

When is "dark tourism" really "dark"? Motivations, behaviours, and sensations

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Abstract

"Dark tourism" describes tourism to places related to death, disaster, and suffering. Much controversy surrounds using the term dark tourism, which encompasses various forms of consumption. "Dark tourism" can be a misleading term, inviting some to associate it with the devious behaviour of consumers. We discuss the relationship between concepts, considering when we are talking about something considered macabre by society. We conducted exploratory qualitative research with sixteen tourists using semi-structured interviews and thematic analysis. The findings lead us to propose five types of tourism based on motivations behaviours and, sensations: Historical, Reconciliatory, Spiritual, Morbid and, Leisure.

Subject Areas: *Consumer Behaviour, Segmentation*

Track: Tourism Marketing