

**Title:** How Local Residents Perceive the Development of Homosexual Tourism in Taipei

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**Abstract:**

Purpose

Development of homosexual tourism is mature in Western world. In Western world, there are many homosexual friendly cities, for example, Manchester, Amsterdam and Toronto. Nowadays, parts of Asian countries have increased the acceptance toward LGBT (Lesbian, Gay, Bisexual, and Transgender) group to the highest level ever, Taiwan for example.

How Confucianism perceives homosexual activities is still a question. Some said Confucianism would tolerant homosexual activities; some said Confucianism emphasis Yin/Yang, which a male should partner with a female to make thing balance. The aim of this paper is to identify how local residences perceive the development of homosexual tourism.

Design/methodology

Qualitative method was applied to explore the concurrent situation. To fully understand the situation, a series of open-ended and semi-structured questions were designed corresponding to the research topic, followed by more specific and in-depth questions. Questions included but not limited to: 1) How do you perceive the development of homosexual tourism in Taipei? 2) How do you perceive the development of homosexual tourism in your living area? 3) Do you agree further develop the homosexual tourism? The interviewees were recommended based on their perception toward homosexual tourism to answer all questions. Once the interview was finished, the answers were summarized immediately for thematic analysis.

Originality/value

There are limited researches explore homosexual tourism in Asia, especially in Chinese society. Current research explores how local residences perceive homosexual tourism in Taipei.

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Pride parade is the biggest parade in East Asia. An understanding on how local residences perceive homosexual tourism can make the event become sustainable. It is because the event is not only for homosexual; it is also for non-LGBT to understand LGBT.

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