

Appendix

Appendix I: Interview Transcript, MS Word – One Interview Sheet per Ethnicity

a) Malay

Age:	39
Race:	Malay
Occupation:	Lawyer
Yearly Income:	RM200,000
Sexual Orientation Status:	Closeted
Relationship Status:	Dating

BASIC	
Q. Do you travel alone, with your partner, or in groups?	with my family and also friends
Q. If groups, only within gay community or mixed?	some are mixed some are within the gay community
Q. On average, how many vacations do you take in a year?	usually one long one with the family and then a few short ones with my friends
Q. When pre-planning, how much in advance do you plan?	about one-two months before
Q. When pre-planning, where do you get your information?	for family holiday, it's my dad's PA who does everything, for friends, we have one designated person who does everything. He's IT savvy and does al the planning for us and we just pay him. We discuss in a group where we want to go. It's pretty organized. he also gives us the pro's and cons
Q. Gay travel websites?	when we do the exclusively gay holiday, he goes through these sites
Q. Do you usually take tour packages or travel free & easy?	usually free & easy
Q. If no, what is it about tour packages that turn you off?	I think that it's too structured and there are people in the group with different interests. Usually we do our own thing in the day and meet up at night to do some stuff together
Q. Do you always obtain travel insurance?	yes

MOTIVATION	
Q. What is your main motivation when you travel?	I'm a city person. So shopping and the clubs
Q. What are some other reasons that make you travel?	not so much the sun and sea. And to socialize. I do go to some cultural sites

ACTIVITY	
Q. What is your main activity when you're on vacation?	shopping and clubbing
Q. What are some other activities that you engage in when on vacation?	lying down and reading a book. Massage, and try to catch one or two local shows and eating!!

<p>Q. Is experiencing the night life part of your vacation activity? yes</p>
<p>Q. Do you go to gay bars & clubs or gay spas? yes we go to clubs and spas and sauna</p>
<p>Q. Is meeting others from within your community a common need when on vacation? I'm not very tech savvy but my friends make friends before we go, so we have local friends there</p>
<p>Q. Have you attended any gay-pride events? no</p>
<p>Q. If no, would you attend one? my group doesn't go to places where there are big coverage. We're still very closeted</p>
<p>DESTINATION CHOICE</p>
<p>Q. Where have you travelled to domestically? practically everywhere, Penang, Melaka, Johor, KK, Kuching</p>
<p>Q. Where have you travelled to internationally? Bangkok, Bali, US, UK, Europe- I studied in London, Japan, China, Maldives, Australia, SEA countries</p>
<p>Q. Do you often find yourself going back to places that you've been to before? I tend to go back to the same place if I like a certain place, club, restaurant</p>
<p>Q. Do you usually look for new destinations to go to? I'm not really htat adventurous</p>
<p>Q. Does your sexual orientation influence your travel destination? Gay friendly countries? yeah, sometimes it does. Especially when we go in the exclusively gay group</p>
<p>SPENDING BEHAVIOR</p>
<p>Q. On average, how much do you spend on your <i>Domestic</i> vacation? oh....depends where we are going and how many days we go for. Probably about RM2,000</p>
<p>Q. On average, how much do you spend on your <i>International</i> vacation? Asia would probably be RM3-4,000. Europe US probably upwards to about RM15,000</p>
<p>Q. Do you usually travel budget or full-service airlines? with family, we use MAS or SQ and collect Enrich points. Nearby I can take both</p>
<p>Q. What are your criteria's when making this choice? we usually look if they arrive at appropreate times and of course the price.</p>
<p>Q. Which type of accommodation to you stay in? Hotels</p>

<p>Q. What is the minimum rating? With family, usually 5*. With friends 4*</p> <p>Q. How much are you willing to spend for one night's accommodation? RM500- RM1,000</p> <p>Q. What are your criteria's when making this choice? near the gay spots</p> <p>Q. Is it important for you to stay in gay-friendly accommodations? so far, it's normal hotels we take, but near the gay spots</p>
<p>Q. Is shopping a big part of your travel activity? yes</p> <p>Q. Is purchasing branded items important to you? yes. In states, I'd go outlet area, I like the in-house labels.</p> <p>Q. On average, how much do you spend on shopping? it depends. About 50% of the overall expense</p>
<p>SEXUAL BEHAVIOR & HEALTH</p> <p>Q. When on vacation, do you usually engage in sexual activities? not all the time</p> <p>Q. Does it include strangers/locals? sometimes</p> <p>Q. Do you always practise safe sex? yes, yes, that's unnegotiable</p> <p>Q. How often do you do HIV checks? every year</p>
<p>OTHERS</p> <p>Q. Have you been discriminated against during your vacation because of your sexual orientation? No</p> <p>Q. Do you think it is important for accommodations and countries to "announce" their gay-friendly policy? yes, it helps my friend who does the planning</p> <p>Q. If there is one place in the world you could go to, where would it be? I would go to Bangkok, for a short break. If a long trip, I would go to Miami</p> <p>Q. Why? coz I have friends and I know the place well. Miami, coz there are no ugly people there. It's very aesthetically pleasing</p>

b) Indian

Age:	24
Race:	Indian
Occupation:	Designer
Yearly Income:	RM90,000
Sexual Orientation Status:	In Between
Relationship Status:	Single

BASIC	
Q. Do you travel alone, with your partner, or in groups?	I travel a lot with my friends.
Q. If groups, only within gay community or mixed?	Most of my travel experiences are with my high school mates and they are all straight.
Q. On average, how many vacations do you take in a year?	twice a year
Q. When pre-planning, how much in advance do you plan?	probably a few months ahead
Q. When pre-planning, where do you get your information?	mostly it's planned by another person. I just follow along. Unless it's fashion exhibition related
Q. Gay travel websites?	I'm not sure, my friend really does all the booking
Q. Do you usually take tour packages or travel free & easy?	free & easy
Q. If no, what is it about tour packages that turn you off?	I prefer to do my own thing with my friends. Don't really like to be rushed around
Q. Do you always obtain travel insurance?	no

MOTIVATION	
Q. What is your main motivation when you travel?	I would say the people you are going with matters a lot. With the perfect bunch of friends, it doesn't matter where.
Q. What are some other reasons that make you travel?	Basically sight seeing and spending time with friends

ACTIVITY	
Q. What is your main activity when you're on vacation?	normally, it's about spending time together, bbq, relaxing in the room
Q. What are some other activities that you engage in when on vacation?	if it's a new place, it could be all about going to the tourist spot.
Q. Is experiencing the night life part of your vacation activity?	not so much.

Q. Do you go to gay bars & clubs or gay spas?

I have been but it's not a priority.

Q. Is meeting others from within your community a common need when on vacation?

Not at all.

Q. Have you attended any gay-pride events?

No.

Q. If no, would you attend one?

I'm not sure. Probably not.

DESTINATION CHOICE

Q. Where have you travelled to domestically?

Let's see. I would say PD. I have a friend there from within the community. Terengganu, Tioman, Melaka, Penang, Kuching, JB, Kelantan, Kedah, Genting

Q. Where have you travelled to internationally?

Singapore, Phuket with my family

Q. Do you often find yourself going back to places that you've been to before?

No.

Q. Do you usually look for new destinations to go to?

I would like to travel somewhere new

Q. Does your sexual orientation influence your travel destination? Gay friendly countries?

I don't think so. LGBT matters were never really my concern when it comes to travelling.

SPENDING BEHAVIOR

Q. On average, how much do you spend on your *Domestic* vacation?

Less than RM1,000

Q. On average, how much do you spend on your *International* vacation?

About RM3,000

Q. Do you usually travel budget or full-service airlines?

I would fly budget airlines

Q. What are your criteria's when making this choice?

cost.

Q. Which type of accommodation do you stay in?

it's immaterial. Backpacking, hotels

Q. What is the minimum rating?

no rating

Q. How much are you willing to spend for one night's accommodation?

Um..About RM100

<p>Q. What are your criteria's when making this choice? Just that it's clean and comfortable</p>
<p>Q. Is it important for you to stay in gay-friendly accommodations? No. Not at all.</p>
<p>Q. Is shopping a big part of your travel activity? No. I hardly shop. Only probably towards the end of the year.</p>
<p>Q. Is purchasing branded items important to you? no. I'm definitely a cost effective person.</p>
<p>Q. On average, how much do you spend on shopping? RM1,000</p>
SEXUAL BEHAVIOR & HEALTH
<p>Q. When on vacation, do you usually engage in sexual activities? Yes</p>
<p>Q. Does it include strangers/locals? The last trip to Singapore, yes.</p>
<p>Q. Do you always practise safe sex? Always.</p>
<p>Q. How often do you do HIV checks? I have not been for a HIV test, though I've been wanting to. I've not had the time.</p>
OTHERS
<p>Q. Have you been discriminated against during your vacation because of your sexual orientation? No.</p>
<p>Q. Do you think it is important for accommodations and countries to "announce" their gay-friendly policy? No, not at all.</p>
<p>Q. If there is one place in the world you could go to, where would it be? Paris.</p>
<p>Q. Why? Because it's the one place that I've been wanting to go since I was 10. I love art, I draw and paint a lot, I'm into fashion, so Paris to me it's like a fashion capital</p>

c) Chinese

Age:	35
Race:	Chinese
Occupation:	In Marketing Field
Yearly Income:	RM250,000
Sexual Orientation Status:	In between
Relationship Status:	In a Relationship

BASIC	
Q. Do you travel alone, with your partner, or in groups?	With my partner or together with friends.
Q. If groups, only within gay community or mixed?	Within the community. There are one or two occasions when it's a mix.
Q. On average, how many vacations do you take in a year?	About 10.
Q. When pre-planning, how much in advance do you plan?	Certain trips, we plan a year or 6 months ahead. Certain trips can be 1 week ahead.
Q. When pre-planning, where do you get your information?	Normally, there are friends saying about an event when you're in groups. Then we check on the internet. More on peer discussion and then research on the internet. And facebook of course. Many friends who posts about their trips, then you 're aware of the event, then plan for the trip.
Q. Gay travel websites?	No. Mostly at the event websites itself.
Q. Do you usually take tour packages or travel free & easy?	No, we have never taken tour packages. Because most of us are educated and have internet on the phone. We have gps and can walk around with our phones.
Q. If no, what is it about tour packages that turn you off?	It's maybe for families or older people. Even my straight friends who are young also don't take packages. Informations are easily available. Tour packages also includes shopping at the tourist shop where you are forced to buy and they get a commission.
Q. Do you always obtain travel insurance?	Yes.

MOTIVATION	
Q. What is your main motivation when you travel?	I believe in work hard and play hard. More for relaxing.
Q. What are some other reasons that make you travel?	nice to see new things, foreign lifestyle.

ACTIVITY	
Q. What is your main activity when you're on vacation?	Relaxing. Otherwise depends on the trip.

Q. What are some other activities that you engage in when on vacation?

Shopping, Sight-seeing, going for the local food, international parties, clubs.

Q. Is experiencing the night life part of your vacation activity?

Yes, we go to clubs.

Q. Do you go to gay bars & clubs or gay spas?

Yes. Mostly gay clubs. But we also go to mainstream bars.

Q. Is meeting others from within your community a common need when on vacation?

Not necessarily. Usually I go with my partner or with friends. Some countries, we have friends there, so we end up meeting them and they introduce their friends.

Q. Have you attended any gay-pride events?

Yes, We went to Sydney for the Mardi Gras. Taipei, the Countdown party.

Q. If no, would you attend one?

DESTINATION CHOICE

Q. Where have you travelled to domestically?

No, Haven't travelled locally for a holiday

Q. Where have you travelled to internationally?

Bali, Lebanon, Dubai, Berlin, Prague, Australia, Thailand

Q. Do you often find yourself going back to places that you've been to before?

We go to a number of places regularly. Because it's cheap and nearby.

Q. Do you usually look for new destinations to go to?

I'd like to visit some new locations from time to time.

Q. Does your sexual orientation influence your travel destination? Gay friendly countries?

Not specifically. For instance, for the past 2 years, I've been to many countries. Because when we go for holiday, it's not like we're holding hands or something. SO it doesn't matter if the country is gay-friendly or not.

SPENDING BEHAVIOR

Q. On average, how much do you spend on your *Domestic* vacation?

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Q. On average, how much do you spend on your *International* vacation?

About RM5,000

Q. Do you usually travel budget or full-service airlines?

A mixture. Sometimes, like more than 7 hours flights we take full-service. Within the region, mostly budget.

Q. What are your criteria's when making this choice?

Cost. I think certain airlines, of course there is brand preference, like Emirates, I collect the points, loyalty program. And comfort too.

Q. Which type of accommodation to you stay in?

hotels

Q. What is the minimum rating?

4* and above

Q. How much are you willing to spend for one night's accommodation?

RM 200- RM300. But like when we went to Bali, with the intention to relax, it was RM1,000

Q. What are your criteria's when making this choice?

comfortable, good rooms and breakfast. Must be central location

Q. Is it important for you to stay in gay-friendly accommodations?

no. we never check for it. If it is, yes, then why not.

Q. Is shopping a big part of your travel activity?

Yes. I like to shop

Q. Is purchasing branded items important to you?

Yes, I would say so.

Q. On average, how much do you spend on shopping?

RM3,000 -RM5,000. But not all holidays I go shopping. For instance, Hong Kong, Singapore I would shop.

SEXUAL BEHAVIOR & HEALTH

Q. When on vacation, do you usually engage in sexual activities?

I had.

Q. Does it include strangers/locals?

Yes.

Q. Do you always practise safe sex?

Yes, of course.

Q. How often do you do HIV checks?

About once a year. I do a complete body check.

OTHERS

Q. Have you been discriminated against during your vacation because of your sexual orientation?

No. Fortunately, I have never experience that

Q. Do you think it is important for accommodations and countries to "announce" their gay-friendly policy?

Yeah, it will.

Q. If there is one place in the world you could go to, where would it be?

New York

Q. Why?

I've seen so much of it on tv. Cinemas, sex & the city, so it's a place that's a must go.

Appendix 2: NVIVO Results – Comparison Study

The screenshot shows the NVivo software interface with a tree view of nodes. The nodes are organized into a hierarchy, with 'Basic' at the top level. Below 'Basic', there are several nodes including 'travel insuranc', 'tour packages', and 'no of vacation'. Each node is further divided into sub-nodes representing different ethnicities: Malays, Indians, and Chinese. The table below provides a detailed view of the data for these nodes.

Name	Sources	References	Created On	Created By	Modified On	Modified By
Travel Motivation	0	0	3/6/2012 5:40:06 PM	S	3/6/2012 5:40:37 PM	S
Travel Activities	0	0	3/6/2012 5:41:15 PM	S	3/6/2012 5:41:15 PM	S
Spending Behaviour	0	0	3/6/2012 5:41:01 PM	S	3/6/2012 5:41:01 PM	S
Sexual Health & Behavior	0	0	3/6/2012 5:41:37 PM	S	6/6/2012 4:09:04 AM	S
Others	0	0	6/6/2012 4:26:08 AM	S	6/6/2012 4:26:08 AM	S
Destination Choice	0	0	3/6/2012 5:40:46 PM	S	3/6/2012 5:40:46 PM	S
Basic	0	0	6/6/2012 9:03:19 PM	S	6/6/2012 9:03:19 PM	S
travel insuranc	0	0	6/6/2012 9:05:13 PM	S	6/6/2012 9:05:13 PM	S
Malays	4	4	6/6/2012 9:05:37 PM	S	6/6/2012 9:21:08 PM	S
Indians	7	7	6/6/2012 9:05:37 PM	S	8/6/2012 6:05:49 AM	S
Chinese	5	5	6/6/2012 9:05:37 PM	S	8/6/2012 3:02:31 AM	S
tour packages	0	0	6/6/2012 9:05:01 PM	S	6/6/2012 9:05:01 PM	S
Malays	1	1	6/6/2012 9:05:36 PM	S	6/6/2012 9:19:31 PM	S
Indians	3	3	6/6/2012 9:05:36 PM	S	8/6/2012 6:05:39 AM	S
Chinese	1	1	6/6/2012 9:05:36 PM	S	8/6/2012 2:57:27 AM	S
no of vacation	0	0	6/6/2012 9:03:38 PM	S	6/6/2012 9:04:31 PM	S
Malays	0	0	6/6/2012 9:05:35 PM	S	6/6/2012 3:55:34 AM	S
more than 5	0	0	6/6/2012 9:10:35 PM	S	6/6/2012 9:11:02 PM	S
3-5	7	7	6/6/2012 9:10:27 PM	S	6/6/2012 9:14:22 PM	S
1-2	1	1	6/6/2012 9:08:26 PM	S	6/6/2012 9:14:17 PM	S
Indians	0	0	6/6/2012 9:05:35 PM	S	6/6/2012 3:56:24 AM	S
more than 5	2	2	6/6/2012 9:14:56 PM	S	8/6/2012 6:03:38 AM	S

This table is a detailed view of the 'Tree Nodes' data, showing the same information as the screenshot above but in a more structured format.

Name	Sources	References	Created On	Created By	Modified On	Modified By
Travel Motivation	0	0	3/6/2012 5:40:06 PM	S	3/6/2012 5:40:37 PM	S
Travel Activities	0	0	3/6/2012 5:41:15 PM	S	3/6/2012 5:41:15 PM	S
Spending Behaviour	0	0	3/6/2012 5:41:01 PM	S	3/6/2012 5:41:01 PM	S
Sexual Health & Behavior	0	0	3/6/2012 5:41:37 PM	S	6/6/2012 4:09:04 AM	S
Others	0	0	6/6/2012 4:26:08 AM	S	6/6/2012 4:26:08 AM	S
Destination Choice	0	0	3/6/2012 5:40:46 PM	S	3/6/2012 5:40:46 PM	S
Basic	0	0	6/6/2012 9:03:19 PM	S	6/6/2012 9:03:19 PM	S
travel insuranc	0	0	6/6/2012 9:05:13 PM	S	6/6/2012 9:05:13 PM	S
Malays	4	4	6/6/2012 9:05:37 PM	S	6/6/2012 9:21:08 PM	S
Indians	7	7	6/6/2012 9:05:37 PM	S	8/6/2012 6:05:49 AM	S
Chinese	5	5	6/6/2012 9:05:37 PM	S	8/6/2012 3:02:31 AM	S
tour packages	0	0	6/6/2012 9:05:01 PM	S	6/6/2012 9:05:01 PM	S
Malays	1	1	6/6/2012 9:05:36 PM	S	6/6/2012 9:19:31 PM	S
Indians	3	3	6/6/2012 9:05:36 PM	S	8/6/2012 6:05:39 AM	S
Chinese	1	1	6/6/2012 9:05:36 PM	S	8/6/2012 2:57:27 AM	S
no of vacation	0	0	6/6/2012 9:03:38 PM	S	6/6/2012 9:04:31 PM	S
Malays	0	0	6/6/2012 9:05:35 PM	S	6/6/2012 3:55:34 AM	S
more than 5	0	0	6/6/2012 9:10:35 PM	S	6/6/2012 9:11:02 PM	S
3-5	7	7	6/6/2012 9:10:27 PM	S	6/6/2012 9:14:22 PM	S
1-2	1	1	6/6/2012 9:08:26 PM	S	6/6/2012 9:14:17 PM	S
Indians	0	0	6/6/2012 9:05:35 PM	S	6/6/2012 3:56:24 AM	S
more than 5	2	2	6/6/2012 9:14:56 PM	S	8/6/2012 6:03:38 AM	S