



An Analysis of Curiosity to Overcome Fear of Dark Tourism: the Case of Travellers to the Chernobyl Site.

Jázmin Hargita Tankó

HTMI, Hotel and Tourism Management Institute, Switzerland

Abstract

It is crucial to comprehend the significance of curiosity and motivation affecting the fearlessness of travelling in order to assist tourism organisations in deciding whether to promote or discourage the marketing for visitation to dark tourism sites. However, there has been no research conducted on curiosity or motivation to overcome fear in order to visit dark tourism destinations. Therefore this research seeks to explore what factors visitors are driven by to overcome the fear of visiting dangerous dark tourism sites such as Chernobyl. An inductive approach is applied in this study to collect rich information from the participants by conducting interviews. The interpretivist paradigm that drives the research supports the methodological need to explore subjective and relativist meanings of the research participants' experience encountering and controlling fear factor. The study results show that overcoming fear affecting visitation to Chernobyl include novelty-seeking, openness to new experiences, social media and allocentric personality type. Moreover, the internet has the power to evoke memories of past events, making it more appealing to tourists to travel there. It is recommended that future research applies a quantitative method which includes increasing the number of participants and shifting the focus from interpretivism to another paradigm, prioritising answers over deeper meanings in stories to improve reliability and achieve the finest outcome.

© 2024 International Hospitality Research Centre. All rights reserved.

CHAPTER 1: INTRODUCTION

1.1 Background Information

As more people travel to places like Auschwitz and Chernobyl the terminology 'dark tourism' has risen in popularity (Usborne, 2019). However, dark tourism is a rather recent phenomenon. It was defined by Lennon (2017), in 1996 and since then there has been more research that conceptualised the definition of dark tourism (Rinnman, 2020). The latest one is by Gotham (2015), which states destinations that symbolise vigorous factors such as anxiety, barbarity, melancholy and misery.

These are few of the fundamental elements of morbid tourism, which stands for the locations where a disastrous or catastrophic event took place. However, Dark tourism or Morbid tourism directly demolishes the interpretation of tourism as travelling for joy or gratification. It is unconditionally obnoxious to travel or visit mortuary, death camps and crash sites and thus far tourists line up to visit such destinations (Lewis et al., 2021). Chris Rojek (1993 cited in Lewis et al., 2021), introduced the term which was acknowledged as commercial developments of tomb sites and places. In which, people or large groups of people have met with tragic or homicidal death. According to Rojek the fascination is extensively

communal and affiliated with the landscape of postmodernism. In the opinion of Lewis et al., (2021), there were different pathways chosen to examine, such as concentration camps or symbolic battlefields. Motivational factors behind the need to visit such places were passion for educational purposes, curiosity, reviewing the tourist destinations and their history, enthusiasm in death and associating with one's own and family heritage. Moreover, motivation is narrowed down to four common topics; 'casual experiences', 'unique learning experiences', 'engaging entertainment' and 'dark experience'. Raine's (2013), dark tourism spectrum examines the validation of travellers visiting cemeteries and burial sites. It certified that grievors had personal validation and divine connections to the distinctive sites being researched. Bisell (2009), states that the participation in such tourism shows interest toward the act of death and dying, also enchantment-, unusual-, aberrant- and sentimental-experience tags along while travelling to such dark tourism destinations. The choice of Chernobyl as the object of this study has multiple reasons. It is one out of the few sites that are not just related to the tragic event which took place there and how it affects mentally the tourists, but when visitors travel to Chernobyl, they also need to take into account that their health can be affected by the radiation waves which are still present there. Yet, when HBO released the documentary of Chernobyl according to Euronews & AP (2021), the number of site visitors approximately doubled, besides how clearly the series captured the level of danger. In this research paper, the author will attempt to explore the factors with the help of secondary data that pushes tourists to overcome their fear and visit dark tourism destinations which affects both mentally and psychically human beings' health. In addition, it will be revealed if curiosity is a main element for visitors to cross their boundaries or if there is something else than just curiosity.

1.2 *Rationale of the study*

There has been a few considerate research carried out on the various motivational factors and perception affecting tourists' decision and experience while visiting morbid tourist destinations (Urbonavicius, 2021). A few research has been done about travellers' motivation to visit dark sites and these studies concentrated especially on the Holocaust death camps (Sharpley, 2009) or earthquakes in China such as the Beichuan (Qian et al., 2021) or the Sichuan catastrophe (Huang et al., 2020). Many authors classified sentimental, intellectual and social cultural aspects in morbid tourism (Stone, 2006; Tarlow, 2005). The complexity of these circumstances emulated in various evidently antithetical theories ingrained together such as life/afterlife (Stone and Sharpley, 2008), anxiety/absurdity (Buda, 2015), liberation/face (Qian, 2009), forget/remember (Winter, 2015), and aberrant

convenience/cultural practice (Stone and Sharpley, 2013). This makes it clear that there is lacking research on analytical curiosity or motivation to overcome fear of dark tourism, notably especially in empirical research regarding the case of Chernobyl. Further research would be helpful in knowing how travellers can overcome fear and be curious about destinations which fall into dark tourism, in this case Chernobyl. In addition, acknowledging the need and motivation would help tourism organisations in terms of deciding whether they should prevent or boost visitors to travel to these destinations. The results will then lead to an understanding of different aspects which can influence such as psychological factors, the intention behind the choice or the message that gets delivered through social media platforms. However this occurred due to an unabridged gap between exploiting the message on a global platform and the perception of the audiences.

1.3 *Research aim and objectives*

The aim of this research paper is to analyse curiosity to overcome fear of dark tourism: the case of travellers to the Chernobyl site.

To achieve the aim above, the objectives have been divided as follows:

- To identify the motivation behind travelling to dark tourism sites
- To explore approaches as to how visitors to Chernobyl overcome fear
- To analyse psychological factors affecting dark tourism in the case of Chernobyl

CHAPTER 2: LITERATURE REVIEW

2.2 *Theoretical background*

2.2.1 *Approaches and perspectives of dark tourism*

Dark tourism or also called thanatourism, was characterised for the first time in 1996 by Lennon and Foley (Lennon, 2017).¹ In addition, the following three different approaches have been used for dark tourism; the "supply", the "integrated supply-demand" and the "demand" (Biran et al., 2011, p.821). The supply point of view highlights the appearance of tourists in the destination related to death (Apostolakis, 2003).² These "death-related" places are categorised from the lightest to the darkest according to their level of death attachment (Biran et al., 2011). As Stone (2006), shows there are seven different varieties in the categorisation, starting from the lightest one; "Dark Fun Factories" which includes sites

that have a mixture of entertaining and advertising, but still associated with death. The next supplier is the “Dark Exhibition” which is usually not taking place at the original site of the disaster.³ The “Dark Dungeons” also referred to as the middle spectrum of dark tourism, thereby it has both light and dark components.⁴ As Seaton (2002 cited in Stone, 2006), stated the fourth supplier of the dark tourism product is the “Dark Resting Places”. As the name suggests these places are where people are buried after their death.⁵ The fifth - “Dark Shrines” - supplier belongs more to the darker side of the spectrum than those that have been mentioned (Iliev, 2020). Shrines are built within a comparatively time after the accident and they become popular for the time because the political side gives a bigger attention to it. Referring to Smith (1998 cited in Stone, 2006), the “Dark Conflict Site” is related to historical places such as battlefields and old buildings that survived the wars.⁶ The last segment of Stone’s (2006), Seven Dark Suppliers is the “Dark Camps of Genocide”, the darkest one on the spectrum.⁷ The sites are located at the exact place where the camps were and the purpose of this is to educate the tourists about the past. The seven types of supply can help us to categorise the level of darkness of a destination, and to show what the message of the selected destination is. In the integrated supply-demand perspective the nature of supply and demand must be taken into account separately in order to minimise the wideness of dark tourism (Brian et al., 2011). Sharpley (2009, cited in Kunwar and Karki, 2019 p.46), claimed that dark tourism can be divided into four levels, namely: Black tourism, expresses a raw experience in terms of dark tourism; Pale tourism, describes tourists who have the least curiosity in visiting places associated with death; Grey tourism demand, indicates how the destination’s death attracts travellers attention, and lastly Grey tourism supply, gives an option to visitors who are not interested in genocide to experience the atmosphere of atrocity.⁸ Based on what has been mentioned above not every person, who travels to dark tourism places, is a dark tourist. As Brian et al., (2011), points out, the demand-oriented approach tries to understand the intention behind the choice of travelling to dark tourism destinations. Seaton (1996), claims that individuals are driven by seeing real or symbolic death experiences. On the other hand, various studies say, visitors may be looking for experiences which are wholly free from curiosity regarding death. For instance, Hughes (2008), says it is a possibility to be interested in a site because it is considered a “must see”. Also, Slade (2003), points out sometimes travellers committed by heritage and not being affected by the death itself. On the basis of the above, being interested and influenced by death can be a main point of choosing a destination, but not in every case, sometimes the choice falls on the “must see” site because people might have been motivated by social media.

2.2.2 *The courage, motivation and curiosity behind the choice*

Researchers have established various thoughts that clarify motivation (Cherry, 2021), thus it is a really wide psychological topic. According to Kleinginna and Kleinginna (1981), it is truly hard to determine the definition of motivation, that is why it has been categorised into nine different parts. By narrowing down the motivation topic, just to the motivation of dark tourism it is easier to identify in this context what motivation means. Every visitor has their own personal internal motivation to go and visit dark places. As Preece and Price (2002, cited in Kohli and Ryan, 2006 p.124), says in a study of Port Arthur, there are three main reasons for visitation: “learning”, “historical interest” and “a fascination with the abnormal or bizarre”. On the other hand, not only internal motivation encourages people to travel, but also external ones. According to Biran et al. (2011, cited in Kunwar and Karki, 2019), external motivation of dark tourism can be splitted into four parts. Firstly, “see it to believe it”⁹; secondly, “learning and understanding”¹⁰; thirdly, “famous death tourist attractions”¹¹; and fourthly, “emotional heritage experience”¹². Additionally, in research which is connected to tourism, motivation plays an important role in terms of showing the understanding why people choose that particular destination. The push and pull forces are subparts of motivation. This framework was made by Dann (1977, cited in Ciasullo et al., 2019).¹³ The difference between the push and pull factors is that the forces of the decision come from different places. The force of the push dimension is internal (Leiper, 1990), while the pull dimension’s force is external (Crompton, 1979). According to Uysal and Jurowski (1994), push factors help and motivate people to travel, and pull factors make it easier to select a destination.¹⁴ More importantly, it helps to better define the intention behind the choice of travelling. When people experience new feelings which fall out of their supposition they get excited about it because they have never experienced them before. After this, individuals will find new opportunities to explore the feelings more and learn about them. Curiosity has a strong effect on motivation and on learning new things (Renninger and Hidi, 2019). Philosopher and psychologist William James identified curiosity as the urge of understanding the gap which is missing from the information that people have not known yet (William, 1983). A bunch of tourists claim they are driven by curiosity when it comes to motivation and it affects their decision making (Ciasullo et al., 2019).¹⁵ This actively demonstrates that curiosity plays a big role in choosing destinations, visiting places and getting to know new experiences.

2.3 *Empirical Research*

2.3.1 *Dark Tourism Intentions*

According to Craig and Thompson (2012, cited in Deutsch, 2014), there has been previous research done on enhancing the fascination or attraction toward death which is one of the most important influencing factors for tourists. This persuades them to go and visit dark tourism destinations. In the study the author focused on apartheid memorials in South Africa which are the apartheid museum in Johannesburg, District Six and Robben Island. Eventually, the results showed that more than half (8 out of 10) of the tourists declared, the essential part appeared to be ‘must’ when visiting South Africa.¹⁶ However, according to the results the curiosity to understand, learn and explore new destinations still plays a big role in making the decision. In the case of visiting Robben island, the prison of Nelson Mandela, the visitors wanted to feel a deeper understanding of the part of his life that he spent there and at the same time the visitors could experience what kind of feeling it is to be in prison. It is important to mention that during the interviews when the participants were told to take more time to think before they answer to what could have been another motivation for them to visit dark sites, most of the answers were ‘curiosity’.¹⁷ The study of Zhang (2021), investigates how visitors can indicate the experience of dark tourism destinations. The author took four different dark tourism places, using semi-structured interviews with 196 participants. The four places were Pompeii, Tangshan, Christchurch and Beichuan. During the visitation the participants learned about the history of the sites and they could gain insight into what happened there. Some of the participants either described the sites as ‘spooky and horrifying’ or using words like ‘startling, sorrowful, weighty and touching to evoke strong emotions’ but some of them just used vague expressions namely having intense feelings. On the other hand, there are the ones who felt ‘amazed’, ‘excited’ and ‘lucky’. Two of the four specified destinations have hedonic experience which is enjoyment and excitement. According to Stone (2006), these sites which are associated with a kind of excitement fall into the “Dark Fun Factories” spectrum.¹⁸

2.3.2 *Motivation motives*

Raine (2013), conducted a research about analysing the motivation of visitation burial grounds.¹⁹ 23 interviews were conducted at three different places around England. Information gathered during this exploration upholds the thought that individuals visit graveyards on journeys.²⁰ The research done by the author showed that burial places are not only places where people go and mourn but for every single person means something else. For example one of the interviewees referred to the site as a peaceful

relaxation spot or as photographers go there and take pictures of the graves.²¹ The research of Urbonavicius (2021), analyses the youthful voyagers' inspirations to visit an extraordinary destination which falls into dark tourism. The choice of the dark tourism destination was Chernobyl. Moreover, Yousaf et al. (2018), recommends that regulating the age of the respondents is a really important step in the motivation. Therefore, Urbonavicius focuses on the push part of the motivation and he takes into account only the generation Z who were born after the disaster. The results revealed that novelty-seeking, escape motivation, ego-enhancement and prestige motivation have positive influences on making the choice to visit Chernobyl.²²

CHAPTER 3: METHODOLOGY

3.1 *Research aim and objectives*

The aim of this research paper is to analyse curiosity to overcome fear of dark tourism: the case of travellers to the Chernobyl site.

To achieve the aim above, the objectives have been divided as follows:

- To identify the motivation behind travelling to dark tourism sites
- To explore approaches as to how visitors to Chernobyl overcome fear
- To analyse psychological factors affecting dark tourism in the case of Chernobyl

3.2 *Research design*

Gephart (1999), segregates research paradigms into three philosophically specific divisions such as positivism, interpretivism, and critical postmodernism. Based on the study of Gephart and on the personality of the author, interpretivism has been selected to form the writer's perspective on the proposed aim. This paradigm characterises the main belief of being an interpretive researcher which claims that truth is assembled by the society (Willis 2007). In addition, the interpretivist's aim is to investigate and understand values, beliefs and the importance of people's attributes to social or human issues - intentions behind making decisions of travelling to Chernobyl (Willis, 2007 and Creswell, 2007).²³ Hence, the paradigm will allow the researcher to go deeper into understanding the experiences, feelings of the participants. Therefore, for this to be successful, the researcher is obliged to have sympathy and a character

that is strongly reflective (Hussian et al., 2013). In addition, it requires subjective thinking (Willis, 2007), since it is important to “look for the complexity of views rather than narrowing meanings into a few categories or ideas” (Creswell, 2007 p.37). The aim of this research paper helps to offer the choice of an inductive type of research. According to Saunders et al., (2012 cited in Dudovskiy, 2018), inductive research usually begins with creating importance from the informational index gathered to recognize examples and connections through developing a hypothesis.²⁴ The major goal of the author is to gather mainly individual tourists’ opinions and sentiments, who are considering or have previously visited areas that are part of dark tourism attractions. Thus, the author has decided to use phenomenology as the research design since based on the aim of the paper this would lead to the finest outcome. Phenomenology examines the involvement of human beings in a phenomenon or personal experience (Crotty, 2003).²⁵ Through asking personal inquiries responders could expound their thoughts regarding dark tourism, and what could persuade them to overcome their fears.

3.3 *Sampling*

Bhandari (2020) and Taherdoost (2016), described population as a certain group of people the researcher will conduct data on. However, there is not enough time and resources to examine the entire population (Ascharya et al., 2013). With the purpose of reducing the number of cases, a sampling technique is advised to be applied to the size of the population (Taherdoost, 2016). The chosen sampling technique will be the representative of the entire population. In this way, the time, cost and manpower to conduct the findings will be decreased (Acharya et al., 2013). Sampling is a significant part of a research paper and it must be applicable to the research’s topic and aim (Holloway and Wheeler, 2009). There are two sampling techniques that can be distinguished, probability and non probability (Acharya et al., 2013). The non probability sampling has been chosen for this paper, since it gives the opportunity to the author to subjectively select suitable participants for the interviews. This means, not all the members of the population get an equal chance of taking part in the research (Taherdoost, 2016). In addition, Yin (2003), describes non probability sampling as related to qualitative research and its purpose is to investigate a real-life phenomenon. In order to gather relevant evidence quota sampling will be carried out. The approach will allow the researcher to select participants from the population based on certain characteristics and segregate them into two equal subgroups (Acharya et al., 2013 and Taherdoost, 2016). Apart from quota sampling, interviews have to be conducted from participants who are able to give data about a particular phenomenon (Holloway and Wheeler, 2009). It was claimed by Curtis et al. (2000) and

Gentles et al. (2015), that researchers who applied phenomenology and qualitative methods should use less, six to ten samples but be more intensively studied in order to generate detailed information. Taking these factors into account the author decided on conducting four interviews with adult people who have previously visited Chernobyl and four other interviews with adult people who are planning on going there in the future.

3.4 *Data Collection*

Researchers have been using qualitative and quantitative techniques to collect data from their participants (Hofisi et al., 2014). Since the aim of this research paper is seeking to know how travellers can overcome their fear and what their intentions behind travelling to dark tourism destinations are, the advisable way to conduct relevant information is to apply the qualitative method. Byrne (n.d. cited in Hofisi et al., 2014), states that when qualitative methodology is applied in a research, interviewing is one of the most commonly used tools. Additionally, according to Bevan (2014), in phenomenological studies the interviews are unquestionably the most suitable since it defines an individual’s experience as they undergo it. However, interviews have several ways to be conducted, and it is important to choose the appropriate one. For this research paper, in-depth interviews will be used because it allows open-ended questions in order to let the participants elaborate on their personal experiences and perspectives (Hofisi et al., 2014). In this case, the experience at the Chernobyl site and the perspective on deciding to travel there. Moreover, it requires engagement toward the participants in order to have a deeper conversation and findings. It reduces the risk of misrepresentation and misinterpretation thanks to repetition and emphasis (Hofisi, 2014). On the other hand, in-depth interviews can cause unreliability and invalidity due to interviewees might say what the interviewer would like to hear (Bevan, 2014). This matter may potentially become an ethical issue, which will be addressed later in the paper.

3.5 *Data Analysis*

Thematic analysis is a data analysis strategy that is widely employed across all qualitative designs due to the large range of research questions and themes that may be addressed while using this type of data analysis (Castleberry and Nolen, 2017). Moreover, open-ended responses from questionnaires or transcribed interviews may investigate the context while enabling flexibility and interpretation when analysing the data, but it must be done with particular attention to detail in order to have transparency to ensure confidence in the results of the analysis (Braun and Clarke, 2006). In this qualitative study thematic analysis will be used because it allows the

researcher to develop new ideas and concepts from the gathered material. Additionally, it will also help the writer to find the answers to how the participants perceive and experience things. First, the author has to be familiarised with the data and then decide how to transcribe it (Braun and Clarke, 2006). The database in many qualitative studies contains interview transcripts from flexible, targeted, but in-depth interviews. After conducting numerous interviews, transcription will assist the researcher to properly evaluate the topic of the interview. For coding, a transcript and a type of transcribing is necessary (Bailey, 2008). The author will use verbatim transcription where the interview is written down word by word in order to avoid the need of interpretation (Wellard and McKenna, 2001). Prior to coding, the decision has to be made to use either an inductive or deductive style for coding. Inductive is a strategy for extracting narratives or hypotheses from raw data, therefore being excellent for exploratory study or the development of new concepts. On the other hand, deductive starts with a set of codes and during analysis sections will be assigned to each of the codes (Thomas, 2006). Based on the previously mentioned methods, the author will be using an inductive coding style to be more open-minded about the possible emerging new theories. Furthermore, the *in vivo* and value coding will be implemented. The *in vivo* coding lets the researcher code a section based on the interviewees' used words in the favour of keeping the coding as close as possible to the original meaning in order to avoid interpretations. It is usually the first step to summarise the interview into words or phrases (Saldana, 2013). Afterwards, applying value coding will help in organising the data into smaller groups based on the values, beliefs and attitudes of the participants (Gable and Wolf, 1993) toward the Chernobyl site and travelling there.

3.6 *Trustworthiness*

One of the most difficult issues that qualitative research faces is ensuring the trustworthiness and reliability of the study (Finlay, 2006). In qualitative research, trustworthiness is related to the structured rigour of the study's approach, the credibility of the individual conducting the study, the validity of the results, and the reproducibility of the research methodology (Lincoln and Guba, 1985). It has been previously practised to enhance trustworthiness using validity or reliability in a variety of methods (Rose and Johnson, 2020). There are multiple techniques that can be used against validity issues in qualitative research. This research paper will mention audit trail, triangulation and the most popular one member checking. Audit trail involves constant documentation that supports the approaches used during the process of the research (Rose and Johnson, 2020). Triangulation happens when a wider and more comprehensive variety of results is generated by

combining multiple methods and perspectives (Fraser and Greenhalgh, 2001; Kuper et al., 2008; Patton, 2002). Denzin (1970), has differentiated several triangulation techniques, such as methodological, data, investigator and multiple triangulation. The researcher is going to use the most feasible one with this study, the investigator triangulation which refers to utilising numerous investigators with diverse backgrounds. Female interviewees may receive a different answer from a male interviewee, than a male interviewer. In order to achieve this, the researcher will ask help from a person of the opposite-sex and different cultural background. In addition, this research paper could also use member checking in the favour of increasing trustworthiness. Member checking allows the researcher to share collected information from the participants and allows them to provide feedback if the developed theory appropriately represents the phenomenon under investigation (Rose and Johnson, 2020; Long and Johnson, 2000). Therefore, to reach the required level of trustworthiness the researcher will be giving the anonymous transcripts to four of the participants to demonstrate the accuracy of the results. Moreover, during the coding procedures it is also important to have a more experienced coder who possesses sufficient background knowledge, especially in the case of semi-structured, open-ended interviews in order to have correct interpretations of what the participants meant by their answers to the questions (Campbell et al., 2012).

3.7 *Ethical Issues*

Numerous parts of the research process are influenced and related to and by ethical considerations, which assist researchers in determining whether a subject of study is morally permissible (Behi and Nolan, 1995). Especially when a research contains gathering information from people about experiences and perspectives (Punch, 2005 cited in Creswell, 2014). Furthermore, it is meaningful to recognize ethical principles because they guide our actions in the field and ensure the rights of participants in the study (Piper and Simons, 2005). Using in-depth interviews can lead to doubting the credibility of the answers (Bevan, 2014). This can occur due to forming the questions in a way that the pleasing answer could be already found or assumed by the interviewees or participants might undergo a sensitive interview interaction which can be stressful (Creswell, 2014), and at the end they will be giving the answers what the interviewer would like to hear. In the process of analysing qualitative data Creswell (2014), points out that researchers tend to take sides and only discuss interviews that are favourable to their studies. To avoid this manner, the author will report on all findings, including those that are contradictory to the aim of this research paper. Additional ethical issue of this study is that individuals who might take part in the

interviews would feel inappropriate talking about Chernobyl taking into consideration what is happening in the country of Chernobyl. Moreover, alternatively they would not feel comfortable talking about how to overcome their fears, what their curiosity and motivation are to travel to dark tourism sites due to their culture or personality. In addition, as Cresswell (2014), advises participants should not be forced to sign the consent form and authors should let them know they can decide not to participate in the research. Therefore, also to keep the privacy of the participants their name will remain anonymous.

3.8 Limitations

Researchers have an ethical obligation to describe study limitations and acknowledge potential sources of bias. This study is focusing on gathering information from various sources such as online websites, previously published journals, publications, and it also conducts interviews with eight participants to collect data. However, for gathering data on black tourism, which is a relatively large phenomenon, eight volunteers may be insufficient to receive rich enough data in order to have a diverse and broader view of the result of the study. Also, out of the selected number of tourists there might be few that only speak their own language which could lead to possible barriers to clarity and understanding of the true meaning of what is being said. In addition, choosing the suitable interviewees based on the quota sampling can be time consuming and geographically complicated to find, since the author does not know where these particular travellers are located. Although, the major limitation of this paper is the bias. They impact the validity and reliability of the findings in different ways. A possible limitation of this paper is that researchers can be biased in favour of a specific outcome or finding. This can result that the interviewer might share a certain point of view that they desire to be confirmed by the study, rather than having an open mind about what the study may confirm.

CHAPTER 4: DISCUSSION

4.1 Introduction

In recent years, there has been a substantial increase in the number of visitors to the Chernobyl site despite the fact that when HBO broadcasted the Chernobyl documentary how clearly the series conveyed the level of risk (Euronews & AP, 2021). Previously done researches have suggested that numerous internal and external elements, such as motivation and curiosity, have contributed to visits to dark tourism destinations (Raine, 2013; Urbonavicius, 2021; Craig and Thompson, 2012; Zhang, 2021). A few careful studies have been conducted on the many motivational elements and perceptions influencing

tourists' decisions and experiences while visiting morbid tourism locations (Urbonavicius, 2021). However, there is still a lack of available information on analytical curiosity or motivation to overcome fear of dark tourism, notably especially in empirical research regarding the case of Chernobyl. The connection between tourists' motivation and curiosity when visiting Chernobyl will be explored further in this chapter. Nevertheless, because primary research has not been conducted, the following contents will be suggested and assessed using literature findings and statistics data.

4.2 To identify the motivation behind travelling to dark tourism sites

It is assumed that motivation plays an important role in terms of identifying the understanding why people choose a particular destination (Cherry, 2021). According to Kleinginna and Kleinginna's (1981) definition, motivation is complex, but narrowing down only to focus on dark tourism motivation will help associating an individual's motivations in tourism, as every visitor has an internal drive to explore dark places. Individuals travelling to dark tourism sites may have these internal primary reasons for visiting including learning, historical interest, and fascination with the abnormal or bizarre (Preece and Price 2002, cited in Kohli and Ryan, 2006). In addition, Biran et al. (2011, cited in Kunwar and Karki, 2019), believe dark tourism has also external motivations and can be categorised into four parts: "see it to believe it," "learning and understanding," "famous death tourist attractions," and "emotional heritage experience". External and internal influences can thus be linked to the push and pull theory of Dann (1977, cited in Ciasullo et al., 2019). Therefore, given the above mentioned theories it can be assumed that external/pull factors can be influenced by social media, surrounding people, history and even trends. On the other hand, internal/push factors might be impacted by novelty seeking, self development and expanding knowledge. The conducted primary research by Raine (2013), analyses the motivation behind travelling to burial grounds. According to the answers, burial grounds are more than just locations where people go to mourn; they also mean something different to each individual. It is assumed that the visitation could mean relaxing or photographing graves at the given site. However, Urbonavicius (2021), has researched young travellers' internal inspirations to visit an outstanding site that falls under the category of dark tourism. The findings demonstrated that novelty-seeking, escape motive, ego-enhancement, and prestige drive all have favourable effects on the decision to visit this particular dark tourism site. Despite the findings of the above mentioned authors, Craig and Thompson's (2012, cited in Deutsch, 2014) has had different findings from their conducted primary data. Most of the participants gave the reason for visitation as

“must see” and above that “curiosity”. Given these arguments it can be assumed that all the conducted primary researches from different dark tourism destinations have dissimilar motivational outcomes based on the internal and external factors and the segmentation of the participants. Therefore, it is advisable to research deeper what kind of motivations travellers have in the case of Chernobyl in order to know how to prevent or boost the tourism at this particular dark tourism site. Researching further theories that have not been mentioned such as intimidation or fear affecting motivation to travel, might also provide a more precise outcome. On the other hand, it can be essential to acknowledge how tourism companies promote trips to Chernobyl since this might be able to provide useful information on reasons for visitation. Tourism agencies with their powerful marketing may influence internal motivations and characteristics of tourists by sending tailored messages to different segments, to differentiate the destination's uniqueness. In addition, to gather accuracy, it is recommended to include questions into the questionnaires that reflect on the external factors of the participants such as friends, family and social media.

4.3 To explore approaches as to how visitors to Chernobyl overcome fear

There are numerous dark tourism destinations therefore, Biran et al. (2011) stated that these death-related sites can be distinguished into different levels of death attachment. The Seven Dark Supplies spectrum by Stone (2006) starts from the lightest to the darkest categorisation. The fifth is called the “Dark Shrines”. At this level, attractions opened and became popular some time after the accident. In addition, social media plays a significant impact on overcoming fear. Based on all that has been mentioned above, Chernobyl can be classified to this level because tours were organised to the destination 25 years after the explosion (Grossman, 2019). Moreover, social media remarkably impacted the Chernobyl site's tourism. Shortly after HBO released the documentary the visitation to the site nearly doubled despite how seriously HBO captured the existing danger (Euronews & AP, 2021). It is expected when a dark tourism site is designated to a high level on the spectrum visitation would not get doubled. Overcoming the fear of visitation may be caused by lack of knowledge of Chernobyl, high amount of endorphin raising the normal excitement level, being amazed by the history and as previously mentioned, social media and curiosity (Craig and Thompson, 2012, cited in Deutsch, 2014). Besides the above mentioned factors, in the study of Zhang (2021) the primary data showed some of the travellers overcome fear easier if a destination presents hedonic experiences such as enjoyment and excitement. It is assumed that tourists travelling to dark tourism sites, such as Chernobyl where radiation still exists, might be

blinded by the excitement, social media or curiosity and not be aware of the level of danger it could possibly cause to their health (Craig and Thompson, 2012, cited in Deutsch, 2014; Zhang, 2021). It is advisable to correctly inform tourists planning on going to Chernobyl about the level of radiation since the visitors might be too curious or feeling too lucky, excited about the new journey they are getting into. In addition, providing education of how highly Chernobyl classified as a dark tourism site might not let potential tourists be influenced only by social media and it would push them to exchange the wanting of overcoming their fear to first clear thinking and responsible decision.

4.4 To analyse psychological factors affecting dark tourism in the case of Chernobyl

Psychological factors are aspects of personality that control or improve the ability of thinking (Celik and Dedeoglu, 2019). The five personal characteristics of tourists theory of Costa and McCrae (1985) are extraversion, agreeableness, openness, conscientiousness, and neuroticism types and have a significantly greater influence on travel motivations. In addition it is an essential factor in understanding visitor behaviour. By determining what products travellers would buy, their motivations, and whether or not they would return to the location (Kassarjian, 1971). It is assumed that openness is the most important characteristic in terms of connection to dark tourism sites, in this case Chernobyl. Since the trait of openness to new experiences includes curiosity as one of its qualities (Somer et al., 2002). On the other hand, Plog's (1974) theory of psychographic topology could be also used to clarify the relation between psychological traits and tourism. The two types that Plog mentions are psychocentric who are afraid to travel to destinations that involve risk and the ones that are confident, less worried, less anxious, motivated by novelty and intend to visit risky destinations are the allocentric travellers. Based on the given arguments above, it is assumed that psychological factors affecting the site of Chernobyl include allocentricity and openness as characteristics. Therefore, it is expected that visitors who choose Chernobyl as their destination for visitation would be driven by confidence, curiosity and novelty-seeking. In addition, these people are more open to fear and the thought might even excite them. However, it is recommended to explore other psychological factors such as values and beliefs of individuals in order to know what the deeper meaning behind excitement by fear, curiosity and novelty-seeking is.

4.5 Conclusion

There have been multiple different factors explored in this chapter to find out how tourists overcome fear, what the

motivation is behind to travel to a site as Chernobyl. Pull and push factors (Dann, 1977, cited in Ciasullo et al., 2019), openness (Plog's, 1974), excitement, curiosity (Craig and Thompson, 2012, cited in Deutsch, 2014; Zhang, 2021) and novelty-seeking (Urbonavicius, 2021) have been all mentioned. The paper shows how complex the motivation is to overcome fear and travel to the Chernobyl site, since motivation is different for every destination. Curiosity, openness and novelty-seeking are an enormous push/internal factor in order to have a driving force to overcome fear. The author advises to research deeper about values, beliefs of people and to acknowledge what tourism firms are doing to advertise Chernobyl as the next potential destination on the tourists' lists to gather more accurate data.

CHAPTER 5: CONCLUSION

This paper has explored multiple potential factors and phenomena in order to identify how tourists overcome fear and decide to visit Chernobyl. The results showed that internal and external motivation such as curiosity, novelty-seeking and social media have big roles in impacting the decision of travelling to Chernobyl. The level of curiosity could be affected by the personality type of individuals. Allocentric people are less worried or anxious and have higher confidence in terms of travelling to dangerous sites.

Moreover, these types of people are aiming to satisfy their novelty-seeking urge by constantly looking for trendy tourism sites therefore they are more likely to have a higher level of openness to danger. Since, openness as a characteristic tends to push people to be more curious, insightful, and open-minded about new experiences and perhaps near-death adventures. However, overcoming fear can also be caused by lack of knowledge because people spend way too much time on social media which results in creating the perfect picture of life by only seeing the beautiful side of everything. The consequence of this is being blinded by over excitement and amazement which could become dangerous when tourists arrive at Chernobyl noticing the reality of danger to their health and start to panic when there is no way back. Undoubtedly, social media has the power of manipulating people's minds and thoughts about where to go on holidays. It is a blinding tool of what reality is and it also shifts the population to be more open toward extreme adventures. In addition, social media can trigger novelty-seeking since people always look for new stimuli and trends but this may result in ego-enhancement which is a terrible drive to overcome fear. On the other hand forgetting a crisis or a disaster that has happened as long ago as Chernobyl has a high tendency. However, the internet has the consequence of influencing tourists to raise awareness about these old happenings and bring

them back into the public's consciousness. In the recent years released HBO documentary of Chernobyl has had an extensive effect on boosting tourism to the site. This study provides a deeper understanding of tourists' inner drive to visit Chernobyl as a dark tourism destination. Acknowledging the psychological choice of travelling could show if visitation is negatively or positively motivated which could help to prevent or boost the tourism at Chernobyl. Moreover, the paper contributes to identifying usually what kind of personality a tourist may have in order to travel to dark tourism sites. Analysing the distinction between allocentric and psychocentric types, perfectly represents the needed personality. Additionally, this research also contributes to displaying the power of social media influencing human behaviour and changing the feeling of fearness to excitement. Gave insights how dangerously and blindly people tend to trust in social media and its trends, even without double-checking the information of the given destination. This study was the first one to identify Chernobyl which out of the 7 dark tourism spectrum it is at. This resulted in a contribution to acknowledge the level of danger in Chernobyl and showed awareness how important background information is prior to travelling.

Nonetheless, the study contributed to the knowledge of showing how significant internal and external motivation is for overcoming fear. Since both factors play an equally important role in the process of decision making. This study was conducted using a qualitative research approach. As a result, the deep meaning of the phenomena was studied having a small number of participants and only one chosen object, Chernobyl. This technique resulted in the creation of rich descriptions based on the responses generated relating to the participants' comprehensive, in-depth, answers and interpretations and broad opinionated viewpoints. Given that the current study has not been done before in its area of interest and that no comparable topic has been examined, it is advised that a later study use a quantitative technique to create a wider amount of data and strengthen the reliability. In order to accomplish this it is recommended to enlarge the number of participants from 8 to at least 50 and the interviews' questions have to be changed to close-ended and given multiple answer choices. Additionally, the author decided on choosing interpretivism as a research paradigm because this fits the most with the values, beliefs and the personality of the author. Therefore, it would be the adequate choice if in the future a different paradigm is done which fits well with the writer's personality. Also, this would be in the favour of the quantitative research outcome of the paper since interpretivism goes into deeper understanding and empathy of the participants' personality and story rather than just focusing on the straight answer without circumlocution.

¹ Moreover, Hartmann et al., (2018, p. 275) defined dark tourism as a novel and popular travelling to destinations which are related with “disaster, murder, and mass death”.

² Additionally, this leads to the supply approach investigating the places which are connected to death.

³ It has been built around death, suffering and scariness. The purpose of this is to provide understanding of memorials and knowledge about the stories behind the exhibitions (Raine, 2013).

⁴ It is located at places that were not suitable for dark tourism, for example, sites where people were condemned like courthouses and prisons (Stone, 2006).

⁵ According to Fonseca et al., (2016), visiting cemeteries without having relatives there, is getting popular among tourists; they choose to go there because it comprises unique statues and architecture.

⁶ Visiting these sites takes the tourists on an educational and commemorative journey.

⁷ Fortunately, in dark tourism it does not occur so frequently.

⁸ Each of them have their own way to attract visitors.

⁹ going there on the purpose to make sure it really happened

¹⁰ gathering more knowledge about the past

¹¹ interest in seeing the real sites and show sympathy to those who have lost their lives

¹² to connect to their heritage in an emotional way

¹³ According to the amount of researchers (Kim and Lee, 2002; Jang et al., 2009; Prayag and Hosany, 2014) the theory of Dann is definitely studied and accepted.

¹⁴ In these terms, the external and internal forces can be connected to the push and pull factors in the motivation.

¹⁵ Morbid curiosity can be also connected to the reason for visitation of dark tourism places since it has been described by Zuckerman and Litle (1986), as an interest in unpleasant events or death.

¹⁶ On the other hand, the history and culture played a significant role in this destination as some of the visitors were travelling to these places for the first time.

¹⁷ However, there were certain limitations to this research. Such as being time consuming and there were only 10 interviews which were conducted with visitors. Also, the samples are only given to a limited extent, leading to the conclusion that the result cannot be generalised.

¹⁸ The paper of Zhang is being limited by including local residents in the interviews, since they already have personal connection with the trauma and

disaster, it would not be beneficial to compare their experience to the other ones’.

¹⁹ According to Stone (2006), it is called “Dark resting places”.

²⁰ Visiting the graves of lost friends, family and locals of profound and individual importance.

Notwithstanding, individuals likewise visit internment destinations with a few different intentions and they were distinguished under the topic "devotion".

²¹ This study is limited because of the amount of results and it is just from only one country in the world.

²² Nonetheless, this study is limiting the age range and also the respondents he interviewed live 700 kilometres away from the examined destination.

²³ Also, it regards individuals as disparate from physical phenomena, since human beings generate significant intensity in interpretations of the hypothesis that people cannot be studied and discovered the same way (Al Harahsheh and Pius, 2020).

²⁴ However, the inductive approach does not forbid the researcher from developing the research question to be investigated using existing theory.

²⁵ It tends to focus on what attendees have in familiarity as they witness the phenomenon (Crotty, 2003)

LIST OF REFERENCES

- Al Harahsheh, H. H. and Pius, A. (2020) A review of key paradigms: positivism vs interpretivism. *Global Academic Journal of Humanities and Social Sciences*, 2 (3), 39-43.
- Acharya, A. S., Prakhas, A., Saxena, P. and Nigam, A. (2013) Sampling: why and how of it? *Indian Journal of Medical Specialities*, 4 (2), 330-333.
- Apostolakis, A. (2003) The convergence process in heritage tourism. *Annals of Tourism Research*, 30 (4), 795-812.
- Bailey, J. (2008) First steps in qualitative data analysis: transcribing. *Family Practice*, 25 (2), 127-131.
- Behi, R. and Nolan, M. (1995) Ethical issues in research. *British Journal of Nursing*, 4 (12), 712-716.
- Bevan, M. T. (2014) A method of phenomenological interviewing. *Qualitative Health Research*, 24 (1), 136-144.
- Bhandari, P. (2020) Population vs. sample, definitions, differences and examples. Available from: <https://www.scribbr.com/methodology/population-vs-sample/> [Accessed 24 November 2022].
- Bissell, L. J. L. (2009) Understanding motivation and perception at two dark tourism attractions in winnipeg. MB, Thesis, University of Manitoba.
- Braun, V. and Clarke, V. (2006) Using thematic analysis in psychology. *Qualitative Research in Psychology*, 3 (2), 77-101.
- Brian, A., Poria, Y. and Oren, G. (2011) Sought experiences at (dark) heritage sites. *Annals of Tourism Research*, 38 (3), 820-841.
- Buda, D. M. (2015) The death drive in tourism studies. *Annals of Tourism Research*, 50, 39-51.
- Campbell, J. L., Quincy, C., Osserman, J. and Pedersen, O. K. (2012) Coding in-depth semi-structured interviews: problems of unitization and inter-coder reliability and agreement. *Sociological Methods and Research*, 1-22.
- Castleberry, A. and Nolen, A. (2017) Thematic analysis of qualitative research data: Is it as easy as it sounds? *Currents in Pharmacy Teaching and Learning*, 10 (6), 807-815.
- Celik, S. and Dedeoglu, B. B. (2019) Psychological factors affecting the behavioural intention of the tourists visiting Southeastern Anatolia. *Journal of Hospitality and Tourism Insight*, 2 (4), 426-450.
- Cherry, K. (2021) What motivation theory can tell us about human behaviour. Available from: <https://www.verywellmind.com/theories-of-motivation-2795720> [Accessed 5 October 2021].
- Ciasullo, M. V., Tommasetti, R., Troisi, O. and Vesci, M. (2019) Curiosity as Brazilian tourist motivation in visiting Europe. *Brazilian Journal of Tourism Research*, 13 (3), 140-160.
- Costa, P. T. and McCrae, R. R. (1985) The NEO personality inventory, *Journal of Career Assessment*, 3 (2), 123-139.
- Creswell, J. W. (2007) *Research design - qualitative, quantitative and mixed methods approaches*. 4th ed. California: Sage Publications.
- Crompton, J. (1979) Motivations for pleasure vacation. *Annals of Tourism Research*, 6 (4), 408-424.
- Crotty, M. (2003) *The foundation of social research: meaning and perspective in the research process*. Thousand Oaks, California: Sage Publications.
- Curtis, S., Gesler, W., Smith, G. and Washburn, S. (2000) Approaches to sampling and case selection in qualitative research: examples in the geography of health. *Social Science and Medicine*, 50, 1001-1014.
- Denzin, N. (1970) *The research act: A theoretical introduction to sociological methods*. Chicago, Illinois: Aldine.
- Deutsch, B. (2014) Tourists' motivations for engaging in Dark tourism. *Modul Vienna University*, 1-54.
- Dubovsky, J. (2018) Inductive Approach. Available from: <https://research-methodology.net/research-methodology/research-approach/inductive-approach-2/> [Accessed 29 August 2021].
- Euronews & AP (2021) 35 years since its nuclear disaster, Chernobyl prepares for tourist influx. Available from: <https://www.euronews.com/travel/2021/04/25/35-years-since-its-nuclear-disaster-chernobyl-prepares-for-a-tourism-boom> [Accessed on 23 October 2022].

- Finlay, L. (2006) 'Rigour', 'ethical integrity' or 'artistry'? Reflexively reviewing criteria for evaluating qualitative research. *British Journal of Occupational Therapy*, 69 (7), 319-326.
- Fonseca, A. P., Seabra, C. and Silva, C. (2016) Dark Tourism: concepts, typologies and sites. *Journal of Tourism Research & Hospitality*, 0 (2), 1-6.
- Fraser, S. and Greenhalgh, T. (2001) Coping with complexity: educating for capability. *BMJ*, 323 (7316), 799-803.
- Gable, R. K. and Wolf, M. B. (1993) Instrument development in the affective domain: Measuring attitudes and values in corporate and school settings. 2nd ed. Boston: Kluwer Academic.
- Gentles, S. J., Charles, C., Ploeg, J. and McKibbin A. K. (2015) Sampling in qualitative research: insights from an overview of the methods literature. *The Qualitative Report*, 20 (11), 1772-1789.
- Gephart, R. P. (1999) Paradigms and research methods. *Research Methods Forum*. Available from: https://uir.unisa.ac.za/bitstream/handle/10500/4245/05Chap%204_Research%20methodology%20and%20design.pdf [Accessed 3 November 2022].
- Gotham, F. K. (2015) Dark tourism and disaster tourism. *The Blackwell Encyclopaedia of Sociology*. <https://doi.org/10.1002/9781405165518.wbeosd045.pub2>
- Grossman, D. (2019) You can now visit the heart of Chernobyl's nightmare. Available from: <https://www.popularmechanics.com/science/energy/a29386894/chernobyl-tourism/> [Accessed 18 September 2023].
- Holloway, I. and Wheeler, S. (2009) *Qualitative research in nursing and healthcare*. West Sussex: John Wiley & Sons.
- Hofisi, C., Hofisi, M. and Mago, S. (2014) Critiquing interviewing as a data collection method. *Mediterranean Journal of Social Sciences*, 5 (16), 60-64.
- Huang, L., Yin, X., Yang, Y., Luo, M. and Huang, S. (2020) "Blessing in disguise": the impact of the Wenchuan earthquake on inbound tourist arrivals in Sichuan, China. *Journal of Hospitality and Tourism Management*, 42, 58-66.
- Hughes, R. (2008) Dutiful tourism: encountering the cambodian genocide. *Asia Pacific Viewpoint*, 49 (3), 318-330.
- Hussian, A. M., Elyas, T. and Nasseef, A. O. (2013) Research paradigms: a slippery slope for fresh researchers. *Life Sci Journal*, 10 (4), 2374-2381.
- Iliev, D. (2020) Consumption, motivation and experience in dark tourism: a conceptual and critical analysis. *Tourism Geographies*, 1-22.
- Jang, S. S., Bai, B., Hu, C. and Wu, C. M. E. (2009) Affect, travel motivation, and travel intention: a senior market. *Journal of Hospitality and Tourism Research*, 33, 51-73.
- Kassarjian, H. H. (1971) Personality and consumer behaviour: a review. *Journal of Marketing Research*, 8 (4), 409-418.
- Kim, S. S. and Lee, C. K. (2002) Push and pull relationships. *Annals of tourism research*, 29, 257-260.
- Kleinginna, R. P. and Kleinginna A. M. (1981) A categorised list of motivation definitions, with a suggestion for a consensual definition. *Motivation and Emotion*, 5, 263-291.
- Kuper, A., Lingard, L. and Levinson, W. (2008) Critically appraising qualitative research. *BMJ*, 337, 687-689.
- Kuwar, R. R. and Karki, N. (2019) Dark Tourism: understanding the concept and recognizing the values. *Journal of APF Command and Staff College*, 2 (1), 42-59.
- Leiper, N. (1990) Tourists attraction system. *Annals of Tourism Research*, 17 (3), 367-387.
- Lennon, J. (2017) *Dark Tourism: Oxford research encyclopaedia of criminology and criminal justice*. <https://doi.org/10.1093/acrefore/9780190264079.013.212>
- Lewis, H., Schrier, T. and Xu, S. (2021) Dark Tourism: motivations and visit intentions of tourists. *International Hospitality Review*, 36 (1), 107-123.
- Lincoln, Y. and Guba, E. (1985) *Naturalistic inquiry*. Beverly Hills, California: SAGE Publications.
- Long, T. and Johnson, M. (2000) Rigour, reliability and validity in qualitative research. *Clinical Effectiveness in Nursing*, 4 (1), 30-37.

- Patton, M. Q. (2002) *Qualitative research and evaluation methods*. 4th ed. Thousand Oaks, California: Sage Publications.
- Piper, H. and Simons, H. (2005) Ethical responsibility in social research. In Somekh, B. and Lewin, C. (Eds.), *Research methods in the social sciences* (pp. 56-63). London: Sage Publications.
- Plog, S. C. (1974) Why destination areas rise and fall in popularity. *Cornell Hotel and Restaurant Administration Quarterly*, 14 (4), 55-58.
- Prayag, G. and Hosany, S. (2014) When middle east meets west: understanding the motives and perceptions of young tourists from the United Arab Emirates. *Tourism Management*, 40, 35-45.
- Qian, L., Zheng, C., Wang, J., Sánchez, P. Á. M., López, P. E. and Li, H. (2021) Dark tourism destinations: the relationships between tourists' on-site experience, destination image and behavioural intention. *Tourism Review*.
- Qian, F. (2009) Let the dead be remembered: interpretation of the Nanjing massacre. In: Logan, W. and Keir, R., eds. *Places of pain and shame: dealing with 'difficult heritage'*. London: Routledge, 17-33.
- Raine, R. (2013) A dark tourist spectrum. *International Journal of Culture, Tourism and Hospitality Research*, 7 (3), 242-256.
- Renninger A. K. and Hidi, E. S. (2019) The role of curiosity and interest in learning and motivation. *The Cambridge Handbook of Motivation and Learning*, 10, 443-464.
- Rinnman, S. (2020) Understanding the motives and morality behind dark tourism. Available from: <https://medium.com/sojourners-heart/understanding-the-motives-and-morality-behind-dark-tourism-3c8fa53ecffa> [Accessed 23 October 2022].
- Rose, J. and Johnson, C. W. (2020) Contextualizing reliability and validity in qualitative research: toward more rigorous and trustworthy qualitative social science in leisure research. *Journal of Leisure Research*, 51 (4), 432-451.
- Saldana, J. (2013) *The Coding Manual for Qualitative Researchers*. 2nd ed. London: SAGE Publications.
- Seaton, A. V. (1996) Guided by the dark: from thanatopsis to thanatourism. *International Journal of Heritage Studies*, 2 (4), 234-244.
- Sharpley, R. (2009) *The darker side of travel*. 1st ed. Bristol: Channel View Publications.
- Slade, P. (2003) Gallipoli thanatourism: The Meaning of ANZAC. *Annals of Tourism Research*, 30 (4), 779-794.
- Somer, O., Korkmaz, M. and Tatar, A. (2002) Development of five factor personality inventory: creating scale and subscales. *Turkish Journal of Psychology*, 17 (49), 21-33.
- Stone, P. R. (2006) A dark tourism spectrum: towards a typology of death and macabre related tourist sites, attractions and exhibitions. *Tourism: An Interdisciplinary International Journal*, 54 (2), 145-160.
- Stone, P. R. and Sharpley, R. (2008) Consuming dark tourism: a thanatological perspective. *Annals of Tourism Research*, 35 (2), 574-595.
- Stone, P. R. and Sharpley, R. (2013) Deviance, dark tourism and 'dark leisure': towards a (re)configuration of morality and the taboo in secular society. In: Elkingston, S. and Gammon, S., eds. *Contemporary perspectives in leisure: meanings, motives and lifelong learning*. Abington: Routledge, 54-64.
- Taherdoost, H. (2016) Sampling methods in research methodology; how to choose a sampling technique for research. *International Journal of Academic Research in Management*, 5 (2), 18-27.
- Tarlow, P. E. (2005) Dark tourism: The appealing 'dark side' of tourism and more. In: Novelli, M., ed. *Niche Tourism: Contemporary issues, trends and cases*. Oxford: Butterworth-Heinemann, 47-58.
- Thomas, D. R. (2006) A general inductive approach for analysing qualitative evaluation data. *American Journal of Evaluation*, 27 (2), 237-246.
- Usborne, S. (2019) *Dark tourism: when tragedy meets tourism*. United Kingdom: National Geographic Traveller. Available from: <https://www.nationalgeographic.co.uk/travel/2018/02/dark-tourism-when-tragedy-meets-tourism> [Accessed 23 October 2022].
- Urbonavicius, S. (2021) Young travellers' motivations to visit a very special destination, Chernobyl. *Tourism: An International Interdisciplinary Journal*, 69 (1), 127-139.
- Wellard, S. and McKenna, L. (2001) Turning tapes into text: issues surrounding the

transcription of interviews. *Contemporary Nurse*, 11 (2-3), 180-186.

Williams, J. (1983) *Talks to teachers on psychology: and to students on some of life's ideals*. 1st ed. Massachusetts: Harvard University Press.

Willis, J. W. (2007) *Foundation of qualitative research: interpretive and critical approaches*. London: Sage Publications Ltd.

Winter, C. (2015) Ritual, remembrance and war: social memory at Tyne Cot. *Annals of Tourism Research*, 54, 16-29.

Yin, R. K. (2003) *Case study research, design and methods*. California: Sage Publications Ltd.

Yousaf, A., Amin, I., Santos, C. and Antonio, J. (2018) Tourist's motivations to travel: a theoretical perspective on the existing literature. *Tourism and Hospitality Management*, 24 (1), 197-211.

Zhang, Y. (2021) Unpacking visitors' experiences at dark tourism sites of natural disasters. *Tourism Management Perspectives*, 40.

Zuckerman, M. and Litle, P. (1986) Personality and curiosity about morbid and sexual events. *Personality and Individual Differences*, 7 (1), 49-65.