

Awareness of Dark Tourism in Asian Countries

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Abstract

The concept of "Dark Tourism" refers to visiting sites associated with death, suffering, and tragedy. It includes sites linked to genocide, the Holocaust, crime, or incarceration, attracting visitors globally. They serve as intersections of history and tourism, where the authenticity of narratives can clash with commercial tourism operations. Dark tourism sites play pivotal roles as physical sites of commemoration, historical documentation, and record-keeping. The present paper is an effort to understand the awareness about dark tourism in Asian countries. To study the awareness around 130 responses are collected from the visitors and the residents who know about such dark places and chi-square test has been used to understand their association between their opinion in this regard. The result suggests that there is a significant association between the socio-cultural perspective and economic benefits in promoting the dark tourism sites.

Keywords: Dark Tourism, History, Tourist Awareness, Historical Sites, Socio-economic Impact

1. Introduction:

This paper discusses the idea and perception of "dark tourism" in Asia, the reasons behind the increased demand for this type of travel from a variety of sources, and how it relates to the nation's economic growth. The concept of "dark tourism" originated from the academic work of Professors John Lennon and Malcolm Foley at Glasgow Caledonian University. They first introduced the term in 1996 within the context of their department of hospitality, tourism, and leisure management. In their seminal work, "Dark Tourism: The Attraction of Death and Disaster," they defined dark tourism as the act of tourists traveling to sites associated with death, tragedy, and suffering. This formal introduction of the term helped to frame and analyse a phenomenon that had existed informally for much longer, where people historically visited battlefields, graveyards, and sites of significant historical tragedies. Their work laid the foundation for understanding the motivations behind such travel and its implications for both tourists and host sites. (Foley and Lennon, 1996, pp. 198-211).

Dark tourism refers to the practice of traveling to sites associated with death, tragedy, and suffering. This form of tourism appeals to both domestic and international travellers who are drawn by a variety of motivations, including a desire to learn about historical events, understand the human experience of suffering, and pay respects to the deceased. According to Naik and Botre (2019), visitors to dark tourism sites often seek to see the areas first hand, appreciate their historical significance, and share their experiences with their social circles. Additionally, Shetty (2022) notes that the appeal of dark tourism also lies in the curiosity about human psychology, the desire to remember and reflect on tragic events, and the intention to honour the memory of those affected. These motivations highlight the complex and multifaceted nature of dark tourism, where educational, emotional, and commemorative aspects intertwine.

In Asian countries, dark tourism sites have become increasingly popular, attracting a diverse range of visitors who seek to understand and reflect on the region's turbulent history. Notable sites such as Hiroshima's Peace Memorial Park in Japan, the TuolSleng Genocide Museum in Cambodia, and the War Remnants Museum in Vietnam draw tourists eager to comprehend the harrowing impacts of war, genocide, and human suffering. These destinations offer profound insights into past atrocities, serving as powerful reminders of the resilience and endurance of the affected communities. The educational value of these sites is immense, as they provide visitors with a deeper understanding of historical events and their lasting consequences on societies.

The economic impact of dark tourism in Asia is significant, as the revenue generated from these sites is often reinvested into the region's development. This income supports infrastructure improvements, the upkeep of historical sites, and various initiatives that bolster local economies. For instance, funds from dark tourism help maintain crucial sites like the Peace Memorial Park and the TuolSleng Genocide Museum, ensuring their preservation for future generations. Moreover, the influx of tourists contributes to the overall economic growth of the countries, thereby increasing their GDP. By fostering tourism centered around historical tragedies, Asian countries can promote both remembrance and economic development, turning sites of past suffering into sources of contemporary growth and education.

Visiting places associated with tragedy, death, and suffering can have a profound psychological impact on visitors. These encounters often evoke intense emotions such as shock, loss, despair, and empathy, prompting individuals to engage in deep moral and personal contemplation. The raw and sombre atmosphere of these sites forces visitors to confront the realities of human suffering, leading to a greater understanding and appreciation of the complexities of history. The educational aspects of dark tourism sites play a crucial role in fostering empathy and compassion, as they provide a tangible connection to historical events that are often abstracted in textbooks. By increasing awareness and understanding, these sites encourage visitors to reflect on the past and its implications for the present and future.

However, the intensity of the experience can also lead to anxiety and emotional distress, especially for those who have personal connections to the events commemorated at these sites. Despite these challenges, dark tourism holds significant value in promoting a sense of shared memory and collective identity. By visiting these sites, individuals can engage in existential reflection, contemplating their values, beliefs, and the broader human condition. This reflective process can either challenge or affirm their perspectives, contributing to personal growth and a deeper appreciation for life's complexities. Additionally, dark tourism serves as a reminder of the consequences of human actions, fostering a collective commitment to preventing future tragedies. Through these profound experiences, dark tourism not only educates but also cultivates a more compassionate and conscientious global community.

2. Review of Literature:

Dark tourism is an academic subject of research that combines death education and tourist studies, (Stone and Sharpley, 2008). According to (Stone, 2017) the academic field of dark tourism consists of interdisciplinary perspectives on the darker side of travel and tourism in history, geography, sociology, anthropology, museology, thanatology, and cultural studies. The phrase Dark Tourism in accordance with

Mitchell, Henthorn, and George (2020), is a limitless tunnel of factual knowledge that demands extraction and penetration. Even (Titta, 2010) agrees that Humanity has been interested in dark tourism since the period of pilgrimages (Titta,2010 cited in Kunwar&Karki, 2018).

Travel that involves misery, violence, tragedy, and crime is referred to as "dark tourism" (Light, 2017). The terms "Black spot", "Atrocity", "Morbid", "Death", "Thanatos", and "Horror, Hardship, Tragedy, and Genocide" have all been used to categorize dark tourism (Rojek, 1993, Ashworth & Hartmann, 2005, Blom, 2000, Sion, 2014, Seaton, 2002, Dunkley et al., 2011 cited in Madireddy and Rao, 2020). The concept of "Dark Tourism" was first put forth by John Lennon and Malcolm Foley in 1996. Since 1996, there has been a lot of discussion surrounding the definition of "Dark Tourism," which was thoroughly covered in a special issue of the International Journal of Heritage Studies. The phenomenon comprises of visit to the sites of incarceration, visit to the disaster scenes and death sites, exploration to the spots of individual or mass death, visit to representations or simulations associated with deaths and visit to re-enactments and human interpretations of deaths (Lennon, 2017) Foley and Lennon (2000) defined Dark tourism as "Developing places or landmarks related to historical tragedies of human beings into the dark spots." The academic debate of Dark Tourism inaugurated during the late 1980s and early 1990s when sundry academic scholars stressed the relationship between tourism and places of death (Dann, 1994; Prentice, 1993 cited in Iliev, 2020). To draw attention to the touristification of the scene of death and disaster, Foley and Lennon (1996) coined the phrase "Dark tourism" in a terminologically modern academic and media context (Foley & Lennon, 1996 cited in Iliev, 2020). Dark tourism, as they characterized it, is the exhibition and consumption of actual, commercialized disaster and death places. The concept was later developed by Foley and Lennon in their book "Dark Tourism: - the attraction of death and disaster" in 2000. In it, they offer a typology for dark tourism and eventually conceived of it as a subset of cultural tourism and something distinct from heritage tourism (Bowman & Pezzullo, 2010 cited in Light,2017). They analysed that the way death and dead are treated by tourism industry with death being highly commodified and commercialized. However, the book by Lennon and Foley was exposed to criticism because of its limited conceptualization on the phenomenon of Dark Tourism.

3. Objectives of the study:

1. To assess the level of awareness regarding dark tourism in Asian countries.
2. To examine whether dark tourism induces psychological effects on its visitors.
3. To investigate how dark tourism influences the interaction among socio-cultural viewpoints, economic advantages, and ethical considerations.

4. Research Methodology:

4.1 Research Context:

Dark tourism, or going to places associated with suffering, death, and tragedy—like prisons, battlegrounds, and disaster sites—is becoming more popular. Numerous such sites can be found in Asian countries because of their complicated histories of political upheavals, natural disasters, colonization, and warfare. Even though dark tourism is becoming more and more popular in Asia, little is known about it from the viewpoints of both visitors and residents, which makes it an interesting topic for study.

To collect information on passengers' knowledge, motives, and views of dark tourism venues, the researcher used questionnaires to measure awareness across various demographic categories. This approach investigates individual experiences, cultural viewpoints, and the effects on society. Furthermore, examining marketing campaigns, news releases, and instructional materials aids in comprehending how dark tourism is marketed and portrayed.

Based on the literature review the writer was able to construct the questionnaire for the focus group which will be a beacon light for him to gather answers to all the unsolved questions and fill in the gaps.

4.2 Sampling:

Sampling involves selecting a set number of observations from a larger population for statistical analysis (Tuovila, 2018). This qualitative research employs Convenience Sampling, a non-probability technique, to simplify data collection by enlisting participants from the researcher’s social network. Friends were approached for primary data, while secondary data was gathered via online portals.

4.3 Research Methodology:

The systematic process of acquiring data utilizing various approaches by offering an interpretation of the data collected and making inferences from the studied data is known as research methodology. In other words, research approach is a comprehensive plan for research or study (Murthy & Bhojanna, 2009, cited in Bouchrika, 2022). The survey was targeted to include all age groups. The primary data was collected through the questionnaires. To get the responses, a google form was created and the link was shared in social circles. The responses for the questionnaire were collected. Out of 135 responses, 130 responses i.e., 96.30% responses were found eligible for further analysis. (n=130) Researchers did the statistical analysis using MS Excel. The analysis of Quantitative Data was expressed using percentages. The Chi-Square test was used to find the association between the perspective of people towards Awareness of Dark Tourism in Asian Countries

5. Results:

5.1 Statistical analysis: (Table)

		n = 130	Percentage
Visit to a dark tourism site in an Asian country	Yes	71	54.6%
	No	59	45.4%
factors that influence you about dark tourism sites in Asian countries	Media coverage	62	47.7%
	Educational Programs	42	32.3%
	Recommendations from Family	48	36.9%
	Travel agencies	28	21.5%
	Journals & Novels	48	36.9%
	Social Media	72	55.4%
	Others	11	8.5%
Motivation to visit Dark Tourism Site	Historical Interest	86	66.2%
	Cultural Curiosity	60	46.2%
	Educational reasons	20	15.4%
	Personal Reflection	30	23.1%

	Ghost Stories	71	54.6%
	Remembrance and Patriotism	31	23.8%
	Novelty Seeking	13	10%
	Others	9	6.9%
Commercialization of dark tourism sites in Asian countries	Positive	28	21.5%
	Negative	15	11.5%
	Neutral	55	42.3%
	Not sure	32	24.6%
Source to obtain information about dark tourism sites in Asian countries	Online Travel Platforms	26	20%
	Social Media	97	74.6%
	Documentary Films and TV Programs	85	65.4%
	Books or Articles	46	35.4%
	Others	13	10%
Dark Tourism can foster the economic development in Asian countries in Future	Yes	46	35.4%
	No	13	10%
	Maybe	56	43.1%
	Not sure	15	11.5%
Psychological or emotional impact of visit to Dark tourism site	I felt a deep emotional connection and empathy for historical events.	23	17.7%
	It triggered reflection and contemplation about dark aspects of history	41	31.5%
	The experience was informative but had no significant emotional impact.	19	14.6%
	I found it unsettling and emotionally challenging.	9	6.9%
	It left me with a sense of closure.	20	15.4%
	Any other	18	13.8%
Importance of Dark tourism to prioritize respect for the victims and their families	Not Important	6	4.6%
	Somewhat Important	21	16.2%
	Moderately Important	26	20%
	Very Important	50	38.5%
	Extremely Important	27	20.8%
Concern about the potential negative impact of dark tourism on local communities and their cultural heritage	Not Concerned	13	10%
	Slightly Concerned	30	23.1%
	Moderately Concerned	51	39.2%
	Very Concerned	23	17.7%
	Extremely Concerned	13	10%
Extent to which dark tourism sites should balance educational value with the risk of sensationalism	Not at all	9	6.9%
	Slightly	18	13.8%
	Moderately	59	45.4%
	Very Much	28	21.5%
	Completely	16	12.3%
Sustainable practices which would be most effective in managing dark tourism sites in Asia	Promoting eco-friendly transportation options for visitors	6	4.6%
	Supporting local conservation efforts and community development projects	20	15.4%
	Enforcing visitor caps to prevent overcrowding and minimize environmental impact.	10	7.7%
	All of the above	88	67.7%
	None of the above	6	4.6%
Importance of dark tourism	Not Important	7	5.4%

operators in Asia to collaborate with local communities and indigenous groups to ensure sustainable practices	Slightly Important	10	7.7%
	Moderately Important	46	35.4%
	Very Important	44	33.8%
	Extremely Important	23	17.7%
Role of dark tourism in Asia regarding its potential for cultural preservation and community development	No role at all	7	5.4%
	Limited Role	23	17.7%
	Moderately Important	47	36.2%
	Significant role	38	29.2%
	Critical role	15	11.5%
Strategies which would be most effective in leveraging dark tourism for cultural preservation and community development in Asia	Establishing community-based tourism initiatives that empower local residents.	12	9.2%
	Providing training and employment opportunities for community members	10	7.7%
	Investing in the restoration and maintenance of historical sites and landmarks	20	15.4%
	Facilitating cultural exchange programs between tourists and local communities	3	2.3%
	All of the above	79	60.8%
	None of the above	6	4.6%

5.2 Data analysis & Interpretation:

The researcher conducted hypothesis testing using data from different factors of the respondents. The discussion and results of the many research difficulties that the researchers discussed are provided below.

Hypothesis 1: Tourists are not aware about dark tourism in Asian countries

H₀: Tourists are not aware about dark tourism in Asian countries i.e. $\mu_0 = 0$

H₁: Tourists are aware about dark tourism in Asian countries i.e. $\mu_0 > 0$

To test the above hypothesis, following variable was considered.

- 1) Ever visited a dark tourism site in an Asian country

The responses for the above variables were further coded as follow.

Yes	1
No	0

Test Statistic

To test the above hypothesis z test (right tailed z test for one sample) is used and for this the test statistic is;

$$Z = \frac{\bar{x} - \mu}{\frac{\sigma}{\sqrt{n}}}$$

where,

\bar{x}	= Sample mean = 0.5462
Σ	= population standard deviation (for large sample if population std. dev. Is unknown sample std. dev. is used) =0.4998
N	= number of responses = 130
μ_0	= hypothesized expected mean = 0
Level of significance	= $\alpha = 0.05$
Test statistic	= Z = 12.4594
z critical value	= $z(1-0.05) = 1.6449$
p value	= 0

Using the significance level of 0.05, the null hypothesis is rejected if the z score is greater than the critical value.

Result of hypothesis

As test statistic is greater than the critical value ($12.4594 > 1.6449$) also the p value (0) is less than 0.05, hence the null hypothesis is rejected, and alternative hypothesis is accepted. i.e. **Tourists are aware about dark tourism in Asian countries.**

Hypothesis 2: Dark tourism does not have psychological impact on visitors

H_0 : Dark tourism does not have psychological impact on visitors i.e. $\mu_0 = 0$

H_1 : Dark tourism has psychological impact on visitors i.e. $\mu_0 > 0$

To test the above hypothesis, following variable was considered;

- 1) How has your visit to dark tourism sites impacted you psychologically or emotionally

The responses for the above variables were further coded as follow;

Any other	0
I felt a deep emotional connection and empathy for historical events	1
I found it unsettling and emotionally challenging	1
It left me with a sense of closure and understanding	1
It triggered reflection and contemplation about dark aspects of history	1
The experience was informative but had no Significant emotional impact	0

Test Statistic

To test the above hypothesis z test (right tailed z test for one sample) is used and for this the test statistic is;

$$Z = \frac{\bar{x} - \mu}{\frac{\sigma}{\sqrt{n}}}$$

\bar{x}	= Sample mean = 0.7154
Σ	= population standard deviation (for large sample if population std. dev. Is unknown sample std. dev. is used) =0.4530
N	= number of responses = 130
μ_0	= hypothesized expected mean = 0
Level of significance	= $\alpha = 0.05$
Test statistic	= Z = 18.0068
z critical value	= $z(1-0.05) = 1.6449$
p value	= 0

Using the significance level of 0.05, the null hypothesis is rejected if z score is greater than the critical value.

Result of hypothesis

As test statistic is greater than the critical value ($18.0068 > 1.6449$) also the p calculated value (0) is less than 0.05, hence the null hypothesis is rejected, and alternate hypothesis is accepted. i.e. **Dark tourism has psychological impact on visitors.**

Hypothesis 3: The interplay between socio-cultural perspectives, economic benefits and ethical concerns does not directly influence the development, management and experience of dark tourism sites

H₀: The interplay between socio-cultural perspectives, economic benefits and ethical concerns does not directly influence the development, management and experience of dark tourism sites

H₁: The interplay between socio-cultural perspectives, economic benefits and ethical concerns directly influences the development, management and experience of dark tourism sites

To test the above hypothesis statistically, the variables were grouped as follows and then Chi-square test was applied;

Development, Management and Experience of dark tourism sites

- 1) Ever visited a dark tourism site in an Asian country
- 2) Where do you usually obtain information about dark tourism sites in Asian countries?
- 3) Factors that influence you about dark tourism sites in Asian countries
- 4) How do you feel about the commercialization of dark tourism sites in Asian countries?
- 5) Do you think Dark Tourism can foster the economic development in Asian countries in Future?
- 6) To what extent do you believe that dark tourism sites should balance educational value with the risk of sensationalism?
- 7) Which of the following sustainable practices do you believe would be most effective in managing dark tourism sites in Asia?

Socio-cultural perspectives, economic benefits and ethical concerns

- 1) If you have visited, what motivated you
- 2) How has your visit to dark tourism sites impacted you psychologically or emotionally?
- 3) How important do you think it is for dark tourism to prioritize respect for the victims and their families?
- 4) How concerned are you about the potential negative impact of dark tourism on local communities and their cultural heritage?
- 5) How important do you think it is for dark tourism operators in Asia to collaborate with local communities and indigenous groups to ensure sustainable practices?
- 6) How do you perceive the role of dark tourism in Asia regarding its potential for cultural preservation and community development?
- 7) Which strategies do you believe would be most effective in leveraging dark tourism for cultural preservation and community development in Asia?

Responses of the Respondents falling under each sub variables were coded as mentioned in Annexure I. After that the average was computed for broad variables. Final broad variables were computed based on the set criteria (average score greater than 0.5 was given the value 1 and below or equal to 0.5 was given the score 0).

Chi square test

Observed Frequency

O_{ij}		Socio-cultural perspectives, economic benefits and ethical concerns		
		No	Yes	Total
Development, Management and Experience of dark tourism sites	No	27	54	81
	Yes	6	43	49
	Total	33	97	130

Where, O_{ij} is the observed frequency count for the i th row and j th column of the categorical variable

Expected Frequency

E_{ij}		Socio-cultural perspectives, economic benefits and ethical concerns		
		No	Yes	Total
Development, Management and Experience of dark tourism sites	No	20.56	60.44	81.00
	Yes	12.44	36.56	49.00
	Total	33.00	97.00	130.00

Where, E_{ij} = is the expected frequency count for the i th row and j th column of the categorical variable = $\text{Sum}(i^{\text{th}} \text{ row}) * \text{Sum}(j^{\text{th}} \text{ column}) / N$ and N is grand total.

Test Statistic χ^2 is as follows;

Test statistic = $\chi^2 = \Sigma [(O_{ij} - E_{ij})^2 / E_{ij}]$

$(O_{ij}-E_{ij})^2/E_{ij}$		Socio-cultural perspectives, economic benefits and ethical concerns		
		No	Yes	Total
Development, Management and Experience of dark tourism sites	No	2.02	0.69	2.70
	Yes	3.33	1.13	4.47
	Total	5.35	1.82	7.17

Chi sq. observed = 7.17

Chi sq. table value (0.05,1) = 3.8415

Result of hypothesis

As chi square observed is greater than chi sq. table value, we reject H_0 i.e. the two variables namely Socio-cultural perspectives, economic benefits and ethical concerns and Development, Management and Experience of dark tourism sites are associated i.e. the two variables are related.

Hence it is concluded that the interplay between socio-cultural perspectives, economic benefits and ethical concerns directly influence the development, management and experience of dark tourism sites

6.Findings and Conclusions:

Conceptualizations and definitions of dark tourism have broadened over a period. Various authors have come across arguments, dynamic definitions and unique characteristics which highlights more clarity to the subject insightfully. Uprising of social media and media coverage have ideally provided widespread information about dark tourism and tourists have developed more interest in exploring the subject and knowing more about facts of the destinations associated with deaths and tragedies. Historical events and storytelling depict tragedies and sufferings from the era which makes it a glorified subject to study and investigate.

The Mixed approach encompassing quantitative and qualitative approach enlightens more on the motivational factors of tourists to visit dark destinations in Asia, reasons why dark tourism is becoming a renowned form of tourism, impacts of dark tourism on the tourists and environment and plethora of strategies to eradicate the challenges and setbacks bring more productivity and development. The following section determines whether the overall aims and objectives have been met successfully or not.

The aim of the study was to assess the level of awareness regarding dark tourism in Asian countries, to examine whether dark tourism induces psychological effects on its visitors and to investigate how dark tourism influences the interaction among socio-cultural viewpoints, economic advantages, and ethical considerations. Throughout the secondary research presented in the Literature Review the author identifies conceptualization, evolution and various typologies of dark tourism from research and analysis implemented and executed by various authors.

However, the literature review fails to identify the motivational factors of the tourists to visit dark destinations in the Asian countries as journals, articles, case studies and blog posts do not provide sufficient information on the following subject matter. However, through the mixed approach conducted through Primary Research the author was able to identify the motivational factors of tourists to visit dark destinations in Asian countries, the psychological impact of dark tourism on the visitors and how this form of tourism boosts economic development.

Recommendations for the Travel Agencies of Asia-

At the outset various travel agencies and tourism organisations should do a careful study about domestic and international tourism in Asia followed by the market analysis. Furthermore, detailed analysis and research can be carried out on dark tourism in India and in countries like America, Europe, Asia, Australia, Africa and based on that comparisons can be made, and conclusions can be derived.

1. Conduct Market Analysis
 - Study domestic and international tourism trends in Asia.
 - Perform detailed analysis and research on dark tourism in India and other regions (America, Europe, Asia, Australia, Africa).
 - Make comparisons and draw conclusions from the analysis.
2. Innovative Marketing Strategies
 - Design marketing strategies based on trending topics.
 - Study local and international competitors.
 - Adapt to changing needs and expectations of guests.
3. Promotion of Dark Destination Sites
 - Utilize e-marketing tools such as Instagram and Facebook.
 - Create captivating content and alluring pictures to promote dark destinations.
4. Leverage Social Media
 - Use social media platforms to reach a wider audience.
 - Engage with potential tourists through interactive posts and stories.
5. Form Partnerships
 - Collaborate with international dark destinations or travel companies.
 - Develop partnerships to globally promote dark tourism in Asia.
6. Target Market Identification
 - Identify the target market for dark spots in Asia.
 - Implement a “Remarketing” strategy to focus on the most likely visitors.
7. Specialized Packages and Offers
 - Design specialized packages based on dark tourism.
 - Outline promotional offers and discounts to attract more visitors.
8. Word of Mouth Publicity
 - Encourage word of mouth publicity through satisfied customers.
 - Distribute colourful brochures to inform tourists about dark tourism sites.

9. Guided Tours
 - Organize guided tours that include night visits to haunted destination sites.
 - Ensure the safety and security of guests during these tours.
10. Out of Town Packages
 - Create comprehensive out of town packages focusing on dark tourism.
 - Highlight unique experiences and attractions within these packages.

Recommendations for the government organisations-

1. Research and Analysis
 - Conduct research and analyse insights of dark tourism.
 - Investigate how marketing can be effectively implemented.
2. Media and Content Creation
 - Produce documentaries, short films, or movies at various dark sites to promote them.
 - Publish information with mesmerizing pictures and appealing content through journals, newspapers, magazines, and articles.
3. Collaboration with Influencers
 - Partner with influencers, bloggers, and YouTubers to promote dark sites.
 - Encourage celebrities and influencers to visit and promote these sites on their social media channels.
4. Leveraging Mass Media
 - Utilize mass media tools to disseminate information about dark sites.
 - Foster the role of media to attract global tourists and raise awareness about dark sites in Asia.
5. Preservation and Regulation
 - Implement strict laws and regulations to preserve the beauty of heritage sites.
 - Avoid excessive restrictions at dark destination sites to maintain visitor interest.
6. Economic Benefits
 - Market dark tourism as an alternative form of tourism to generate profit from foreign earnings.
 - Use the revenue to build infrastructure and modern education systems.
7. Motivational Factors Research
 - Research motivational factors for international tourists visiting dark destinations in Europe, Africa, Australia, and America.
 - Compare these factors with those in Asia to identify challenges and setbacks.
8. Addressing Shortcomings
 - Identify and address shortcomings in dark tourism in Asia through research findings.
 - Implement solutions or alternatives based on global comparisons.
9. Dynamic Characteristics and Features
 - Identify dynamic characteristics and unique features of dark destinations globally.
 - Apply these features with proper planning, organization, communication, and coordination to develop dark tourism in Asia.
10. Awareness and Promotion in India
 - Conduct research on promoting awareness of dark tourism in India using Stone's (2006) seven dark suppliers: Dungeons, Exhibitions, Fun Factories, Resting Places, Camps of Genocides, Conflict Sites, and Shrines.

- Evaluate the positive and negative effects of promoting dark tourism on the tourism industry in Asia.

Motivational factors to visit dark destinations –

1. Understanding Motivational Factors Globally
 - Research motivational factors for international tourists visiting dark destinations in Asian countries
 - Discuss and analyse these factors in depth.
2. Comparison with Asia
 - Compare motivational factors for visiting dark destinations in Asia with those in other continents.
 - Identify similarities and differences in tourist motivations.
3. Deriving Results and Solutions
 - Use the comparisons to derive results on the effectiveness of different motivational factors.
 - Implement possible solutions or alternatives to address challenges and setbacks in dark tourism in Asia.
4. Identifying Differences
 - Highlight the differences between dark tourism in Asia and other parts of the globe.
 - Understand how these differences impact tourist behaviour and preferences.
5. Addressing Shortcomings
 - Identify shortcomings in dark tourism practices in Asia.
 - Develop measures to address these shortcomings based on research findings.
6. Dynamic Characteristics and Unique Features
 - Identify dynamic characteristics and unique features of dark destinations globally.
 - Analyse how these features attract tourists and enhance their experiences.
7. Implementation with Proper Planning
 - Apply identified features and characteristics to dark tourism in Asia with proper planning.
 - Ensure organization, communication, and coordination in implementing these features.
8. Development of Dark Tourism in Asia
 - Utilize research findings to assist in the development of dark tourism in Asia.
 - Enhance the appeal and management of dark destinations to attract more tourists.

By focusing on these motivational factors and implementing findings from global comparisons, Asian countries can improve their dark tourism offerings and address existing challenges effectively.

Spreading awareness about Dark Tourism in India-

1. Utilize Stone's Seven Dark Suppliers
 - Dungeons: Promote historical dungeons as dark tourism sites.
 - Exhibitions: Organize exhibitions showcasing dark history and artefacts.
 - Fun Factories: Highlight locations associated with dark legends or myths.
 - Resting Places: Promote cemeteries and memorials with historical significance.
 - Camps of Genocides: Educate about and promote sites of historical genocides.

- Conflict Sites: Highlight battlegrounds and sites of historical conflicts.
- Shrines: Promote shrines associated with dark historical events.
- 2. Conduct Research
 - Research how to effectively promote dark tourism using the seven dark suppliers.
 - Investigate the potential audience and interest levels for each type of site.
- 3. Positive Effects on Tourism Industry
 - Increase tourist arrivals and revenue from dark tourism sites.
 - Enhance the historical and cultural education of visitors.
 - Create new job opportunities and boost local economies.
 - Promote lesser-known historical sites and stories.
- 4. Negative Effects on Tourism Industry
 - Risk of glorifying tragic events or suffering.
 - Potential for site degradation due to increased foot traffic.
 - Sensitivity issues with local communities and descendants of victims.
 - Need for increased security and maintenance at dark tourism sites.
- 5. Marketing and Promotion
 - Use captivating content and imagery to promote dark tourism sites.
 - Leverage social media and digital marketing tools.
 - Collaborate with influencers, bloggers, and YouTubers for wider reach.
 - Publish articles and features in journals, newspapers, and magazines.
- 6. Educational Campaigns
 - Organize workshops and seminars to educate the public about dark tourism.
 - Develop educational programs for schools and universities.
 - Partner with historians and experts to provide accurate and respectful narratives.
- 7. Community Involvement
 - Engage local communities in promoting and preserving dark tourism sites.
 - Ensure community benefits from tourism activities.
 - Address and mitigate any community concerns or objections.
- 8. Regulations and Preservation
 - Implement laws and regulations to preserve the integrity of dark tourism sites.
 - Balance accessibility with preservation needs.
 - Develop guidelines for respectful visitor behaviour.

By following these steps, India can effectively spread awareness about dark tourism, leveraging its rich and diverse history while addressing potential challenges and maximizing the positive impact on the tourism industry.

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