

DISLOCATING DIFFERENCES AND INEQUALITIES

Brazilian Gay Tourists and Immigrants between São Paulo (Brazil) and Barcelona (España)

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As with many other large cities, there exists between São Paulo and Barcelona (a prized tourist destination among Brazilian gay men) a global consumer circuit with an intense flow of information, objects and people associated with homosexuality. This article takes on the results of a field research involving participant observation of an international gay festival, and the market directed to gay men in Barcelona. The focus of the research was on the circulation of Brazilian gay men in these contexts. The transnational circulation of people, information and objects related to the gay market, along with a discourse that associates Barcelona with notions of “freedom” and “cosmopolitanism”, produces senses of place related to sexuality, which the article seeks to understand. One of the central ideas is that participation in the Barcelona gay scene is much more diversified than the images related to the construction of the city, as a gay tourist destination would have us believe. The experience changes according to social position, thereby exposing the power relations at work at the local level and in the places of origin of immigrants and tourists.

KEY WORDS: *sexuality, consumption, homosexuality, market, tourism.*