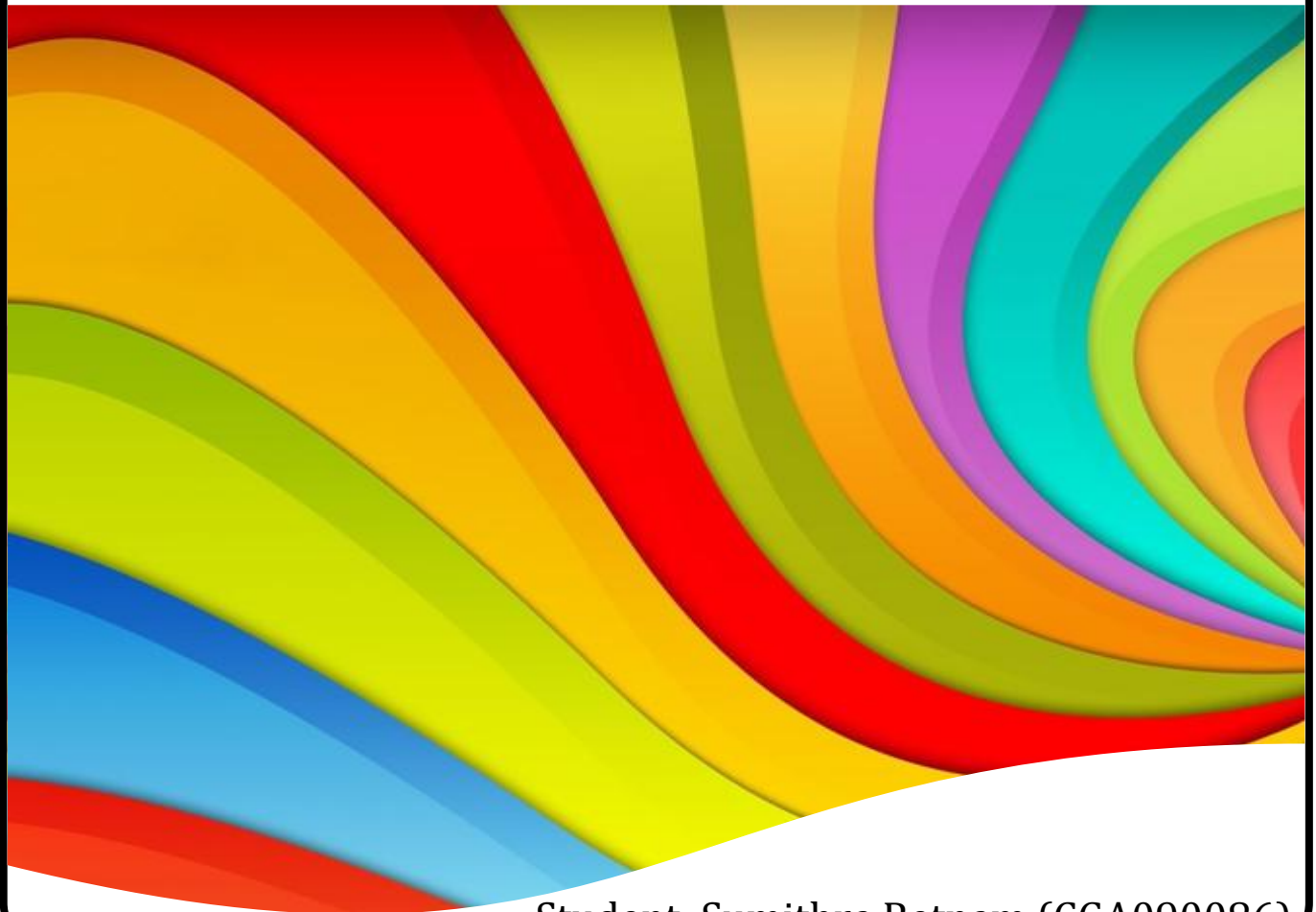




Travel Behavior among Malaysian Gays:


A Comparison between Malay,
Indian and Chinese Ethnicities

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I. Abstract



To date, little research has been completed on the Malaysian gay market segment. Their preferences are almost unknown when it comes to travelling, such as their destination choice, motivation, and activities. As the gay market is known worldwide to be a lucrative market segment, an in-depth insight on their travel behavior is crucial. This study aims to provide marketers within the tourism industry with a comprehensive understanding on this rewarding market segment. As Malaysia is a multi-ethnicity nation, the preferences of each Malaysian cannot be generalized. As such, this study provides an overall view of the Malaysian Gay Travelers and further discusses the specific consumer behavior and preferences by individual ethnicities.



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V. List of Symbols and Abbreviations

GPS	Global Positioning System
HIV	Human Immunodeficiency Virus
LGBT	Lesbian, Gay, Bisexual, and Transgender
MSM	Males who have Sex with Males
NGO	Non-Governmental Organization
SEO	Search Engine Optimization
SMO	Social Media Optimization
WOM	Word of Mouth