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PERCEIVED SOCIO-CULTURAL IMPACTS OF VANCOUVER'S PRIDE PARADE

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Sommaire

Les impacts du tourisme sont bien connus des chercheurs de ce domaine. L'évolution des études d'impacts ne fait plus seulement un rapport institutionnel des impacts touristiques répertoriés dans les communautés hôtes, mais elles portent maintenant un intérêt spécial aux perceptions des communautés hôtes envers les impacts touristiques. Cette recherche étudie la perspective de la communauté GLBT (Gais, Lesbiennes, Bisexuels et Transexuels) du Grand Vancouver concernant la « Parade de la Fierté » de cette ville. Deux buts sont reliés à cette étude, le premier étant de répertorier les impacts de la « Parade de la Fierté » que la communauté du Grand Vancouver associe à l'évènement. Le second but de la recherche était d'évaluer l'opinion de la communauté du Grand Vancouver concernant la promotion d'un tel évènement. Plus du tiers des destinations GLBT sont situés au Canada et aux Etats-Unis. La plus grande communauté de L'Ouest Canadien¹ se situe à Vancouver. Le tourisme GLBT est en forte croissance, en plus de posséder des caractéristiques uniques de consommation touristique. Plus spécifiquement, les objectifs de la recherche étaient de :

1. décrire le niveau d'implication des organisations communautaires et des entreprises au sein de la « Parade de la Fierté »;
2. identifier les différentes problématiques associées à l'évènement ainsi que leurs importances;
3. déterminer les impacts socioculturels de la Parade perçus par les représentants des entreprises et des organismes communautaires du Grand Vancouver;

¹ L'Ouest Canadien réfère au Manitoba, Saskatchewan, Alberta et Colombie-Britannique.

4. évaluer le niveau de répercussions (positif ou négatif) des impacts socioculturels de la Parade perçus par les représentants des entreprises et des organismes communautaires du Grand Vancouver;
5. déterminer des options possibles de gestion répondant aux problématiques identifiées.

La question directrice de la recherche était « Quels sont les principaux impacts de nature socioculturel reliés à la « Parade de la Fierté » de Vancouver perçus par les représentants associés à cet évènement? »

Afin de conduire cette recherche, des interviews semi dirigées ainsi qu'une recherche documentaire ont été réalisées. La majorité des données recueillies sont de nature qualitative. Celles-ci furent sujettes à une analyse de contenu. Les données quantitatives des répondants furent analysées à l'intérieur d'un schéma de travail développé par Bjorklund and Philbrick (1972).

Chaque année, la « Parade de la Fierté » GLBT de Vancouver est tenue au mois de juillet. Cet évènement promeut l'ouverture d'esprit de la communauté ainsi que sa diversité culturelle.

Cette étude fait des recommandations concernant les points suivants :

- Assurer la raison d'être de l'évènement et gagner l'acceptation, la crédibilité et le support de la communauté;

- Déterminer la valeur des programmes et des activités ainsi que stimuler l'élaboration de la programmation de la Parade pour mener de l'avant les buts de l'évènement reflétant la perspective des participants de la communauté;
- Développer une stratégie de communication et mettre en place des mécanismes d'évaluation à l'intérieur de la gestion de la « Parade de la Fierté »;
- Octroyer à la communauté des représentants qui font pression auprès de la ville de Vancouver et de Tourisme Vancouver;
- Faire de l'histoire de la communauté une priorité pour la solidarité de la communauté et l'avancement des droits de la communauté GLBT;
- Montrer la « Parade de la Fierté » comme étant un grand supporteur des développements de services d'infrastructures culturelles.

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Acronym

WTO - World Tourism Organisation

GLBT - Gay, Lesbian, Bisexual, Transexuals or Trans

VPS - Vancouver Pride Society

GLBTT - Gay, Lesbian, Bisexual, Transexual and Transgender

RSI - Relative Significance Index

Chapter 1

Introduction

1.1 Rationale for study

Over the years, tourism impacts have been given increasing attention by researchers in the tourism field. “Jafari (1986) observed that tourism research of the 1960s focused on the positive aspects of tourism, the ‘70s emphasized the negative, while the ‘80s had a balanced level and systematic approach.” (Lankford and Howard, 1994, p. 123). Impacts studies are commonly carried out in rural environments and/or developing countries. More and more, the studies are concerned with the community’s perceptions of these impacts, and not solely with institutional data from host communities.

Public consultation is crucial for planning. “A systematic analysis of tourism impacts can help government planners, locals decision-makers, and tourism promoters identify real concerns and issues in order for appropriate policies and action to take place (Allen et al, 1988; Belisle and Hoy, 1980; Doxey, 1975; Knopp, 1980 Maddox, 1985; Murphy 1980, 1988)” in Lankford and Howard, 1994 p.122. According to the World Tourism Organization (1994) development of tourism without planning often suffers from environmental and social problems which are detrimental to residents unpleasant for tourists often results in decreasing economic benefits to host communities. Without planning unexpected and unwanted impacts may occur. Belisle and Hoy (1980) go further in supporting that studies of local populations’ perceptions of tourism impacts are

useful in formulating plans to gain resident support for tourism ventures Lankford and Howard, 1994).

Potential negative impacts are more apt to appear in cases where lack of tourist planning has happened. McCool and Martin (1994) state that while the overall purpose of tourism development should be to enhance the quality of residents' lives by addressing the economic, social, cultural and recreational, tourism can bring changes that alter the network of social ties in communities. Some of the negative impacts observed in other situation involve shifts in economically powerful groups, increases in crime and displacement of residents by new developments (McCool and Martin, 1994). Other negative tourism impacts identified include increases in vandalism, increases in prostitution, and creations of social tension (Kendall and Var, 1983). Conversely improvement in income, education, employment opportunities, local infrastructure and services are potential benefits that tourism can generate (Lankford 1994; McCool, and Martin 1994; Ross, 1992).

Tourism planning is the most sustainable path to follow in the long run. The WTO (1994) argues that planning can help revitalize and maintain the future viability of the tourism industry within places where it is already partly established. "The sustainable development approach implies that the natural, cultural and other resources of tourism are conserved for continuous use in the future, while still bringing benefits to the present society". (WTO, 1994, p.7) Further more, the support of the population is essential for the sustainability of tourism. In fact, considerable research has been conducted on

resident attitudes toward tourism and sustainability (Allen et al. 1988; Ahmed 1986; Belisle and Hoy 1980; Botkins, McGowan, and Digrino 1991; Cheng 1980; Cooke 1982; d'Amore 1983; De Kadt 1979; Doxey 1975, Martin and Uysal 1990; Milman and Pizam 1988; Pearce 1981). As in the case of impacts studies, sustainable development research has mainly been conducted on rural communities and/or developing countries. Indeed, Stephen Page (1995) noted that there is surprisingly little literature on planning for tourism in urban areas, compared to that associated with resort and outdoor recreation development.

1.2 Problem statement

The gays, lesbians, transsexuals and bisexuals have a unique relation with the space they occupy. According to Hugues (1997), the gay identity is manifesting itself via a different way to dress, activities practiced and space and places peculiar to their group. In fact, Devall B. and W. Harry, J. (1978) stated that because GLBT spaces and places are offering to the GLBT community freedom and liberty of action without the well-founded fear of persecution, they are frequently patronized and recognized as such within the GLBT community.

More specifically, according to Gay Travel News, more than one third of urban gay destinations are located within the U.S.A and Canada. The largest gay population in Western Canada¹ lives in Vancouver. The gay tourists market is unique in its travel

¹ Western Canada refers to Manitoba, Saskatchewan, Alberta and British Columbia.

purchasing characteristics. It is a growing niche market for business willing to offer products that meet the needs of gay travellers. Many cities, seeing the economic and tourist potential that this market represents have developed marketing strategies to attract gay tourists, they are developing products corresponding to gay consumer profiles already developed by marketing companies (e.g. Community Marketing, 1992). Studies from Tourisme Montréal demonstrate that gays are looking for safe areas offering cultural and artistic activities. They seek locations offering good service, renowned cuisine and possibilities to meet people from the gay community (Bellerose and Perrier, 2000). Dino Starcevic (2000), in his article on Costa Rica, put forward the notion that the destination only has to be reputed as gay friendly in order to attract tourists.

Gay and lesbian tourism research has focused primarily on marketing issues. Few of these studies addressed issues confronted by those communities that host gay visitors.

Vancouver is not an exception to this general pattern. Consequently, little is known about the opinions of the GLBT host community and the impacts it perceives regarding events such as Vancouver's Pride Parade. Never have the concepts of sustainability and gay and lesbian tourism been addressed in a community development framework context.

Each year in July a major Pride Parade is held in Vancouver. This parade is part of community festivities related to Pride Week. Tourism Vancouver now promotes the Pride Parade around the world as an event which recognizes the diversity of culture existing in the city of Vancouver and the openness living in the community. Simultaneously groups see the advantages of having people (tourists and often local) at

this event as a mean of promoting social acceptance and public recognition of their presence in the broader Vancouver Community.

This situation leads us to study the GLBT community association of Vancouver as a host of GLBT tourists coming to participate and celebrate GLBT pride. What impacts do they perceive the event generating? What are the positive and the negative impacts of the Pride Parade from their perspective? Does tourism interrupt their day to day lives? What are the impacts they dislike and like the most? What is their relation with the Pride Parade? Are the community associations influenced by the relation they have with the Pride Parade organization and the impact they perceive? Is there a relationship between what they like/dislike and the impacts they perceive? Those are some questions this research will attempt to answer to.

1.3 Purpose and objectives of the research

Two goals were related to this study. The first one was to provide an assessment of Pride Parade's impacts as perceived by the Vancouver community associated with the event. The second was to assess the opinions of the broader Vancouver community regarding issues associated with the promotion of this event. More specifically the objectives of this research were to:

1. Describe the level of involvement of community organizations and businesses with the Pride Parade.
2. Identify the range and importance of community issues associated with the event.

3. Determine the socio-cultural impacts of the parade as perceived by the GLBT community organization and businesses representatives.
4. Evaluate the repercussions level (negative or positive) of the socio-cultural impact of the parade as perceived by the community associations and business representatives of the Greater Vancouver.
5. Determine possible managerial options for addressing any of the identified issues.

The research question of this study was:

“What are the most important socio-cultural impacts perceived by representatives associated with the Vancouver Pride Parade event?”

The analysis of the research question was completed in 4 phases

1. What is the relation between the GLBT community and the Pride Parade?

Is your organization involved in the Pride Parade? Since when is your organization involved in the Festival? What is the involvement of the Pride Parade in the community?

2. What are the perceived impacts of the Pride Parade by the community associations and businesses associated with the event ?

What is the extent of these impacts?

3. What is the opinion of the community and businesses representatives?

What are the disliked/liked impacts?

4. What is the association and respondent's profile?

What is the name of the organization you are representing? What is its purpose? For how long does your organization exist for?

Hopefully the findings emanating from this study will:

- Empower the community in the tourism development process;
- Generate greater awareness of the community opinion toward tourism and its impacts;
- Assist in the development of guidelines and policies which will further the management of the parade.

1.4 Method

The data for this study was gathered through semi-standardized interviews and documentary research. Because semi-standardized interviews allows the researcher to obtain more in depth information, it was used in this study. The structure of the interview questions was be modeled on existing literature related to socio-cultural impact assessment. A pre-test done with a small group of organizations was also completed to help refine the instrument.

The majority of the data will be qualitative in character. A content analysis will be done on the qualitative data. A Likert type scale will be used to measure the extent of the impacts perceived and the opinions (preference) related to them. The questions will be analyzed within the framework developed by Bjorklund and Philbrick (1972) on host attitudinal/behavioural responses to tourist activity.

1.5 Report organization

This final report is comprised in six chapters. First of all, the rationale for the study, the problem statement, the purpose and a brief description of the methods used in the study were presented in chapter one. Chapter two reviewed the literature on tourism and planning, tourism impact assessment studies and the GLBT community. Chapter three described the research methods used to collect, analyze and interpret the data of this study. It outlined the hypotheses, the development of the instrument for the interviews and its sampling procedure. The results and their managing implications were presented in the chapters four and five. Finally, the chapters six presented the research recommendations and conclusion.

Chapter 2

Literature review

2.1 Introduction

The literature review chapter is crucial in understanding the varying perspectives from which the topic of their research is being examined. This literature focuses on community development from an event tourism perspective. It describes key features of host community tourism impacts; festival and event tourism, festival tourism impacts and management strategies; gay, lesbian, bisexual and trans community (GLBT) and space relationships; all these factors influence community responses to festivals.

2.2 Host Community Tourism Impacts

2.2.1 Introduction

This portion of the literature review describes a conceptual framework of relationships that exist between tourists, tourism and host community impacts. It provides part of the framework for assessing the perceived impacts of festivals such as Vancouver's Pride Parade.

Tourism generates a range of impacts on communities based on the relationships that exist between tourists visiting destinations and their interactions with the host community. The following paragraphs briefly describe the relationships.

Destination

Cazalais et al. (1999) describes tourism destinations at a conceptual level as being space planned and harnessed for tourist purposes. In addition, Mathieson (1982) refers to a destination as an area having natural and man-made features, infrastructures, economic structures and attributes of the host populations that make it a potential place to visit in the mind of the tourist. In his conception, tourists receiving destinations are impacted by a set of consequential elements (economic, physical and social tourism impacts) that result when the dynamic elements (demand, tourist and forms of tourism) interact with the static elements (characteristics of the destination).

Host community

The community is part of the destination. It is its constituents. The community as a whole represents a state of permanence. The community does not perceive the community space as being tourist space, but rather sees it as being ordinary space that belongs to them (Cazalais et al., 1999). The community views the space as being cultural and having a local utility (Cazalais et al., 1999). Typically, residents have a practical knowledge of the space and maintain intimate relations with it (Cazalais and al., 1999).

Relations between the tourist and host community

Relations between the tourist and community are not always easy and many factors affect them. The characteristic of the visitors and the visited, the kind of destination (urban, rural, resort) visited and the type of tourism practiced are all deciding factors in the type of relationships that developed between the tourists and the host community. Cazalais and al. (1999) state that space appropriation and divergence in space perception that both

the visitor and the visited develop are the main explanations for conflicts that develop in tourism destinations.

2.2.4 Residents' perception of tourism

The impacts of tourism that are perceived by the host community have been examined from many different angles. On one hand, Jurowski et al. (1997) used a Social Exchange Doctrine Approach to examine these impacts. They cited Skidmore (1975) who states that the "Social exchange doctrine suggests that individuals will engage in exchange if (1) the resulting rewards are valued; (2) the exchange is likely to produce valued rewards; and, (3) the perceived costs do not exceed the perceived rewards" (Jurowski et al., 1997, p.3). These factors all influence the residents' openness to enter into the tourism exchange. Residents that view tourism as creating advantages tend to be more tolerant than others regarding the negative impacts of tourism, and they are more likely to support its tourism development. On the other hand, behaviorists acknowledge that individuals are likely to be evaluating a range of interacting rewards and costs in making rational decisions about tourism (Turner, 1986).

According to the Social Exchange Approach, the residents' opinions/attitudes are believed to be affected by many factors both intrinsic and extrinsic to the resident. Some researchers have used the term "opinion" while others focus on "attitude".

The importance given to community issues is by various stakeholders at the heart of the perception of tourism and its impacts. Typically, the attitudes and values of residents are normally studied. Values are defined by Rokeach (1968) as "...an enduring belief that a specific mode of conduct or end-state of existence is personally and socially preferable to

alternative modes of conduct and end-states of existence” (p.160). Residents’ values are believed to guide them in the behavior they adopt, and in their opinion regarding environmental, cultural and economical aspects of their lives. The following list suggests possible antecedents of residents affecting residents’ opinions of tourism (Williams and Lawson, 2001):

distance of respondents’, heavy tourism concentration, greater length of residency, native-born, personal economic reliance, stage in destination area life cycle, level of contact with tourist, perceived impact on local recreation opportunities, gender and perceived ability to influence tourism planning decisions (p.271).

Kendall and Var (1983) address the determinants of the residents’ perception of tourism by presenting the concept of “trade-offs”. From their perspective, that “trade-offs” concept “relates to the balancing of factors when all are not attainable at the same time” (Kendall and Var, 1983, p.23). They suggest a list of other factors affecting the perceived impact of tourism by the community.

Table 1 Factors Affecting the Perceived Impacts by the Community

<ul style="list-style-type: none"> • Degree of tourism disruption depends upon its relative importance to other sectors • Degree of tourism disruption depends upon the extent to which it fits local conditions • Degree of tourism impact and irritation level depends on the host community's capability and desire to adjust to change (the notion of the physical and psychological carrying capacity of the host community) • Importance or degree of impact depends upon an individual's degree of economic dependency on tourism • Whether the respondent had a tourism job in the family had no relationship to a person's attitude toward tourists as people • Importance of impact depends upon the numbers of tourists perceived to be coming to a tourist area • The amount of contact with tourists • Whether the tourists are foreign or native
--

- The host's feelings of security or insecurity about status and control over important resources
- The institutional structures apparent in the community
- The awareness of negative aspects of tourism in the host community

Source: *The perceived impacts of tourism: the state of the art*, Kendall and Var, 1983

The relative distribution costs and benefits of tourism are also used as a basis for explaining the residents' perceptions. Variables such as residential proximity to tourist activity (Belisle & Hoy, 1980; Brougham & Butler, 1981; Keogh, 1990; Perdue, Long, & Allen, 1990; Pizam, 1978; Sheldon & Var, 1984) and involvement in tourism (Brougham & Butler, 1981; Haralambopoulos & Pizam, 1996; King, Pizam, & Milman, 1993; Madrigal, 1993; Milman & Pizam, 1988; Perdue et al., 1990; Pizam, Milman, & King, 1994; Snaith & Haley, 1994) have been used to explore resident's attitudes towards tourism. Fredline and Falkner (2002) cite Pearce et al. (1996) who "suggest that the different attitudes toward tourism, identified using this approach (trade off), tap into different underlying social representations" (p.105). The social representation is thought of as a system of images and values supported by individual experience and cultural meaning.

The social carrying capacity of host communities is another concept used by many authors (Kendall and Var, 1983) to determine the degree of impact of tourism on the host community. Doxey (1980) "suggests that impact and irritation levels of the host population toward tourism depend on the hosts' psychological capability of adjusting to change" (in Kendall and Var, 1983, p.25). There are several determining factors which influence social carrying capacity. Table 2 lists many of these factors.

Table 2 Factors Affecting the Social Carrying Capacity for Tourism Development

1. Community Characteristics		
Geographic <ul style="list-style-type: none"> Distance from tourist origins Relative isolation (islands) Quality of amenity resources 	Demographic/economic <ul style="list-style-type: none"> Permanent population size Economic diversity Economic /employment benefits from tourism relative to other sectors 	Socio-Cultural <ul style="list-style-type: none"> Perceived quality of life Local involvement in decision making/planning Level of community integration
2. Tourism Infrastructure Characteristics		
<ul style="list-style-type: none"> History and scale for tourism development Location of development with respect to the community Promotional activities Ethnic/social group involvement in tourism Existence of theme or events		
3. Tourist characteristics		
<ul style="list-style-type: none"> Tourist numbers Length of stay Origin Mode of travel Tourist activities Tourist attitudes/perceptions 		
Source: D'Amore, et al. (1980), Cooke (1982)		

In summary, there are many different ways to identify the residents' perception of tourism. This research will use elements of the Social Exchange Approach in order to determine people's opinions about the Pride Parade's impact on the West End of Vancouver's important issues within their community. It will evaluate the importance of the impacts of event tourism according to the values of the community.

Framework of community perceptions

Mathieson (1982) identifies two distinct frameworks that are widely applicable to social impact research in tourism. Both frameworks recognize "that the social impacts of tourism change through time in response to structural changes in the tourist industry, and

the extent and duration of the exposure of the host population to tourist development” (p.137).

The first framework focus on host-guest interactions, which can be improved through joint participation in festivals and events can also be strained by events and tourism in general (Doxey, 1976). The second framework developed by Bjorklund and Philbrick (1972), is shown in Figure 2. In this framework “The attitudes and behavior of groups or individuals to tourism may be either positive or negative, and active or passive, respectively” (Mathieson, 1982, p.139). Mathieson (1982) argues that the host attitude/behavioral responses to tourist activity may take one of four forms. All of these forms may exist within a community and that the number of people in any one category may change. Changes are believed to be based on the perceived tourist impact on the community and the extent of tourism development.

Figure 1 Host Attitudinal Behavioral Responses to Tourist Activity

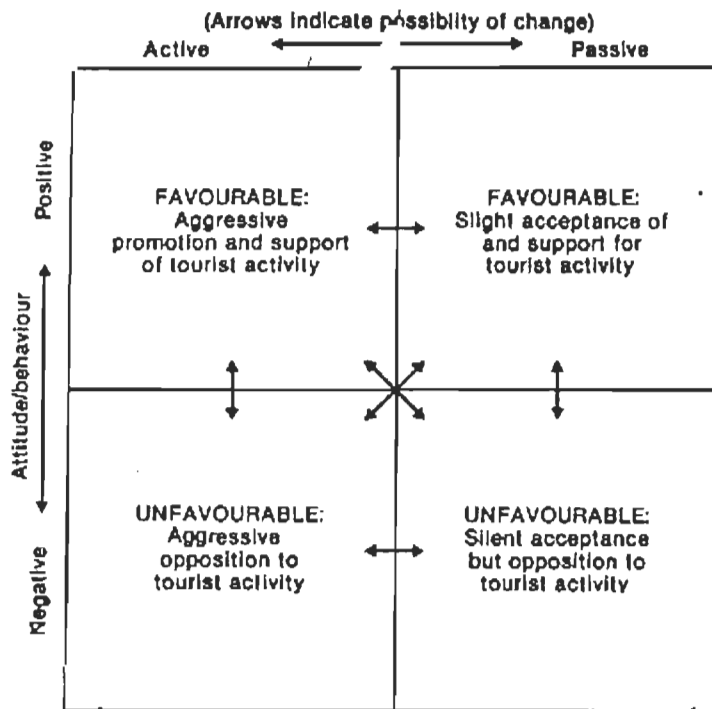


Fig. 9 Host attitudinal/behavioural responses to tourist activity (Source: After Bjorklund and Philbrick 1972: 8. Found in Butler 1974: 12)

Both frameworks have their similarities and differentiations. Doxey's framework assumes that there is only one way of possible change. Bjorklund and Philbrick's concept asserts that there are many different ways of triggering potential attitude/behavioral change and that the community is a mix of diverse groups and individuals. This study's research suggests that the second framework is more representative of a community's perception of tourism impacts.

This paper uses the second framework to guide its research. It does this in the context of assessing the socio-cultural impact of the Pride Parade on the community of Vancouver. The paper asserts that representatives of the community organizations and businesses involved with the Pride Parade of Vancouver will show different attitudes/opinions and behavior concerning this event, based on their values and level of involvement with it.

2.3 Festival and Event Tourism

2.3.1 Introduction

Event tourism's impacts are studied in this research project. This section describes dimensions of event tourism that relate to this study's focus.

2.3.2 Definition

Getz (1991) uses the National Task Force on Tourism Data in Canada criteria to define festivals and special events related to tourism:

“It is open to the public; Its main purpose is the celebration or display of a specific theme; It takes place once a year or less frequently; It has predetermined opening or closing dates; It does not own permanent structures; Its program may consist of several activities; All its activities take place in the same local area or region.” (p. 45-46).

In general, event tourism and special events are tourism products to be consumed by tourists. These products are made up of a combination of activities, entertainment, sensory stimulation, and services that are sold to tourists (Getz, 1991).

2.3.3 Typology

Getz provides a typology of events, based on the role they can play in destination areas (Getz, 1991).

Figure 2 An Event Tourism Typology

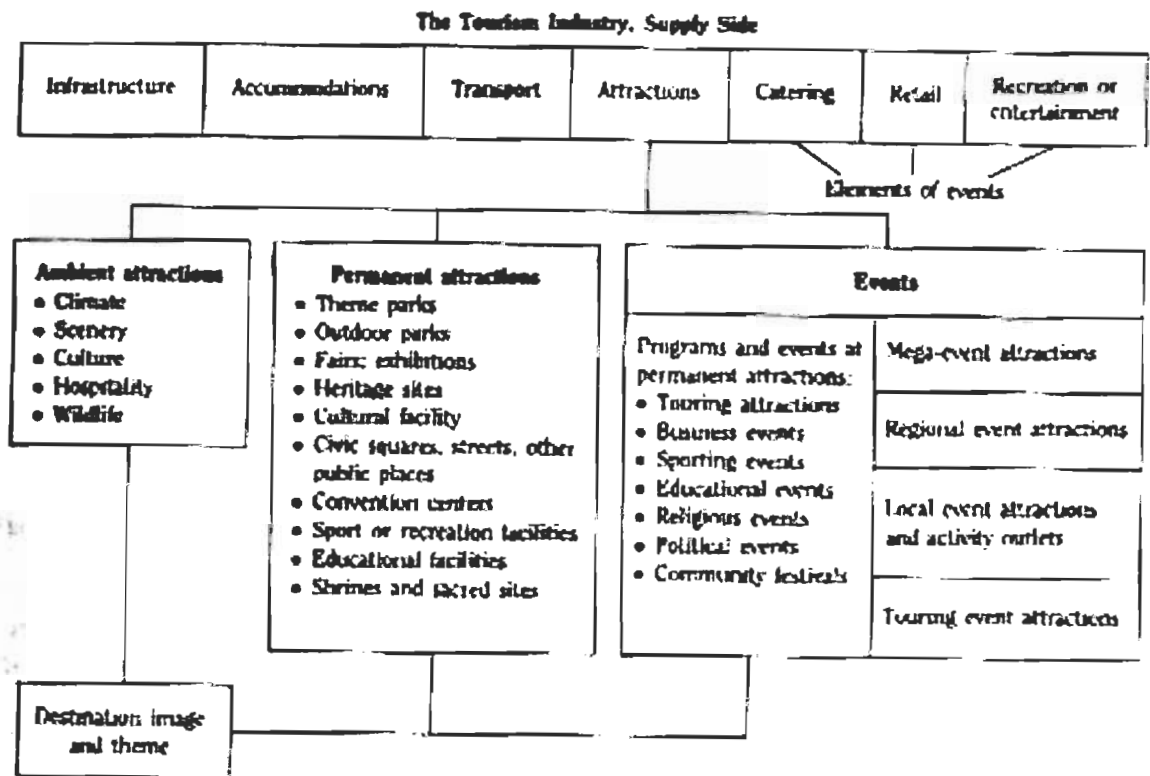


Figure 2-2. An event tourism typology.

The figure outlines the different elements involved in event tourism. At the top of the classification are the mega-events, which can motivate large-scale domestic and foreign travel. Events with local and regional drawing power are midway in the hierarchy. At the bottom are mobile events like circuses and shows. Programs and event attractions are independent components of event tourism because they can be related to events of different scales. "Other tourism-related roles are also relatively independent of the type of event, although larger events with greater attractiveness to tourists are likely to be more powerful image makers and development catalysts" (Getz, 1991, p.45). Permanent facilities and attractions are also sometimes linked to event types (Getz, 1991). Marris (1987) cited in Getz (1991) states that:

mega-events can be defined by reference to their volume of visitors, cost or psychology. Their volume should exceed one million visits, their capital cost should be at least \$500 million (Canadian) and their reputation should be that of a must-see event (p.46).

Vanhove and Witt (1987, cited in Getz, 1991) have another perspective on events. They consider the economic impact of the event as being the determinants of the event's size and importance. As well, mega-events should attract worldwide publicity for instance. Rooney (1988, 93, cited in Getz, 1991) pointed out that the significance of an event is tied to several different factors:

“they are ‘loaded with traditions’...; they have profound historical significance; they have developed a mystique or taken on almost mythical proportions; they benefit from ‘media overload, frequently at the international level; they are sometimes tied to specific places and even to ‘hallowed ground’” (p.47).

In summary, the exact definition of mega-events will always remain subjective due to the fact that it is really more a question of its relative significance rather than its true measure. The recognition of the meaning and significance of events is related to their capacity to attract large numbers of tourists and some of whom are traveling long distances to see or participate in the festivities.

Events can also be classified by the tangible products/experiences they supply. The theme or the image driving product development is what identifies different types of events. Getz (1991) cites the *Festival Sourcebook* that has “used 18 main categories and 226 terms of theme or subject material” (p.50). It may not be possible to draw a line between what is a food festival and a music festival, for example. The reason is that sometimes, food festivals will have music included in their programs and vice versa,

although the essence of both activities is not the same. Moreover, it is difficult to differentiate a festival's theme according to its names, since the latter does not necessarily represent the essence of the Festival. Having said that, some definitions for different types of events have been developed. These include:.

Carnival: Originally a religious feast or festival and associated revelry celebrating a farewell to the flesh just before Lent, as typified by Mardi gras; a traveling midway or show, with rides and amusements.

Parade: Public procession; to make a display or spectacle of something or someone. Parade are integral parts of many festivals, and may be special events in their own (Getz, 1991, p. 336-341)

According to these criteria, Vancouver's Pride Parade is a parade, a spectacle celebrating the GLBT culture and the ritual of the 'coming out'. This Pride Parade is part of Pride Week, a special event attracting gay and lesbian tourists. Pride Parade typically attracts more than 100,000 of people for the Pride Parade. It currently has the potential to become a mega event.

2.3.4 Meaning

Different authors have described the meaning of festivals and events as being "the outward expression of heritage, fear, joy and devotion (Spicer 1958); joy, celebration, and excess (Gutowski 1978); or the sharing of community character and its feeling toward the outside world (Heenan 1978)" (Getz 1991, p.55). Farber (1983) argues that the study of festivals and events can reveal much about a community's symbolic, economic, social, and political life, as events create links between people and groups in a community and between the community and the world. Getz (1991) supports this perspective and indicates that "The parades are full of imagery and symbolism reflecting local or nationally held values: purity, beauty, humor, religion, and politics" (p.56).

“Anthropologists often place festivals into two categories - oppositional or institutional” (Schultz, 1994, p.92). It can be rebellious or institutional “depending on whether the festival’s community support is leveled with the power structure or against it” (Shultz, 1994, p.92). They reaffirm not only the togetherness of a community, but also the relation between the reference group and the global society in power (Shultz, 1994).

The meaning of Vancouver’s Pride Parade like those in other cities is somewhat ambiguous depending on the perspectives of various stakeholders. Its original public manifestation started as a tool for change and that focus is now questioned. Over the years, the GLBT social movement has gained rights and acceptance, although some rights are still limited. Currently, various Pride Parades across the world have gained in importance (size), institutionalized themselves and have become more commercialized. Meanwhile the roots of the Pride Parade’s meaning seem to have lost some of its focus within the GLBT community. This paper attempts to identify on the current meaning of the Pride Parade and its importance within the GLBT community of Vancouver.

2.4 Festival tourism impacts and management strategies

2.4.1 Introduction

In the following section this chapter describes the potential benefits and disadvantages of event tourism. It also describes typical management issues associated with such activity. Finally, the actual measuring instruments for monitoring event impacts are examined.

2.4.2 Events impacts

Host region awareness and image maker

“The most basic and important aspect of event tourism is to attract tourists, both domestic and foreign” (Getz, 1991, p.5). An event can also provide tourists with something to do while they are already in the area (Getz, 1991). To be important for a destination, events do not need to attract people with the only purpose of stimulating visitations. The tourist season can be extended through events. *Le Carnaval de Québec* is a good example. Ritchie and Beliveau (1974, cited in Getz 1991) concluded that this event “had succeeded in turning the traditional winter low season into the peak of the tourism year” (p.7). For some countries, event tourism is good for promoting specific regions, and for more remote locations, spreading the benefits of tourism. “Some of the festivals documented in small-town Ontario annually attract bus tours from regional and even international markets, so it is clear that geographically spreading tourism away from the major urban concentrations is possible” (Getz, 1991, p. 8). Event tourism can also lead to creating an image of the destination as a place for visiting. It can contribute in developing a theme for a particular destination. An example is Munich, West Germany, famous for Oktoberfest. That destination’s tourist bureau uses the event theme as an incentive aimed at encouraging business to send employees to Munich as a reward for good job performance (Getz, 1991).

Ritchie and Smith (1991) have studied the impact of the 1988 Calgary Olympics Winter Games, on awareness of the host region. They assumed that the increase of awareness,

resulting from a mega-event, “would, over the longer term, provide a stronger competitive position and increased tourism receipts” (Ritchie and Smith, 1991, p. 3). They concluded that the Olympic Games “had a dramatic impact on the levels of awareness and knowledge of the City of Calgary in Europe and the United States when compared to other Canadian cities” (Ritchie and Smith, 1991, p. 8). However, they also found that level of awareness decreased significantly after a short period of time. The second important point that they discovered was that the small cities that enjoy an increase in visibility due to a mega-event like the Olympic Games should capitalize on this awareness in order “to maximize the long term benefits it derives from its investment” (Ritchie and Smith, 1991, p. 9). However, the authors could not evaluate the significance of the correlation between increases in awareness and its “translation into increased visitation level, tourism receipts, and/or other forms of economic development” (Ritchie and Smith, 1991, p. 9).

Animation of Static Attractions and Facilities and Urban Renewal

From a community development perspective, festivals can be viewed as “a process leading to enhancement of local democracy (e.g., through the involvement of volunteers), and the creation or improvement in the “social infrastructure” of the community (e.g., parks, community halls, other events)” (Getz, 1988, p. 22). The potential benefits of event tourism for resorts, museums, historic districts, heritage re-creations, archeological sites, markets and shopping centers, sports stadia, convention centers and theme parks are numerous. Such events encourage repeat visits, animate the site or facility, enable people to entertain visiting friends and relatives and attract publicity for the site or facility (Getz,

1991). As well, hallmark events often leave a legacy of infrastructure for local communities. Those sites are beneficial to the community because they can be used for leisure activities long after the event has ended.

Socio-cultural impacts

Globally, social impacts of tourism refer to the changes in the quality of life of residents of tourist destinations brought on by tourist activities (Mathieson, 1982). “To varying degrees, event tourism and individual events have the same potential as other forms of tourism development to introduce social and cultural changes to the host community (see, for example de Kadt 1979; Mathieson and Wall 1982; Murphy 1985; Britton and Clarke 1987)” (Getz, 1991, p.59). However, the short duration of festivals and events are likely to minimize their potential for directly causing lasting negative effects. Often the cumulative effects of event tourism cause indirect changes to the host communities. Indeed, the most significant cultural impacts of tourism are often a consequence of their size and their host population’s acceptance, or at least tolerance, of differing behavior patterns of visitors (Howie, 2000).

Host communities also gain by building leadership, self esteem, identity, organizational expertise, and networking through event productions. All of these benefits can be linked to the sharing and enhancement of a community’s social and cultural values-through public celebrations and festivals (Getz, 1991). “From a community development perspective, public celebration can be valued as contributing to government policy or group goals” (Getz, 1991, p.58). Getz (1991) cites Ritchie (1984) who suggested that the socio-cultural effects of hallmark events could include the benefits of an increase in

activities associated with event, such as arts or sports, and strengthening of the social values or traditions. On the negative side there is the potential risk of commercialization and modification of the activity that can change the impacts of the event from being positive to negative from a social viewpoint.

Economic advantages and disadvantages

Events also have both economic advantages and disadvantages. Getz (1991) argues that event tourism can be very cost effective to tourism development, since most programs are supported by community groups through volunteering. Event tourism “is concerned with the roles that festivals and special events can play in destination development and the maximization of an event’s attractiveness to tourists” (Getz, 1991, p.39). In the final analysis, every community can develop its own event and be quite unique in what it does. However, on more pessimistic note, some tourism events can limit access only to markets primarily from outside local and regional areas. Mega-events tend to be the most costly and are seldom justifiable on purely economic grounds. However, because such events are valuable economic development catalysts and image makers, that they are often pursued by community’s and government (Getz, 1991).

Sustainable tourism community development

The World Tourism Organization (1994) supports a sustainable approach to tourism planning. From their perspective sustainable tourism development can only be achieved through locally driven community development processes. They places emphasis on, primarily, the importance given to community values and needs in creating and

embracing tourism. “This approach to tourism focuses on community involvement in the planning and development process; [...] it applies technique to ensure that most of the benefits of tourism development accrue to local residents and not to outsiders” (WTO, 1994, p.8).

The Globe '90 Tourism Stream Action Strategy Committee in Vancouver, British Columbia, **identified five goals for sustainable tourism**. The first goal was “to develop greater awareness and understanding of the significant contributions that tourism can make to environment and the economy” (Tourism Canada, 1990, p.2). This includes a clear understanding of the positive and negative implications of tourism development. Host communities should be well informed about tourism’s potential effects so that they can make appropriate decisions concerning the type of development they want to encourage. The second goal of sustainable tourism was “to promote equity in development” (Tourism Canada, 1990, p.2). It is important to recognize what benefits and challenges specific for community groups might experience as a result of event tourism. The third goal of sustainable tourism was to “improve the quality of life of the host community” (Tourism Canada, 1990, p.2). Contribution to quality of life is a very important socio-cultural tourism impacts that community’s expect from events. The fourth goal of sustainable development was “to provide a high quality of experience for the visitor” (Tourism Canada, 1990, p. 2). This is an integral component of event tourism and is associated with the successful delivery of community festivals. The fifth goal of sustainable tourism was “to maintain the quality of the environment” (Tourism Canada, 1990, p.2). Tourism event managers must consider the potential environmental effects of

festivals and implementation program that will prevent or at least reduce the possibility of there being any adverse effects on host communities.

These goals which can be related to event tourism management will help to guide this study's research and management recommendations. In order to maximize the positive impacts and advance the management of Vancouver's Pride Parade development, recommendations from the findings of the research will be made related to these goals.

2.4.3 Management strategies

In the following paragraphs relevant aspects of event management will be outlined. In this context the focus will be on management roles related to planning and managing the effects of event tourism.

It is important to establish strategies related to four primary functions associated with event management: planning, organizing, leading and controlling (monitoring). The following paragraphs describe these functions.

Tourism Planning Purpose and Importance

Managers have to establish goals and objectives to guide the development and planning of the events. According to Hall (1992), objectives improve the management of events in a number of ways. They include:

- Providing guidance to appropriate organizational behavior;
- Reducing of uncertainty and the lack of direction in the development of an event;
- Motivating people to work towards specific ends;
- Defining objectives provide a measure which to assess of events;
- Providing a focal point for coordination of the event organization; (p.102-103)

Hence, without planning, event tourism may have unexpected and unwanted impacts. Obtaining community support for tourism development is something that tourism planning must secure at the outset. Following, Mill and Morrisson (1985) work, in the context of this paper's, the most important aspects that justify tourism planning are:

1. To adapt to the unexpected in values and lifestyle;
2. Maintain uniqueness in local cultural and social fabric;
3. Create the desirable: like high level of awareness of the benefits of tourism and high level of cooperation among individual operators (p.363-364)

Those aspects serve as guidelines for this paper's analysis and the recommendations that will emanate from this study.

Organizing and Leading

Hall (1992) cites Pearce and Robinson (1989) "Organizing is the process of defining the essential relationships among people, tasks, and activities in such a way that all the organization's resources are integrated and coordinated to accomplish its objectives" (p.105). This relates to the board of directors and employees who are responsible for the effective use of resources in delivering the event (Hall, 1991).

Leadership is about motivating people to work toward the same objectives. "Meeting the human dimension of event management, the needs and motivations of participants, supporters, volunteers and the interests of the wider community, requires substantial leadership and human resource management skills" (Hall, 1991, p.109).

Controlling/ monitoring and impact assessment

Effective managerial control will go hand in hand with the planning process. Control can be undertaken over human, physical, resources and information resources. “Control is the means of making something happen the way it was planned to happen” (Hall, 1991, p.110).

Reasons for evaluation and assessment

Evaluation can play a strategic role as a body of knowledge is established through learning from experience as to the effectiveness that an event may have in meeting its objectives. It helps develop more effective management processes.

The costs of evaluation should be built into an event budget, as it should be regarded as a basic strategic management tool which assist event managers and organizations to find out where they have been, decide where they want to go, and identify how they are going to get there (Hall, 1992, p. 114).

Getz (1997) summarizes the reasons for assessing the impact of events:

- To identify and solve problems;
- Find ways to improve management;
- Determine the worth of the event and its programs;
- Measure success and failure;
- Identify costs and benefits;
- Identify and measure impacts;
- Satisfy sponsors and authorities (accountability);
- Gain acceptance/credibility/support. (p.331)

In this study, the specific reasons for monitoring are to identify and measure impacts and identify costs and benefits. The socio-cultural impact of the event as perceived by the community will be primary focus of analysis. The rationale for this analysis is to generate knowledge that might stimulate Pride Parade organizational restructuring as well as encourage product/market developments that will further the

goals of the cent from a community stakeholders perspective (Richardson and Richardson, 1989 in Hall, 1992).

Evaluation Concepts

According to Getz (1997), to know what actions cause what effect we need evaluation. “To grow and achieve sustainability, or adapt to change, organizations must institutionalize the learning process” (Getz, 1997, p.332).

There are three basic types of evaluations. First of all, Formative Evaluation involves conducting needs assessments for developing new products. They are part of feasibility studies and part of preplanning activities for events (Getz, 1997). The second type is Process Evaluations. It is aimed at improving effectiveness of operations during an event. Through observation or quality control techniques, adjustments are then put in place for future events (Getz, 1997). The third sort of evaluation, “Outcome” or Summative Evaluations”, is conducted at the end of a program or after the event in order to judge its impacts. The results are considered in the future planning processes (Getz, 1997). The present study is of the third type of evaluations.

Festival effectiveness

Getz and Frisby (1988) perceive effectiveness to be related to the type of impact and its extent onto the community and the event’s acceptance by the community. They suggest the effectiveness of management is much more than its economic impact, drawing power or survivability. Hence, effectiveness must be measured through the ability of the event to meet multiple objectives such as: extending the length of the tourist season, bringing income to communities, creating or supporting a local and regional theme or image, and contributing to a broader package of tourism activities. Total tourists spending resulting

from the attraction and the income and employment multipliers of visitors spending should also be considered. Establishing goals which recognize the diverse dimensions and impacts of community celebrations, and packaging the events with one another are ways of monitoring the effectiveness of community-run events. Local tourist organizations should provide the technical support to events managers in conducting monitoring activities which assess tourism effects and grants to assist festivals.

This study will take festival effectiveness into considerations and will do recommendation aimed at assessing and achieving the Pride Parade's effectiveness for a successful future.

Use and misuse

The most important use of all evaluations is to do better next time and to constantly improve (Getz, 1997). The entire process must be institutionalized, be a permanent and important responsibility of managers. Getz (1997) has outlined the key principles that should be followed.

- Set up an evaluation committee, or assign the specific responsibility for evaluation to the main planning committee;
- All committees must have an evaluation task that inputs to the main evaluation committee
- Establish clear goals and objectives, with measurable performance standards each year
- Train all volunteers in observation and evaluation techniques; every volunteer and staff person has an evaluation role to play
- Evaluate with all stakeholders in the event, including the public at large;
- Never cover up problems or minimize costs, it always comes back as a problem or scandals
- Start out with modest evaluation exercises and work slowly toward more complicated research and evaluation; consult research experts and get advice from event associations;
- At a minimum, get a one-time grant or sponsorship to conduct a benchmark visitor survey and impact assessment; it can be updated periodically (p.333)

These key principles imply time and money spent so that it is not easy for community organizations to follow them. However, once they are part of the management practices, they are worth while.

Those principles will be used to guide the elaboration of this study. They will also shape the recommendations that this study will elaborate for effective festival management strategies.

Measuring Instrument for Monitoring Impacts

Ap and Crompton (1998) developed an instrument that can be used to measure tourism impacts related to two of the three elements leading tourism management to *sustained equilibrium* i.e.: “(1) The physical, ecological, social, or cultural environment; (2) the host population’s acceptance of visitors; or (3) the experience of the visitors” (Ap and Crompton, 1998, p.123).

Sustained equilibrium is a concept “that means managing to protect the long-term productivity of the destination” (Ap and Crompton, 1998, p.123). The instrument developed is worded objectively so that the interpretations of the questions and answers can be measured in an unbiased and stable fashion. The measurement scale is based on the formula $A_0 = \sum_{i=1}^n b_i a_i$ from Fishbein Attitude Model (1963): where A_0 is the attitude toward an object or phenomenon, b_i is the belief component, and a_i is the effective (or evaluation) component” (Ap and Crompton, 1998, p. 124). It uses a “Likert-type rating scale of specific tourism impacts on two aspects of each phenomenon: a belief

component and an evaluative component” (Ap and Crompton, 1998, p. 124). The scale was purified by a thorough pre-test procedure.

Table 3 Items measuring socio-cultural impacts of tourism

Demand for historical activities and programs
Demand for cultural activities and programs
Variety of cultural facilities and activities in the community
Opportunities to learn about other people and cultures
Awareness/recognition of the local culture and heritage
Variety of entertainment in the area
Opportunities to restore and protect historical structures
Opportunities to meet interesting people
Understanding of different people and cultures by residents
Life and vitality of the community
Positive attitudes of local residents towards tourists
Community spirit among local residents
Pride of local residents

Source: Ap and Crompton (1998). Developing and Testing a Tourism Impact Scale. *Journal of Travel Research*, Vol 37, 120-130

A modified and shortened version of this scale will be used in the assessment of the impacts of the Pride Parade of Vancouver. It will examine these potential impacts from the perspectives of the festival’s stakeholders.

Public involvement into monitoring

A community approach to tourism development involves “some control by residents over tourism development and management” (Woodley, 1993, p 137). For the sake of this research, public involvement in the monitoring step of the tourism planning process will be given special interest. Stephen Page (1995) noted that there is surprisingly little literature on planning for tourism in urban areas.

Public involvement in planning is considered to be essential according to the WTO (1994): “Planning is for the benefit of people, and they should be involved in the planning and development of tourism in their areas” (p.9). In doing so, they are more

likely to support appropriate forms of tourism development. This is due to the understanding of the benefits that tourism can bring to their community.

Event tourism can also play a very important role in urban areas. This is especially the case when it is well managed. It can bring numerous benefits to the host community. However, it is essential to monitor its impacts and to involve the community right from the start and/or as early on as possible in this development.

2.5 Gay, Lesbian, Bisexual, Trans, Community and Space Relationship

2.5.1 Introduction

GLBT identity, culture, social movement and community factors can all influence the relationship they have with the spaces and places they patronize. Some basic features of the GLBT community in terms of its identity, culture social movement and community organization are described in the following paragraphs. The importance of GLBT space is emphasized. This is because of the natural link that the community creates between themselves and the space they live in and also because the Pride Parade is located within GLBT space.

2.5.2 The GLBT community

Because the acceptance homosexuality is relative for each person, Lynch (1992) uses the word homosexual when he refers to the homosexual community and the terms gay for the bars, the sub-culture and individuals asserting themselves as gays. Connil (2000) and Starcevic (2000) specify that the term “gay” refers to people of feminine or masculine sex who have sexual relations with people of the same gender. The term GLBT reflects the

diversity of sexual relations that exist within the gay, lesbian, bisexual and transgender community (Starcevic, 2000). Badgett (2000) elaborates on this perspective by suggesting that gays are people patronizing establishments and premises frequented by people with similar sexual orientation.

Browning (1993) observed that lesbians and homosexuals older than 30 years old from the southern and central regions of the U.S.A. have used the word *gay* for both genders (Browning, 1993). Conversely in coastal regions, lesbians had the tendency to only consider men as gays. Elsewhere in the country people under 25 years old called themselves *queer*, which, they felt, had a less masculine connotation (Browning, 1993).

Many terms can be used to describe persons in the “trans community”. Their population is comprised of transgenders, transsexuals, transvestites, heterosexual cross-dressers, “she-males”, “he-shes”, drag queens and drag kings. Transgenders are defined as people who permanently changed their physical appearance and sex organs through medical surgeries and hormone treatments. The term transsexual has similar meanings but has a less medical connotation than the term transgender. Cross-dressers are men and women who dress as the opposite sex on some occasions. Transvestites dress up like the opposite gender on a daily basis. Drag queens and drag kings are men and women who dress like the opposite sex, but do so in an exaggerated fashion. “She-males”, “he-shes” are men and women that have modified their bodily appearance to look like people of the opposite. Like transgendered and transsexuals they have gone through permanent surgeries and hormone treatments, but have not changed their sex organs.

For the purpose of this study, gays and lesbians are considered to be men and women who have sexual relations with people of the same gender, identify themselves as gays or

lesbians and patronize gay or lesbian spaces. The community in which they live is referred to as the GLBT so as to reflect the diversity of the population being studied. However, the researcher is aware that there is much more literature on gays than lesbians, because gays are more visible and have better economic and social situation than women in general.

GLBT Social Movement and Community Organizations

Community organizations are intrinsic to the gay social movement. They unite gay people from different cultures sharing a common reality: homosexuality. The sub-culture and the identity linked to it, emerges from the same reality and its positive and negative experience: homosexuality itself. Lesbian and gay liberation is multifaceted. “Fundamentally, lesbian and gay liberation has been about changing self-image. (p.7-8)...Visibility and organizing became the objectives through which liberation would be attained. ‘Gay is just as good as straight...were among the rallying cries’ (Warner, 2002, p.61).

During the 1970’ gay and lesbian groups sprang up across Canada (Warner. 2002). In this context, the GLBT community of Vancouver became renowned as being the San Francisco of Canada

However, “many lesbians found it extremely difficult to work within primarily gay organizations because of disagreements around issues such as the age of consent, pornography and sex in public places” (Warner, 2002, p.174). The sexism of many gay men was also problematic (Warner, 2002). Another aspect explaining the difficulty of gays and lesbians working together as a community has been the preponderance of gay

sexual imagery in what were supposed to be gay and lesbian spaces, the refusal of gay men to take up issues advocated by lesbians., and gay men's lack of commitment to establishing organizational structures and processes to give lesbians power and position (Warner, 2002). Finally, "Hillabold also attributed the historic problem of lesbians and gay men working together to different family and economic statuses, and men's insensitivity to the fact that woman often are not as well off financially, or have parental responsibilities (Warner, 2002, p.175)

Nevertheless, many community organizations are moving forward with more and more followers and, ipso facto, more power. This explains the growing number of associations, foundations and coalitions created to bring together the GLBT community.

The first rallies (now called parades) held by the GLBT community was initially designed to give visibility to their claims and create awareness within the broader community. In the case of Vancouver, the Pride Parade was vehicle for getting the community message out.

2.5.4 The GLBT space

Like other groups, the gay communities try to appropriate the space they occupy. The relations that they maintain with places are quite unique. Many authors have varying ways of explaining the importance and the meaning of such relationships with space.

Importance of the space for the GLBT community

Urban spaces, where GLBT mainly live, are recognized as having special signification for the gay community as an example. "gay and lesbians, for instance, use the space to adopt separate identities...represented and formed in a 'space of consumption' through

the purchase of leisure activities and usage of it by activity outside work in a space for leisure purposes” (Hugues, 1998, p.164). This has resulted in the designation of many urban spaces as being gay.

According to feminist literature, urban space is often seen as a metaphor of the patriarchal society’s oppression (Podmore, 2000). She argues that space can serve as an instrument to counter the patriarchal society’s action (Podmore, 2000). Her findings suggest the role of men in the management of Vancouver’s Pride Parade is important because the event is located in West End and the feminism movement is focused elsewhere in the city.

Lynch (1992) questions the impacts of living in suburb on the like of homosexual. His experience taught him that:

Suburban homosexual were, indeed, more circumspect, were more fearful of exposure, anticipated more intolerance and discrimination, and had fewer homosexual relations, and less social involvement with homosexuals and more social involvement with heterosexual. (p. 192).

His work emphasizes the importance of space appropriation in gay self-realization and explains why they gather together within more urban spaces. According to Hugues (1997), the gay identity manifests itself via a different way of dress, activities practiced and space and places peculiar to their group. In fact, Devall and Harry, (1978) stated that gay spaces and places offer gay’s community freedom and liberty of action without the well-founded fear of persecution. Those spaces are frequently patronized and recognized as such within the gay community. Gay tourists travel a lot from gay community to gay community, from town to town. It is still today the space that provides them security and welcoming environment.

In this study, the integration of the GLBT community within the community of Vancouver will be studied. Also will be approached is the GLBT community's perception of the West End versus the impacts of the Pride Parade.

2.6 Gay Community Festivals and Tourism

2.6.2 Introduction

This section of the literature review discusses gay tourism, and the growth of gay tourism markets and events. GLBT tourism is about leisure travel by the GLBT community. Restrictions on the number of destinations with gay spaces have traditionally been a constraint to gay travelers. This form of travel has been examined to a very limited extent. However, it is generally assumed that gay and lesbian tourists travel for different reason than others and also seek destinations with unique characteristics that match with their interests and space needs.

2.6.3 Gay and Lesbian Tourism

Definition of gay tourism

Gay tourism is a form of travel designed to meet the needs of gay tourists. It has experienced a recent and radical evolution into a well organized and efficiently distributed form of tourism (Bellerose and Perrier, 2000). Phillipe Connil (2000) identified the distinctions between gay tourism and tourism practiced by gays:

It is adequate to differentiate the gay tourism which constitutes in a tourist supply intended for gays, from tourism practiced by gays which encompasses all the different types of tourism, of which certain are not influenced by sexual preferences (Unofficial translation) (p.15).

Motivation

The motivations for gay travel are varied. However Hugues (1997) put these in context.

He suggests that:

“...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). This travel may not be ‘a holiday’ but it is analogous to tourism as much as it involves movement from usual surroundings over distances that are often greater than heterosexual men travel for their leisure purposes. (Hugues, 1997, p. 6).

He further indicates that their “...holidays provide an extended temporal opportunity to be gay...express sexuality openly... and to do this away from those who may disapprove” (p. 6). Moreover, they tend to choose destinations where there are safe environments in which to be gay” (Hugues, 1997).

Chamberland (2000) explored the tourist practices of lesbians. She concluded that the motivations are “the will to escape from surrounding control and gain self autonomy for living their lesbianism and express their identity” (unofficial translation) (p.20).

The tourist motivation of gay men to travel is linked to “a kind of contemporary pilgrimage seeking authenticity in other ‘times’ and other places away from that person’s everyday life” (Urry, 1990, p.9). In essence the gay tourist is no different than any other type of tourist, except that his/her sexual orientation and subculture is the most likely at variance with that of other group.

Podmore (2000) explains the significance of tourist space for lesbians: “unlike queer sites, these women valued the area as a place where they experience more than one aspect of their identity” (p.39). This is how the tourist experience takes place. However, Hugues (1997) says that “Gay holidays do not appeal to all gay men, any more than does

frequenting gay space. It can be very claustrophobic and insular...and may lead some gays to deliberately seek non-gay holidays” (p. 6).

Gay market

A gay tourist destination will be recognised as such when it meets certain criteria. The most important one would be the “gay-friendliness” and social acceptances of the gay fact. Social acceptance takes place when booking rooms in hotels, when walking in the street with lovers, when going to restaurants. It is all about security and freedom. Another aspect that will attract gay tourists popularity is the type of tourist products that the destination offers to gay clientele.

Approximately 16 million gays and lesbians in North America spend close to \$47 Billion annually on tourism services (Community Marketing, 2000). This represents 10% of all North American visitor travel expenses. There is a strong propensity to travel in the clientele gay and lesbian. About 85 % of gay and lesbian Americans take trips each year, this compares favorably with the travel patterns of entire U.S population (69%) (Community Marketing, 2000). About 45 % of this gay and lesbian market takes international trip compare to 9 % for the population in general.

Overall gays and lesbians travelers have a mean level of travel expenditure that is higher than that of heterosexuals. This pattern occurs because gays do not normally have dependents. A study reported by *National Gay Newspapers Guild* “showed an even higher income than heterosexuals: \$41,300 for individuals and \$63,700 for households” (reference)

In contrast, Badgett (2000), suggests that gay population has incomes equal to or lower than the heterosexual community. Another characteristic of the gay community is that being gay is not only a sexual orientation but also a life style. Looking for social approval, they adopt *status symbols* (designer clothes and accessories, sports cars and luxury trips) which provide them with social legitimacy. In conclusion, from a marketing point of view gay and lesbian tourists represent interesting markets for a growing number of destinations.

2.6.4 GLBT parades and festivals

In Canada, Toronto, Montreal and Vancouver operates Pride Parades every year. They are usually held during the summer months of June, July and August. These parades are of growing importance as they are the manifestation of pride for the GLBT community and the entire community.

Toronto-Pride Parade

Pride Toronto is a volunteer-driven, not-for-profit organization of committed volunteers led by a board of directors. Pride Toronto fosters community partnerships through active outreach. They see their organization as fiscally responsible and with sufficient infrastructure and human resources to achieve its vision (www.pridetoronto.com). Every year, they organize the Pride Week. Pride Week is a participatory, week-long, cultural festival and parade that is the pre-eminent venue for the cultural expression of Toronto's LGBTTIQ community. The event also serves as a host for smaller organizations and marginalized communities, providing them the opportunity for visibility. For instance, the Dyke March is an event within Pride Week that provides a focus on women. It is open

to women of any race, culture, orientation, gender, ability, health, economic group, family structure, faith or age.

Toronto does have its Pride Parade every year, which was not the case at its beginning. According to media sponsors, approximately 850,000 people lined the parade route and took part in the street festival on Church St. in 2001.

San Francisco- Pride Parade

The pride Parade of San Francisco is organized every year by the San Francisco Lesbian, Gay, Bisexual and Transgender Pride Celebration Committee. It is a non-profit event that was first celebrated in 1970. About one million people attended the pride parade in 2001, this was the 32nd edition of Pride Celebration in San Francisco. In 2002 the twin cities of San Francisco were the cities of Montreal, San Jose and Bangkok. "Twinning is a way for San Francisco Pride to partner with other organizations in order to strengthen each other's events, doing so through promotion and mentoring" (www.sfpride.org).

Montréal- Pride Parade

The City of Montréal Pride Parade has a shorter Pride Parade history when compared to San Francisco and Toronto. Divers/cite, the organization that has organized the parade every year, is only 10 years old. The Sunday Pride Parade in 2002 attracted approximately 800,000 people. An estimated 1.2 million people participated during the entire 10 day festival, which included a huge variety of cultural events. In 1993 was the first year that group of people marched through the streets of the City of Montreal in this parade. Approximately 1,800 people came to watch and cheer their peers. Currently, the

pride parade is renowned has being “the best-attended, most inclusive and most extravagant event in Quebec” (www.diverscite.org). The gay events receive strong support for their events both from the local government and tourism organizations.

Chapter 3

Methods

3.1 Introduction

In addition to the literature review which informed the development of the research construct used in this research, the study's methods included a case study of organisations and businesses involved in Vancouver's Pride Parade. Interviews with representatives from these organisations were designed to elicit their opinions on the socio-cultural impact that the Parade brought to the community of Greater Vancouver. 19 interviews were conducted with representatives from their organisation within the time period of October to November 2002.

3.2 Case Study

3.2.1 Case study selection

The focus of the impact research is on businesses and community organizations serving gay travel markets in Western Canada. The largest GLBT population in Western Canada (i.e Manitoba, Saskatchewan, Alberta and British Columbia) lives in Vancouver. The gay tourists market is a growing niche segment of consumers for businesses willing to offer products that meet the needs of such people. Many cities including Vancouver and Whistler, BC, see the economic and tourist potential that this market represents and have developed marketing strategies to attract GLBT tourists. They are developing products

corresponding to gay consumer profiles already developed by marketing companies (e.g. Community Marketing, 1992)

Gay tourism research has focused primarily on marketing issues. Few studies addressed the impact of these events on the communities that host gay visitors.

Research concerning Vancouver's Pride Parade is not an exception to this general pattern. Consequently, little is known about the opinions of the host community and the impacts community stakeholders perceive to exist regarding events such as Vancouver's Pride Parade. Available information suggests that never have the social impacts of concepts of sustainability and gay tourism been addressed in community development research in Vancouver or elsewhere. Consequently, this research used Vancouver as a geographic focus for its investigation.

3.2.2 Case Study Research

Case Study research can be characterized by the limited number of situations analyzed, the deepness of the analysis and the inductive inferences that can evolve from the findings (Gauthier, 2000). The fact that case study research typically focuses on an examination of one situation allows for more in-depth knowledge and analysis.

However, generalization from that case to other situations is dangerous. This is due to the fact that each case normally has unique characteristics. In this Vancouver case study, personal interviews with selected respondents associated with community organizations and businesses associated with the Pride Parade allowed the researcher to obtain more in-

depth information. The research focused on exploratory issues for the reason that the researcher had no knowledge of any other similar case studies existing elsewhere on this topic.

3.3 Interviews and Survey

3.3.1 Goals and objectives of the Survey and interview

Two goals guided this research. The first goal was to provide an assessment of the Pride Parade's impacts as perceived by the representatives of the Vancouver community associated with this event. The second was to assess the opinions of the broader Vancouver community regarding the Pride Parade's impacts. The research question in this study was:

“What are the most important socio-cultural impacts perceived by representatives associated with the Vancouver Pride Parade event?”

More specifically the objectives of this research were:

1. Describe the level of involvement of community organizations and businesses with the Pride Parade.
2. Identify the range of community issues associated with the event.
3. Determine the socio-cultural impacts of the parade as perceived by the community organization representatives
4. Evaluate the repercussions (negative or positive) of the socio-cultural impact of the Pride Parade as perceived by the community of Greater Vancouver, and
5. Determine possible managerial options for addressing any of the identified issues

It was felt that by answering these questions the event's planners might be better positioned to assist in the development of guidelines and policies which would direct future management of the parade toward more positive effects.

3.3.2 Operationalisation

In order for the interviews and surveys to meet their research and objectives, an interview protocol comprised of semi-structured and structured components was issued. This face to face protocol addressed themes related to the following:

- What is the name of your organization?
- Organization purpose and activities
- Involvement with the Pride Parade
- Extent and preference of social impacts linked to the Parade
- Methods of enhancing the Parade

Both quantitative and qualitative aspects of these themes were explored. The paper analyzed the community organizations and businesses involvement within the Pride Parade of Vancouver as will show different attitudes/opinions and behavior concerning the Pride Parade. Involvement was evaluated upon level of involvement representing the community organization and businesses type of involvement within this tourism event. All respondents were informed that their information would be used only in a collective fashion, and would be combined with the perspectives of other respondents. They were also told that participation in the interview was voluntary and that they could stop at any point. All respondent's individual answers were coded and analyzed using SPSS software programs.

3.3.3 Testing Relevancy and Completeness of Interview and Survey

The structure and content of the survey and interview instruments were modeled on existing approaches developed and tested by Ap and Crompton (1998). See Appendix 1 for a description of the survey instrument used.

Based on initial design content, a pre-test was conducted with three organizations in order to develop more refined and relevant survey instrument. Suggested changes to the instrument were incorporated into the final tool created. The revisions were primarily related to the vocabulary of the survey and the specificity of some interviews' questions.

3.3.4 Relationship between the Interview and the Survey

The structured survey component of the research was explained to the respondent midway through each semi-structured interview. It was used to introduce the respondents to a variety of impacts on which they were asked to rate the extent and their preference for its effects. Following the survey, questions were asked to lead the discussion into a deeper and more qualitative analysis of these perceived impacts.

3.3.5 Sampling Frame and Selection

The affected community was reached through the selection of a sample of respondents representing community associations and businesses associated with the event. A list of associations and businesses involved in the Pride Parade within the Greater Vancouver Regional District (GVRD) was developed. The sample of the respondents from these

organizations was developed through the use of the “snowball technique”. Each selected organization was asked to recommend people to be contacted for participation in this project. This type of sampling allows the identifications of connective tissue between groups associated with the event (Baud, 2000). Participants were phoned and upon indicating their willingness to participate, they were interviewed at convenient locations and times. Depending on the respondent, interviews lasted between 20 and 50 minutes and were recorded using audiotape and notes. The structured survey was completed during the interview. This instrument was also used to guide the focus of the semi-structured interviews.

3.3.6 Interview and Survey Analysis

The majority of the data collected were qualitative in character. A content analysis was used to describe these qualitative data. A Likert type scale was used to measure in a more quantitative manner the extent of the impacts perceived and respondents attitude’s about those impacts. SPSS software was used to analyze the frequency of responses to specific questions asked in the survey. These data were reported collectively in tables presented in the findings. The collective results were analyzed with a framework developed by Bjorklund and Philbrick (1972). That benchmark study provided a very useful conceptual framework for understanding the host attitudinal/behavioral responses to tourist activity.

3.3.7 Interview and survey accuracy

The two primary dimensions of data accuracy are associated with validity and reliability. Validity can be gauged by how well the questions address what the researcher is trying to elicit from the respondents (Durand et Blais, 2000). Reliability assesses the extent to which the same general results would be achieved had the interview and survey been administered to the same group of respondents a second time using the same approach. Ap and Crompton (1998) developed the scale used in this study's structured components so as to ensure a consistent and accurate means of measuring impacts of tourism. To measure the attitudes of respondents concerning various impacts a model developed by Ap and Crompton (1998) was used. The developed assessment model is based on the formula $A_0 = \sum_{i=1}^n b_i a_i$ as describe in Fishbein attitude model (1963). In this model A_0 is the attitude toward an object or phenomenon, b_i is the belief component, and a_i is the effective (or evaluation) component" (Ap and Crompton, 1998, p. 124). It "examines the extent to which the measure (i.e., the perceived tourism impact scale expressed as an index) correlates with other measures designed to measure the same thing." (Ap and Crompton, 1998, p.128). The convergent validity of this approach was demonstrated by Ap and Crompton. In their research, a positive relationship existed between the two measures. The other questions explored in the survey were based on other existing literature associated with event impacts.

Chapter 4

Case Study

4.1 Introduction

The purpose of this case study was to elicit the opinions of the Vancouver community regarding issues associated with the promotion of the Pride Parade and to provide an assessment of the event's impacts as perceived by them. The information was gathered through interviews and surveys administered to representatives from a cross section of these community associations and businesses. The content and structure of the interviews were based on existing literature discussed in the Chapter 2. The first section of this chapter describes the background context within which Vancouver's Pride Parade has evolved. The second segment of the Chapter 4 presents an analysis of the results gathered from the interviews and the surveys.

4.2 Background

4.2.1 The Gay community of Vancouver

The Vancouver GLBT community is comprised of two neighborhoods. The gay male neighborhood is identified as the "West End" and the lesbian neighborhood is called "The Drive". The West End is clearly marked as being gay by its boutiques and "rainbow" flags that are visible all along Davie Street in Vancouver's West end. English Bay is located at the crossroads of Denman and Davie Streets and is at the centre of the gay male neighborhood. It is a wonderful beach-park setting and is a very popular tourist

attraction. The lesbian community is associated with “the Drive” and located along specific sections of Woodland and Grandview Avenues, a residential area of Vancouver. Markers suggesting that the area accommodates lesbians are less visible. Both neighborhoods have “evolved- and now function- in quite distinctive ways” (Bouthillette, 1997, p.214). However, limited economic power, family responsibilities, public safety, and political effectiveness have constrained lesbian community development in several ways, when compared to men (Bouthillette, 1997).

The GLBT population of Vancouver is represented by many community organizations. Like other minority groups, they have been quick to develop skills and realize the importance of networking with one another. Their community associations are mainly located in the West End and Downtown Vancouver, where the Pride Parade is held every year.

4.2.2 The Pride Parade and Festival's , Organization and Economic Impact

In 1973 the Gay Alliance Toward Equality (GATE) organized and sponsored what was to be the first series of events during Pride Week. In that year, Pride Week was celebrated across Canada as part of a worldwide celebration.

In Canada, Pride Week commemorates the first gay actions of 1971. During that year, several hundred gay militants gathered on Parliament Hill in Ottawa and presented the government with a brief of ten demands calling for the elimination or revision of archaic

legislation associated with gay rights. The gay right's rally that left the Courthouse of Vancouver on August 25th 1973 became the political focus of Pride Week celebrations (The Grape, 1973) . The central demand gays sought for was the inclusion of sexual orientation in the "BC Human Rights Act" and the repeal of all anti-gay legislation affecting gays both economically and socially (The Grape, 1973). GATE gave the homosexual public a clear profile as a political and social force. Through public and political action, GATE spoke to the real interests and concern of gay women and men. Like all community organizations within the gay social movement, GATE knew the importance of the press in combating legal and social ostracism. In 1973 it also launched a gay liberation newspaper called 'Gaytide' with a special edition on Pride Week (The Grape, 1973). Among the activities held during Pride Week were an 'Arts Festival and Dance" and a picnic. The latter still occurs every year. In fact, the activities scheduled for 2003 will represent the 30th anniversary of this event. According to Body Politics (1973), 300 people attended the first Arts Festival sponsored by GATE and 40 people took part in the picnic. Gaytide (1973) reported that "approximately 100 gay women and men rallied" (p.7). These first events continue to have profound meaning for the following reasons:

"Gays are beginning to unite to join together in large numbers, to make ourselves a strong and visible movement, to be public and upfront, to be a force that politicians and society cannot ignore. This rally today in Vancouver and similar actions taking place in other parts of Canada, and all the events of Gay Pride Week are part of that process [...]. We are no longer going to be separated from each other, each in his or her closet. We are beginning to join together and to understand that in that way we can win" (Gaytide, 1973)

Vancouver Pride Society

The Vancouver Pride Society (VPS) was founded in 1978. The Society came together after the will of participants materialized during the Pride Parade. In 1996, the Pride Parade changed from being held on a Monday to occurring on a Sunday. This brought some complaints because of the conflict it's created with the community's Powel Street Festival. This festival is a celebration of Asian Canadian arts, history and culture. There are all activities that keep many gay, lesbians, bisexuals and transgendered people in the Asian community busy. Which diminish the amount of energy and time volunteer can invest into the preparation of Pride Parade. Both Vancouver's mayor and it's chief of Police marched in the Pride Parade for the first time in 1997. In the subsequent years, the parade changed routes, and accommodated more floats and participants. In 2002, 120,000 people attended the event that is now touted as being "Western Canada's largest GLBT parade. VPS suggest that this parade is Vancouver's second largest annual event and only official parade"(WestQUEST Consulting, 2001, p.3).

The Vancouver Pride Society is a charitable organization led by an elected board of directors. One of its main activities is organizing Pride Week that includes the Pride Parade. The purpose of the Society is to:

1. advance the human rights and social welfare of gay, lesbian, bisexuals and transsexuals and transgendered (GLBTT) people by celebrating their unique characteristics and supporting other groups within the GLBTT community with similar purposes to those of the Society.
2. enhance the self awareness and self-esteem of the members of the GLBTT community
3. promote the role of members of the GLBTT community within Canadian society
4. manage all such other things that are incidental and similarly to the attainment of the four going purposes in the exercise of the power of the Society (Vancouver Pride Society)

Estimated Economic Impact

An economic impact study was commissioned by the Vancouver Pride Society in 2001. It estimated that the economic impact of Pride Week was more than \$14 million in direct tourist expenditures, and over \$8 million in expenditures by locals for a total of \$22 million in total impact. The Society claimed that the Parade in itself was a motivator for attracting tourists living within reasonable geographical proximity of Vancouver. It is probably not attracting many people from outside British Columbia and the immediate regions in the U.S.A. due mainly to other pride events occurring elsewhere at that time. The economic impact study's findings also suggested that the Pride Festival's primary market efforts should focus on attracting visitors from British Columbia, Alberta and the Western United States (particularly Washington and Oregon) (WestQUEST Consulting, 2001). It suggested that "Gay males should be the primary target for tourist marketing, while lesbian groups and 'gay friendly' heterosexuals would be strong secondary markets" (WestQUEST Consulting, 2001, p.8). Their research indicated that about \$15 million was injected into Vancouver community as a result of the Pride Festival, but this was far less than that of Montreal and Toronto. These cities are able to promote Pride Events that extend beyond an annual Pride Festival and position these communities as year round gay destinations (WestQUEST Consulting, 2001). "Montreal success indicates that it receives more than \$500,000,000 per year from gay tourism" (WestQUEST Consulting, 2001, p.8).

4.2.3 Gay tourism in Vancouver

Gay tourism

Gay tourism in Vancouver is a relatively small component of a much larger travel promotion initiative. While ostensibly promoted under a set of broader tourism initiatives coordinated by Tourism Vancouver, its most high profile gay tourism promoting is associated with the Vancouver Pride Society. Tourism Vancouver's direct promotional support has been linked to the Vancouver Pride Society's Pride Week activities in 2002. Its participation was partially driven by a growing increase in the variety of gay activities in the City of Vancouver. The most important activity is, of course, Pride Week.

For the most part, the promotion of gay tourism in Vancouver occurs primarily at the GLBT community level. Examples of gay tourism activities abound. For instance, for the past ten years the community has supported the CruiseYT Production. It claims to be "Canada's largest Gay Club cruising tour" (www.cruiseyt.com). It was initially developed as an activity prior to the commencement of the Pride Week festivities. However, it now occurs throughout the summer. Partial proceeds from the organized cruises go to charitable and community organizations in Vancouver. Similarly a Queer Film and Video Festival is also produced by Vancouver's GLBT community. Its goal is "to celebrate the media arts as a powerful tool of communication and cooperation among diverse communities. It promotes the production and exhibition of films and videos of interest to lesbian, bisexual, trans and gay communities of British Columbia" (www.outonscreen.com) and attracts local, regional and international visitors.

Other local and tourism activities that have developed in recent years include “Circuit Events”. One of these events (“Rapture”) occurs during Pride Week. Such events are similar to those conducted by the Bad Boys Club Montréal (BBCM) and the Altitudeleven event in Whistler, B.C.. For 11 consecutive years, Altitudeleven, the biggest circuit event in Western Canada, occurs for one week period at Whistler, BC (www.outontheslopes.com).

4.3 Survey findings

4.3.1 Research objectives

The objectives of this research were: 1) to provide an assessment of Pride Parade impacts as perceived by the related community organization and business representatives; and 2) to assess the opinions of the broader Vancouver community regarding issues associated with the promotion of this event. The following sections describe the findings associated with the study’s examination of these objectives.

In the analysis of the results it must be understood that the Pride Parade evolves in an ever-changing environment and that it is difficult to draw a line concerning its impacts and what are the changes that have occurred because of other factors. There may have been other forces that have played a role in creating the changes that are perceived to be Parade related.

4.3.2 Community Organization Perspectives on Socio-Cultural Changes

We were asking respondents to rate on a scale from 1 to 5 what the items listed impacts change are: 1 being large decreased change, up to 5 being large increased change. On each item rated change, respondents were also asked to tell on a scale of 1 to 5 what their preference was. 1 being the most disliked change up to 5 being the most liked change. Here is an example of the grid they had to fill up.

Rating of Socio-Cultural impacts by the respondents												
Socio-Cultural impact Items	Change					Preference						
	↓		↑			dislike		like				
Demand for historical activities and programs	1	2	3	4	5			1	2	3	4	5
Demand for cultural activities and programs	1	2	3	4	5			1	2	3	4	5

Extent of Perceived Overall Changes

Community organizations were asked to provide details concerning the extent of the changes that the Pride Parade was perceived to have created in their community. Overall, changes generated was perceived to be low to medium in extent. However their perceptions varied depending on the impact being assessed.

Perceived Overall Impacts

Respondents perceived the Parade's greatest changes to be associated with its role in creating greater:

- Opportunities to meet interesting people (4.22),
- Understanding of different people and cultures by residents (4.11),
- Positive attitudes of local residents towards tourists (4.00),
- Awareness/recognition of the local culture and heritage (3.89), and

- Pride of local residents (3.89)

Table 4 Community perspectives concerning Parade's Contribution to Socio-Cultural changes			
Impact Item	Average Response		
	Extent	Preference	Relative Significance index (extent x preference)
Demand for historical activities and programs	3,00	3,22	11,44
Demand for cultural activities and programs	3,67	3,67	15,00
Variety of cultural facilities and activities in the community	3,67	3,67	14,78
Opportunities to learn about other people and cultures	3,44	3,56	13,89
Awareness/recognition of the local culture and heritage	3,89	3,78	15,33
Variety of entertainment in the area	3,22	3,22	12,44
Opportunities to restore and protect historical structures	2,44	2,56	6,33
Opportunities to meet interesting people	4,22	4,44	19,78
Understanding of different people and cultures by residents	4,11	4,44	18,56
Life and vitality of the community	3,67	3,78	14,89
Positive attitudes of local residents towards tourists	4,00	3,89	16,00
Community spirit among local residents	3,56	3,33	12,78
Pride of local residents	3,89	3,78	15,67
Average	3,60	3,64	14,38

However, there was also a relatively strong belief that the Parade was not contributing *to the restoration and protection of historical structures (2.44)*. Opinions were also quite undecided on the extent to which the Pride Parade played a role in terms of:

- Bringing a greater variety of entertainment to the area (3.22), and
- Increasing demand for historical activities and programs (3.00)

Community Organization Perspectives on Preference for Socio-Cultural Changes

Community organizations were asked to indicate their level of preference for the changes that the Pride Parade was perceived to have created in their community. Overall they expressed moderate approval for a large majority of the changes that had impacted the community. Their greatest levels of approval were linked to the parade's impact on creating:

- Understanding of different people and cultures by residents (4.44),
- Opportunities to meet interesting people (4.44),
- Positive attitudes of local residents towards tourists (3.89),
- Awareness/recognition of the local culture and heritage (3.78), and
- Opportunities to learn about other people and cultures (3.56)

They were less enthusiastic about the role the Pride Parade played in *decreasing opportunities to restore and protect historical structure (2.56)* (Table 1).

Community Organization perspective on relative significance of Socio-Cultural Changes

Based on respondents' perceptions of the extent and preference for changes generated by the Pride Parade, a relative significance impact index was created for each of the change items examined. Overall, the greatest levels of relative impact were associated with the Parade's role in creating:

- Opportunities to meet interesting people (19.78),
- Understanding of different people and cultures by residents (18.56), and
- Positive attitudes of local residents towards tourists (16.00)

The least significant contributions of the Parade were linked to its ability to increase:

- Variety of entertainment in the area (12.44),
- The demand for historical activities and programs (11.44), and
- Opportunities to restore and protect historical structures (6.33) (Table 1)

4.3.3 Business' Perspective on Socio-Cultural Changes

Business' Perspectives on Extent of Socio-Cultural Changes

Businesses representatives were asked to provide their opinions on the extent of the changes that the Pride Parade was perceived to have created in their community. Overall, the extent of changes generated by the Parade was perceived to be low. For many of the impact items, the respondents were ambivalent concerning the extent of changes. However, their perception varied depending on the impact being assessed.

On one hand the greatest changes were believed to be associated with increases in:

- Positive attitudes of local residents towards tourists (4,50),
- Opportunities to learn about other people and cultures (4,00),
- Demand for historical activities (3.90), and
- Awareness/recognition of the local culture and heritage (3.90)

On the other hand, the Parade was also perceived by the business community not to have contributed significantly to:

- Opportunities to restore and protect historical structures (2.90),
- Variety of entertainment in the are (2.60), and
- Variety of cultural facilities and activities in the community (2.50)

Also the business respondents were ambivalent about the role played by the Parade in bringing to the community greater:

- Demand for cultural activities and programs (3.30),
- Pride of local residents (3.30),
- Life and vitality of the community (3.00), and
- Opportunities to learn about other people and cultures (3.30)

Table 5 Businesses Perspective Concerning the Parade's Contribution to Socio-Cultural Changes			
Impact Item	Average Response		
	Extent	Preference	Relative Significance index
Demand for historical activities and programs	3,60	3,90	14,00
Demand for cultural activities and programs	3,30	3,50	12,50
Variety of cultural facilities and activities in the community	2,90	3,30	10,40
Opportunities to learn about other people and cultures	3,30	4,00	14,10
Awareness/recognition of the local culture and heritage	3,20	3,90	12,60
Variety of entertainment in the area	2,60	3,40	8,30
Opportunities to restore and protect historical structures	2,60	3,20	8,40
Opportunities to meet interesting people	3,40	3,40	12,00
Understanding of different people and cultures by residents	3,70	3,60	14,00
Life and vitality of the community	3,00	3,70	11,80
Positive attitudes of local residents towards tourists	4,00	4,50	18,10
Community spirit among local residents	3,40	3,80	14,80
Pride of local residents	3,30	3,80	13,90
Average	3,25	3,69	12,68

Business' Perspective on Preference of Socio-Cultural Changes

Business stakeholders were asked to indicate their level of preference for the changes that the Pride Parade was perceived to have created in their community. Overall their

approval ratings for the changes the Parade had generated were low to medium. Their most positive perspectives were associated with the role the Pride Parade had played in creating:

- Positive attitudes of local residents towards tourists (4.50)
- Opportunities to learn about other people and cultures (4.00)
- Demand for historical activities and programs (3.90), and
- Awareness/recognition of the local culture and heritage (3.90)

See Table 2

Business' Perspectives on Relative Significance of Socio-Cultural Changes

Based on business representatives responses concerning the extent and preference for changes generated by the Pride Parade, a relative significance impact index was created for each of the impact items examined. This analysis revealed the most advantageous relative socio-cultural impacts associated with Vancouver's Pride Parade were limited to the Parade's role in generating:

- Positive attitudes of local residents towards tourists (18.10)
- Opportunities to learn about other people and cultures (14.14)
- Demand for historical activities and programs (14.08), and
- Opportunities to meet interesting people (13.60)

Less significant contributions of the Pride Parade related to its role in increasing the:

- Variety of cultural facilities and activities in the community (10.40)
- Opportunities to restore and protect historical structures (8.40), and
- Variety of entertainment in the area (8.30)

4.3.4 Comparison of community and businesses perspective of Socio-Cultural Changes

Perspectives on the Relative Significance of Socio-Cultural Changes

This analysis reveals the most advantageous socio-cultural impacts associated with Vancouver's Pride Parade as perceived by businesses and community organization are not the same and that they are not related to any significant way of thinking. Indeed, the overall Spearman rank correlation ($r=0.27$) indicated that there was no association between the relative significance of perceived impacts expressed by business and community groups (Table 3).

For instance, businesses rated changes to the "*Variety of cultural facilities and activities in the community*" to be 18.10 on the Relative Significance scale. It was ranked 1st by them as opposed to 3rd (16.00) in terms of relative impact by the community respondents. Similarly, *Opportunities to restore and protect historical structures* was ranked 2nd by businesses on the RSI scale and 10th by the community associations. *Demand for cultural activities and programs* was ranked 1st and *Opportunities to meet interesting people* 2nd according to community association and 9th and 4th respectively by businesses. Also, the least important items in terms of relative significant impact was perceived to be *Opportunities to learn about other people and cultures* (8.30) for the businesses respondents and *Awareness/recognition of the local culture and heritage* (6.33) for the community associations.

Table 6 Significance Impact Rank Correlation Between Businesses and Community Groups				
Impact Item	Businesses	Rank	Community org.	Rank
Variety of cultural facilities and activities in the community	18,10	1	16,00	3
Opportunities to restore and protect historical structures	14,80	2	12,78	10
Demand for historical activities and program	14,10	3	13,89	9
Opportunities to meet interesting people	14,00	4	18,56	2
Positive attitudes of local residents towards tourists	14,00	5	11,44	12
Variety of entertainment in the area	13,90	6	15,67	4
Pride of local residents	12,60	7	15,33	5
Community spirit among local residents	12,50	8	15,00	6
Demand for cultural activities and programs	12,00	9	19,78	1
Life and vitality of the community	11,80	10	14,89	7
Understanding of different people and cultures by residents	10,40	11	14,78	8
Awareness/recognition of the local culture and heritage	8,40	12	6,33	13
Opportunities to learn about other people and cultures	8,30	13	12,44	11

4.3.5 Framework Bjorklund and Philbrick

The study examined perspectives on the Pride Parade's role in affecting social changes to the Vancouver's community. It was believed that there would be distinct differences in community impact perceptions based on the type of involvement of the respondents with the event.

For the purposes of this paper, the level of involvement was considered to be function of the type of involvement with the Parade. Based on this subjective assumption, three levels of involvement were established. Level three was the highest and it was reached when there was involvement within an organizing committee of the Pride Parade; Level two involvement occurred if the respondents were engaged in developing a float for the Pride Parade. Level one involvement happened in the respondent's organizations

providing sponsorships for the event. The level of involvement was not associated with any measure of the importance of the contribution made, but rather the level of commitment expressed with the respect to making the event appear.

The following discussion describes responses to the Parade's perceived impacts, based on these levels of involvement.

Table 7 Relative Significance Index for Varying Levels of Participant Involvement						
Impact Item	Relative Significance Index					
	1 (LOW) involvement		2 (MEDIUM) involvement		3 (HIGH) involvement	
		Rank		Rank		Rank
Demand for historical activities and programs	10.33	12	13.36	11	11,20	4
Demand for cultural activities and programs	15.00	6	14.73	8	10,60	6
Variety of cultural facilities and activities in the community	15.33	4	15.18	6	4,80	12
Opportunities to learn about other people and cultures	20.33	1	14.36	9	9,40	9
Awareness/recognition of the local culture and heritage	14.33	9	14.73	7	11,80	3
Variety of entertainment in the area	13.33	10	11.91	12	4,80	13
Opportunities to restore and protect historical structures	10.33	13	7.73	13	5,00	11
Opportunities to meet interesting people	15.00	7	18.36	1	10,20	7
Understanding of different people and cultures by residents	16.00	3	17.00	4	14,40	2
Life and vitality of the community	15.00	8	14.00	10	10,60	5
Positive attitudes of local residents towards tourists	16.33	2	17.09	3	17,60	1
Community spirit among local residents	15.00	5	15.55	5	9,40	8
Pride of local residents	13.00	11	17.73	2	9,20	10
Average	14.79		14.75		9,92	

Respondents with low level's of Parade involvement rated *Opportunities to learn about other people and cultures* (20.33) as the impact having the most significance. In contrast, *Opportunities to restore and protect historical structures* were rated as having been

influenced the least by the Parade. Medium involvement respondents perceived *Opportunities to meet interesting people* (18.36) as being the highest relative impact generated by the Pride Parade. Respondents in their group also perceived that the Pride Parade has had the lowest level of effect on *Opportunities to restore and protect historical structures* (7.73). High involvement respondents indicated that the *Positive attitudes of local residents towards tourists* (17.60) was the most significant relative impact generated by the Pride Parade within the community. However, contrary to there less involved counterparts, they felt the Pride Parade had the least relative impact on *Variety of cultural facilities and activities in the community* (4.80) and on *Variety of entertainment in the area* (4.80).

Respondents with higher level of involvement tended to be less satisfied with the Parade's overall impact on the community (9.92). The respondents with a lower level of involvement were more satisfied with the perceived changes that the Pride Parade had brought (14.75 and 14.79).

4.4 Qualitative Findings

4.4.1 Characteristics of Respondents

Business representatives

Business representatives included in this study's interviews catered to the GLBT community either because of their strong commitment to the Pride's ideal or because of their business location. They offered a variety of services to the GLBT community and the general public. Some of the businesses were GLBT owned and operated while others

were not. A total of 10 business representatives were interviewed for this project. They had varying levels of involvement with the Pride Parade.

Community Organization representatives

Community organization representatives interviewed all provided services primarily to clients within the GLBT community, and to a lesser extent the general public. Advancing GLBT rights and addressing their target clientele issues were their primary organizational objectives. A total of nine community organizations representatives were interviewed.

4.4.2 Perceived Importance of the Pride Parade

The perceived importance of the Pride Parade varied and/or corresponded amongst involved community organizations and businesses. The following section describes their perspectives based upon their relative level of involvement with the Parade.

Visibility and public support

The most important benefits from involvement with the Pride Parade seemed to be related to the visibility that organizations and businesses obtained by supporting its activities. Reasons cited for involvement included:

- To attract new members to their organization
- To express support for the community's goals and people
- To cater to the GLBT community's interests
- To bring many opportunities and people to the community
- To increase their visibility and profile within the GLBT community and beyond
- To generate advertisement value

- To attract new customers

Reach public – communicate a message

Another goal of these proponents of the Pride Parade was it to reach the general public and communicate specific core messages. Both businesses and community associations saw the Pride Parade as a vehicle for :

a) Supporting the community and its businesses

- Getting involved in the community celebrations
- Talking to people, and establishing a relationship with the community
- Letting the people know they supported the event and the community
- Helping the community become aware of the values of the local businesses
- Establishing relationships with other businesses and organizations beyond the normal “business framework”
- Creating partnerships and relations (networking) with other businesses and organizations

b) Building awareness – Community associations

Community associations indicated several ways in which the Pride Parade helped to create greater community awareness. These included using the event to:

- Helps build public support and public understanding of the issues related to gay, lesbian, bisexual and transgender and hopefully reduce barriers and fears concerning GLBT lifestyles.

c) Show the community and its diversity – Community association and businesses

Those surveyed indicated that the Parade was a means to:

- Show the diversity (ethnicity) of the community
- Celebrate the role of the volunteer
- Illustrate the community's strong cultural roots
- Demonstrate the range of age groups within the GLBT community
- Highlight the family element existing in the community

4.4.3 Community connections

Whereas the importance of varying aspect of the Pride Parade for local businesses and organizations was apparent in the qualitative responses, some issues were raised by respondents regarding its role in promoting a broader sense of community. The Pride Parade's overall importance was mainly viewed in terms of its value for the GLBT community. Here were the main positive points that the community and business respondents brought forward.

Community Celebration

The Pride Parade was perceived to celebrate the GLBT community by bringing together its businesses and community organizations. The celebration focused on their right to be free and themselves.

Community Pride and Belonging

The Pride Parade was perceived to be a moment of Pride and a ritual for the GLBT community, especially for youth and people "coming out". The Parade reinforced and

motivated people (community organization, volunteer and business) involved to continue the work they were accomplishing. This event allowed gays, lesbians, transsexuals and bisexuals to assert their presence within Vancouver's West End. The number of people participating in the celebration was perceived to bring strength and a feeling of belonging into the GLBT community.

Create awareness and understanding

The Pride Parade was perceived to be a vehicle for showcasing the personality, culture and tradition of the GLBT movement to the broader community. The GLBT community is part of the Vancouver's West End and the Parade provided a way to show how many people they represented and their diversity. The Pride Parade provided a learning opportunity for the community in general. The Pride Parade gave the opportunity to share pride and to establish networks and relationship.

Commercial

The two main commercial benefits from the Pride Parade were perceived to be economic boost and tourism gain that the event created for the community.

Parade Issues

Overall, the parade was perceived to be very important for the community. However some aspects of it did not please every one. For some respondents, the parade seemed to have lost its meaning and therefore much its importance. The following management Chapter (5) discusses these issues.

4.4.4 Other Perspectives Expressed by Business and Community Organizations Representatives

The following section summarizes other comments expressed by participants about specific Parade issues in their community.

Attitudes of local residents toward tourists

a) Businesses

Businesses recognized the importance of tourism for them both individually and collectively. The Pride Parade was perceived to have great potential as a tourism event. It was deemed important that local and provincial tourism agencies (Tourism Vancouver and BC Tourism) support the GLBT community. GLBT community representatives felt that the tourism agencies did not fully understand what the characteristics of gay tourists were with respect to purchasing power and their propensity to travel. Tourism representative also felt that the GLBT community was small and was relatively easy to target and attract to Vancouver. Some respondents recognized that Tourism Vancouver was already working with the Pride Parade organization to help promote gay and lesbian tourism but more could be done in terms of support for such activities.

b) Community groups

The Pride Parade was perceived by the community representatives to have great potential for attracting tourists. The community respondents indicated that GLBT groups enjoyed meeting people from other countries, and loved to learn more about other cultures. Although the majority of the respondents said the community was open to people from different countries and cultural backgrounds, one respondent pointed out that the GLBT

community was quite insular. That person indicated that the community did not really pay attention to the status and limited rights of other GLBT communities around the world. However, respondents felt that the Pride Parade showed that the City of Vancouver was an “open” City available to citizens from all over the world.

They suggested that during the Pride Parade, people were more open and friendlier. The Parade created a festive atmosphere that permeated throughout the community and helped citizens make new friends and generate greater cultural understanding. One of the respondents said that the Pride Parade organization should be careful in targeting tourists because not every one wanted to see their city overrun by visitors.

One community respondent noted that the West End is a prime tourist’s area in Vancouver. Because the GLBT community is situated in this area of natural beauty, it can promote itself to tourists in a more positive way. GLBT communities around the world do not all have this chance. In fact, they are often located in poorer neighborhoods not very welcoming to tourists and citizens. Having tourists in Vancouver also shows the importance of the GLBT community and was perceived to give legitimacy to the community’s opinions and desires. Finally tourism was viewed as bringing much needed money into the community.

Community spirit and pride among local residents

a) Businesses

Some businesses that mainly catered to gay and lesbians thought that it was difficult to maintain community support for the Pride Parade. For them community support takes shape when GLBT people patronize local restaurants, for example. No community support means no businesses and ultimately the closing of restaurants and other local businesses. This difficulty in maintaining ongoing community support was explained by one respondent who said that the community is now more open and free to use local restaurants that do not necessarily and/or exclusively cater to a gay clientele. It was hoped that the Pride Parade would engender more loyalty to establishments which catered specifically to GLBT markets.

b) Community

Maintaining local community spirit in the GLBT community has become more complex because there are so many different groups involved. According to some respondents, the community was becoming more divided because people judged one another upon their differences rather than similarities. Although, the Pride Parade brings most local groups together, there was perceived to be some mischief happening during the organization and celebration of the event. Some respondents felt that there was a lot of internal segregation amongst GLBT community organizers for the Parade. Another respondent thought it was difficult to get coordinated community participation. Groups did not want to work together. According to one respondent these perceptions were not easy to explain, especially to outsiders (people from the straight community). Consequently, it was difficult to establish partnerships with non-GLBT community groups for the Parade purposes.

Business and community groups

The Pride Parade provides opportunities for groups of varying size, ethnicities and backgrounds, to establish credible public presences. Through the Pride Parade such groups have developed the opportunity to be seen by many people and create awareness about their community and, by extension, establish pride and synergy for their activities. For some respondents the pride Parade helped built a better concept of what compromised their community. They enjoyed the diversity that the Pride Parade brought each year. The pride of the local GLBT residents, according to some respondents, had increased in recent years. Davie Street now displayed rainbow flags from Burrard to Denman. Local community citizens were now more engaged and went to City Hall meetings, for instance.

Because of the Parade, some respondents felt that the community was now more open than before. There was more acceptance of GLBT groups than before. They felt the blend of GLBT community values melding into the tissue of the broader community. Throughout the years, the parade had helped build support, allies and friends. According to some respondents, the residents of the West End were now more accepting the GLBT community and were proud of what was going on in their neighborhoods. The Pride Parade now had activities for children. More and more people understood that the presence of gay community was for the most part a positive thing. The rationale for the Pride Parade, said one respondent, was to build a lasting GLBT culture and pride in Vancouver.

Although, the Pride Parade has contributed to the spirit and pride among residents there was a fear that it would become too commercial. Some community organizations and business representatives were very concerned about that possibility. They indicated that the Pride Parade was not about pride anymore but was only emphasizing the making of money for the Pride Week organizers. In addition, they were concerned that some companies were building large floats for the Parade that were much more expensive and attractive than those of the local community organizations. As the Pride Parade was suppose to be community oriented, the presence of these big floats frustrated some community organizations and blunted the message local groups wanted to send. It was felt that while focusing on GLBT owned and operated businesses and other organizations catering to GLBT community, there was also a need to encourage the entry of smaller community groups in the Parade.. Respondents believed there was a place for advertising for large businesses but it is not within the Pride Parade.

Historical activities, facilities and structures in the area

Most businesses and community organizations had similar or complementary goals and objectives with respect to the Pride Parade. For the majority of the respondents, the importance of this community's history was vital to each group's future, and for tourism. It was important that youth knew how limited GLBT rights were before and what older GLBT people went through in their battle to secure greater human rights. For the respondents the Parade helped to highlight the history of the GLBT community. It also helped to create awareness, understanding and recognition from people within and outside the GLBT community. This was the case especially in Vancouver, where the city

was known as being the San Francisco of Canada. They perceived Vancouver as a large GLBT community, with many activists fighting for their rights. In Vancouver there was also a strong unwritten tradition that had preserved the GLBT community's history and culture.

At this time, there was a perceived urgency to protect the GLBT values in the city's, West End and The Drive regions. For instance, ten years ago, one of the most prominent gay bars in town was torn down. No community group tried to protect this heritage structure or the history related to it. As a result, the GLBT community lost one of its most important historical "markers", where visitors could look back and learn about the movement history. The Pride Parade currently failed highlight these connections with the past.

Currently there are projects being developed to permanently mark the importance of GLBT values. For example, there is an AIDS Memorial being established in the West End's Stanley Park to remember people that died of AIDS. But, there is room for more improvement, according to the respondents. Many cities around the world do much more than the Vancouver community to preserve such history and culture. However, for other respondents, heritage was not a "GLBT Pride issue". They claimed that there was little history to record concerning the GLBT community in Vancouver's West End and The Drive. Moreover, that history which did exist was not necessarily going to contribute to good community relationship building. Also, the community has only so much energy to put into activities and so there always would be actions or projects might be needed, and community involvement would be needed to make them happy.

The history of Pride Parade reflected the latter situation. Its past legacies are not well known. There is no dedicated activity programming that incorporates this aspect of the Parade and its relations with the community. According to some respondents, because the Pride Parade does not maintain its historical roots, the Parade was not revolutionary anymore. Its true meaning was disappearing.

Cultural activities, facilities and structures, and entertainment in the area

According to community organization and business representatives, because of the red tape it is difficult to plan activities in the City of Vancouver and to open new cultural and entertainment facilities. There is a demand for more activities and a greater variety of activities in the GLBT community. Some participants have found most GLBT community activities to be very commercialized and limited. It seems that there were more multicultural events in previous times. Even the number of cafés has gone down in the West End. The respondents believed that what the City of Vancouver offers to community organizations in support of this event is far less than other cities. It is apparently not easy to deal with the City of Vancouver's bureaucracy which is perceived to be expensive. There is also a perceived lack of communication between its various departments.

Although, there are more activities and entertainment venues occurring during Pride week period, it seems that this has not spread year round into the community. For example, there are few cultural activities promoted in the area that would be attractive to visitors. Participants have noted there are few GLBT community artists featured into the

Pride Parade celebration. Moreover, those activities associated with the Parade do not satisfy everyone's needs and tastes.

Chapter 5

Management Implications

5.1 Introduction

Based on the findings presented in Chapter four, the following recommendations are suggested for improving the management of the Pride Parade's impacts.

5.2 Recommendations

Community organization and business respondents were asked to give suggestion on how they would like things to change the Pride Parade. Their responses provide the basis for the management recommendations presented in the following sections of this chapter.

5.2.1 Business and community groups

Ensure worthiness of the event and gain acceptance/credibility/support.

The benefits of the Pride Parade for businesses and community are substantial according to the respondents in this study. However they felt that it was important to keep a balanced approach so that community associations and businesses would stay involved in the promotion of this GLBT event.

The Pride Parade still bears much meaning to the community in general. However, some people feel the event is beginning to lose its true meaning and intent. This meaning has different interpretations but it is very important to keep what is central to that meaning in the Pride Parade.

Recommendation (1-1): Establish an advisory committee that represents the diversity of the community. This committee should exchange perspectives on cultures, arts and entertainment that should be included in the Parade. They could also provide advice to the Vancouver Pride Society on how to advance and reinforce the meaning of Pride Week and Pride Parade events

Recommendation (1-2): Put the advisory committee in charge of a public consultation on the core meaning of the Pride Parade and how the different groups of the community can work together towards reinforcing that meaning. One of the reasons for assessing the impacts of events is to determine the worth of the event and its programs (Getz, 1997). This evaluation would ensure the meaning of the Parade represent the community's perspective.

Recommendation (1-3): Ensure both community and business groups work together for the success of the Pride Parade. Leadership is about motivating people to work towards the same objectives. Hall (1991) states the needs and motivation of participant supporters requires substantial leadership and human resource management skills.

5.2.2 Inclusiveness

Determine the worthiness of the programs and activities, and stimulate new event programming development that will further goals of the event from a community stakeholder perspective.

Overall, the respondents indicated that they would like to see more ethnic diversity within the Pride Parade and in other activities associated with the Pride Week. More activities and themes related to sports or history should be developed and incorporating as to meet the needs and interests of many target groups.

Recommendation (2-1): Ensure the Pride Parade is for every one and that a feeling of inclusiveness is spread amongst the community. Pride Parade must do a special effort to bring together all the community organizations and businesses to participate to the event so that all people feel welcomed and part of the event. The Pride Parade is not an umbrella organization but represent what is common to all the community associations: Pride

Recommendation (2-2): Review programming of the Pride Parade. Programming is very important to be reviewed every year in order to suit the diverse interests of the clientele. To do so, monitoring the impacts of the events amongst the customers is a reliable way. It is also important to explore new activities that could potentially be presented and/or modifications to existing activities.

5.2.3 Promotion and communication

Develop a communication strategy and implement monitoring mechanism into the management of Pride Parade.

Information about the community (like history) has to be made available to people and partners, beyond the GLBT community. The community needs to gather the information about the history of the Pride Parade and the community and it needs a venue to display this history and culture.

The Pride Parade, because of its prominent visibility, should develop a stronger communication strategy. A specific message and community image should be communicated. This message should clearly identify what kind of activities and events will occur during the Pride Parade and Pride Week. The values promoted by the Pride Parade have to be clearly defined. Some respondents said the image was too commercial. Stronger content and basis was needed. It was also felt that somehow the Pride Parade's image should bring together a variety of conceptions existing amongst the community.

Recommendation (3-1): Ensure all the aspects of the community are promoted through the Pride Parade. Establish Pride Parade's goals and objectives that recognize the diverse dimensions of the community. Hence, effectiveness is measured through the ability of the event to meet multiple goals and objectives.

Recommendation (3.2): Ensure communication amongst the community organizations and businesses involved within the Pride Parade and beyond.

Packaging the event with one another allows the promotion to become more effective.

By this, the Pride Parade integrates itself into the community at large and gain credit.

Recommendation: (3-3): Establish network with other GLBT events in other cities, sister cities and beyond the GLBT community events. It is important to support event of the GLBT community from the immediate surrounding social environment but also from other cities. The Pride Parade then contributes to the advancement of GLBT rights and the promotion of its festival.

Recommendation (3-4): Establish monitoring committee. The committee would set goals and objectives so the Pride Parade can meet its economic, social, historical and cultural purposes. These purposes should be translated into measurable objectives that would form the basis for the monitoring. Benchmarks should be established and monitoring should be done every year. What data are really needed would need to be determined according to the objectives to be reached. To grow and achieve sustainability, organization must institutionalize the learning process (Getz, 1997).

Recommendation (3-5): Train all volunteers in observation and evaluation technique. Every volunteer and staff person has an evaluation role to play. All committees involved within Pride Parade must have an evaluation task that inputs to the main evaluation (monitoring) committee.

5.2.4 City and Tourism Vancouver support

Ensure the community has representative(s) that does lobbying at the City Hall and Tourism Vancouver.

The City should support the event planning and organizational activities of the Pride Parade. There should be more cooperation between the GLBT community and Tourism Vancouver and the Vancouver City Hall. It is important to attract more tourists and a tourist information bureau on Davie so as to provide greater awareness of local events and festivities. Having dedicated space that would be available to the community, for workshops, meetings and performances would also help to increase the communication level within the GLBT community and the population in general.

Recommendation (4-1): Built a team of ambassadors. Figures that are renowned and/or good at selling the Pride Parade and Pride Week to the different players – City and Tourism Vancouver should be gathered and given the responsibilities to lobby for gay and lesbian tourism and events within the City of Vancouver.

Recommendation (4-2): Continue existing partnership with tourism Vancouver and City Hall and establish new ones. Local tourists organization should provide the technical support to events managers in conducting monitoring activities which assess tourism effects and grants to assist festivals. There is a need for evaluation of what has been done for the establishment of new goals for the partnership's years to come.

5.2.5 Historical activities, facilities and structures in the area

Raise community history as a priority for community togetherness and GLBT right advancement.

It was felt by the majority of respondents that the history of the Pride Parade and its relationship to the local community was very important , but had been neglected.

Recommendation (5-1): Ensure the Pride Parade promotes and advocates for the development of historical facilities, activities and structures in the area. History is an important component of any community. History has to be kept and tell to tourists and the community's following generations. The Pride Parade should have a section dedicated to historical activities. Pride Parade should also push, with other community organizations, for historical facilities and structures in the area in doing promotion and gathering money and people around that cause. The team of ambassadors would play a key role for this issue.

5.2.6 Cultural activities, facilities and structures, and entertainment in the area

Show the Pride Parade as a strong supporter for cultural infrastructures and facilities development.

There is strong need for more community and cultural activities to be incorporated into the programming for the Pride Parade. The difficulty of putting on these events seems to be known and understood by the community association and businesses. Greater help from the City of Vancouver was perceived to be one of the key elements to the future success of this event.

Recommendation (6-1): Invite artists from the community to perform within the Pride Week and at the Pride Parade every year. Having artists from the community is a very good way to promote the GLBT artists of Vancouver, make the GLBT people proud of themselves and get people from outside to know the community they are visiting.

Recommendation (6-2) Lobby at City Hall for support putting up cultural activities and entertainment and the accessibility of facilities and structures. Once again, the team of ambassadors would play an important role in this matter. It is crucial that Pride Parade lobbies for cultural activities and entertainment and the accessibility of facilities and structures since this issue is the core of the Pride Week and Pride Parade's event and the Vancouver Pride Society's year round programming of events.

Chapter 6

Conclusion

This study had two goals. The first one was to provide an assessment of Vancouver's Pride Parade impacts, as perceived by the GLBT community. The second goal was to assess the opinions of the broader community regarding issues associated with the promotion of this event.

The literature review provided the basis for a framework that would be used to answer the author's main research question: **"What are the most important socio-cultural impacts perceived by representatives associated with the Vancouver Pride Parade event?"** The literature reviewed also guided the choice of an appropriate method for reaching the study's goals and answering the study's question. It also helped to develop the interview questionnaire that measured the dimensions of socio-cultural impact associated with the Pride Parade. Answers to these questions were explored with several respondents from community organizations and businesses involved with Vancouver's Pride Parade. The major conclusions emanating from the study are summarized as follows

1. Survey findings

- a) Community organizations perceived the greatest levels of relative impact to be associated with the Parade's role in creating *opportunities to meet interesting people*.

The least significant contributions of the Pride Parade were linked to its ability to increase *opportunities to restore and protect historical structure*.

- b) The most advantageous relative socio-cultural impacts associated with Vancouver's Pride Parade, as perceived by businesses were linked to the Parade's role in generating *positive attitudes amongst local residents towards tourists*. Less significant contributions of the Pride Parade related to its role in increasing the *variety of entertainment in the area*.
- c) The author believed that there would be distinct differences in community impact perceptions based on the degree of involvement with the Parade. Generally, respondents with higher levels of involvement tended to be less satisfied with the Parade's overall impact on the community. In contrast, respondents with lower level of involvements were more satisfied with the perceived changes that the Pride Parade had brought.

2. Qualitative findings

- a) A total of 10 business representatives and 9 community organizations representatives were interviewed for this project. They had varying levels of involvement with the Pride Parade.
- b) The perceived importance of the Pride Parade were similar amongst all involved community organizations and businesses with respect to its impact on overall visibility and public support. They felt that it reached the public and communicated

an important message – highlighting the GLBT community and its diversity). Community associations particularly appreciated what the Pride Parade was doing on building awareness.

- c) The Pride Parade's overall importance was mainly viewed in terms of its value for the GLBT community. Community celebration, community pride and belonging, creating awareness and understanding, and providing commercial value were the main positive points that the community and business respondents brought forward.
- d) Business and community organization representatives felt the Pride Parade had a positive outcome on the attitudes of local residents towards tourists, community spirit, pride among local residents, and relations between businesses and community groups. However, they also felt there was room for improvement. Several management recommendations were proposed for improving the potential positive impact the Pride Parade might bring to the community. Historical activities, event facilities, and entertainment venues in the area were two aspects that the survey respondents felt that the Pride Parade organizers should seek from the City of Vancouver and Tourism Vancouver.

More specific recommendations they suggested included: :

1. Business and community groups

- Ensuring the worthiness of the event and gaining greater acceptance / credibility / support from other businesses in the community.

2. Inclusiveness

- Promoting the worthiness of the programs and activities, and stimulating new event programming development that would bring a wider variety of community stakeholders into the event's programs.

3. Promotion and communication

- Developing a communication strategy and implementing a monitoring program that would provide information on the events value to the community.

4. City and Tourism Vancouver support

- Ensuring that the GLBT community had representatives that could lobby the City of Vancouver and Tourism Vancouver for greater support for the Pride Parade and its associated events.

5. Historical activities, facilities and structures in the area

- Raising GLBT community history as a priority for community togetherness and rights advancement.

6. Cultural activities, facilities and structures, and entertainment in the area

- Positioning the Pride Parade as a strong supporter of more cultural infrastructure and facility development in the community.

Research Directions

This research does not hold all the answers to the challenges that the Pride Parade faces. But, it certainly highlights some of them and provides strong ideas on how to manage the Pride Parade's future development.

There is a strong need for more research on this topic. The different type events' impacts have to be researched with a more comprehensive framework and on a regular basis. Evaluating research is the basis for all types of events advancement and successful management. Furthermore, there is a strong need for research related to the implementation of evaluation methods, tools and processes within community events.

More precisely the GLBT community needs to be addressed and taken seriously when evaluating social-cultural impacts of event tourism. The gay and lesbians tourism in Vancouver is growing and its management is vital for it to benefit to the community. We think that gay and lesbian tourism needs to be addressed more and more. The seriousness and the existence of this type of tourism have to be realized by researcher and taboos need to be overcome by the researcher community.

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Appendices 1

Interview instrument

1ST SECTION: PRESENTATION

First of all thank you very much Mister/Madame_____ for giving of your precious time to my research. I appreciate it and I hope you will enjoy the moment you will spend with me and feel comfortable talking to me about what are your opinions regarding the questions I will ask you. This interview will last about 30 minutes and will include 4 sections entitled: Association's profile, Relation between the gay community and the pride parade; Perceived impacts of the pride parade by the gay community and its opinion; respondent's profile. Just to refresh your mind about the research, it is led by the question:

What are the most important socio-cultural impacts of the pride parade perceived by the community of Vancouver and what is its attitude toward the pride parade?

The information will be strictly academically used and will stay confidential. In no time your name will be related to the information that you will give me today. This interview will be recorded for good analysis purposes. Do you have any question before we start? Do not hesitate to ask me any question at any time during the interview.

2ND SECTION: ASSOCIATION'S PROFILE

1. What is the name of the organization you are representing?

2. What is its purpose?

3. Give me an example of projects/actions that your organization has accomplished.

4. For how long does your organization exist for?

3RD SECTION: RELATION BETWEEN THE COMMUNITY AND THE PRIDE PARADE

7. What is the involvement of your organization within the pride parade?

8. Since when is your organization involved in the pride parade?

9. What is the importance of the pride parade for you?

10. What do you think is the importance of the pride parade for the gay community of the Greater Vancouver?

4TH SECTION: RATING OF PERCEIVED IMPACT OF THE PRIDE PARADE BY THE COMMUNITY AND ITS OPINION

12. Since its beginning, the pride parade brought changes within the community of the Greater Vancouver. What do you think they are?

We are asking you to rate on a scale from 1 to 5 what the items listed impacts change are: 1 being large decreased change, up to 5 being large increased change. On each item rated change, you are also asked to tell, according to you, on a scale of 1 to 5 what **your preference** is. 1 being the most disliked change up to 5 being the most liked change.

Rating of Socio-Cultural impacts by the respondents										
Socio-Cultural impact Items	Change					Preference				
	↓				↑	dislike				like
Demand for historical activities and programs	1	2	3	4	5	1	2	3	4	5
Demand for cultural activities and programs	1	2	3	4	5	1	2	3	4	5
Variety of cultural facilities and activities in the community	1	2	3	4	5	1	2	3	4	5
Opportunities to learn about other people and cultures	1	2	3	4	5	1	2	3	4	5
Awareness/recognition of the local culture and heritage	1	2	3	4	5	1	2	3	4	5
Variety of entertainment in the area	1	2	3	4	5	1	2	3	4	5
Opportunities to restore and protect historical structures	1	2	3	4	5	1	2	3	4	5
Opportunities to meet interesting people	1	2	3	4	5	1	2	3	4	5
Understanding of different people and cultures by residents	1	2	3	4	5	1	2	3	4	5
Life and vitality of the community	1	2	3	4	5	1	2	3	4	5
Positive attitudes of local residents towards tourists	1	2	3	4	5	1	2	3	4	5
Community spirit among local residents	1	2	3	4	5	1	2	3	4	5
Pride of local residents	1	2	3	4	5	1	2	3	4	5

13. From the previous answer, we will take the three impacts having the highest score. I would like you to give examples and/or more details about these impacts.

1st Impact with the most extent

Examples/Details

2nd impact with the most extent:

Examples/Details

3rd impact with the most extent:

Examples/Details

14. According to you , what could be done to enhance the impact with the most extent that you like and to minimize the impact with the most extent that you do not like.

1st element:

Suggestion(s):

2nd element:

Suggestion(s):

3rd element:

Suggestion(s):

5TH SECTION: RESPONDENT'S PROFILE AND ATTITUDE

15. Name

16. sex

a) Feminine

b) Masculine

17. What is your educational background?

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18. What is your professional background?

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19. For how many years are you involved with this organization?

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5TH SECTION: CONCLUSION

- wrap up