

## **DARK TOURISM: IS IT A GROWTH SEGMENT FOR THE MALAYSIA TOURISM INDUSTRY?**

**Mohd Salehuddin Mohd Zahari**  
**Mohd Hafiz Hanafiah**  
**Syarifah Syafeera Syed Mahboob**  
**Nor Adilah Md. Zain**

*Preliminary communication*

Received 6 October 2015

Revised 24 April 2016

5 May 2016

Accepted 15 May 2016

doi: 10.20867/thm.22.1.5

### **Abstract**

**Purpose** – This paper reports the empirical investigation on the causal relationship between perceived importance of dark tourism product and tour operators' action behavior. The tour operator's perceived importance of dark tourism attributes and how they translate their perception into action behavior was explored. The lack of support promotional activities from the travel agencies are probably the main reasons this product has yet reached its potential.

**Method** – The sample populations were the tour operators that selling inbound and domestic tour packages in Malaysia and the required information was gathered through a self-administered questionnaire based on the purposive judgmental sampling methodology.

**Findings** – Through a series of analyses, the results show that despite the availability of dark tourism products in Malaysia, tour operators have not aggressively promoted these sites. Minimal business profit, diseconomies of scale demand and limited resources was found to influence their unenthusiastic behaviour.

**Originality** – This study provides useful insights into the attributes, the perceptions and evaluations of the dark tourism products by the tour operators. The outcome of this study can be used as a guide for the tourism industry policy makers to develop more efficient marketing and positioning strategies.

**Keywords** Dark tourism, perceived importance, tour operators, Malaysia

### **INTRODUCTION**

The broad-spectrum character of the tourism industry is gradually compartmentalizing itself into highly specialized market segments. New niche products have been developed and promoted to support the conventional offerings (Goel, Broder, Gabrilovich, & Pang, 2010); Novelli (2005). The importance of these new tourism products, as well as the common or conventional ones, is gradually shifting and goes beyond tourists' expectations (Hanafiah & Harun, 2010; Lai & Vinh, 2013). Gastronomic tourism, culture-based tourism, rural and community-based tourism, wildlife, green and dark tourism are some examples of the new niche products that are continually attracting substantial tourist demand (Birna, Hyde, & Brown, 2013; Hanafiah & Hemdi, 2014; Mahbob, Zahari, Zainuddin, Suhaimi, & Sumarjan, 2013). One of the current niche markets in Malaysian tourism products relates to dark tourism sites. Malaysian dark tourism product has been promoted as one of the potential sources of revenue by the Malaysian government (Abbasi & Mohamed, 2013). In fact, more than RM5 million was allocated by the government in the 10th Malaysia Plan for maintaining and upgrading dark tourism sites (Bhuiyan, Siwar, & Ismail, 2013). In line

with the government investment, currently, many available dark tourism products were identified and developed around Malaysia. These includes the Jerejak Island in Penang which was once a prison until 1960, the magnificent Kellie's Castle in Perak which was meant to be a home away from home for Scottish Planters in 1915, the Bidong Island in Terengganu which was a refugee camp in 1978 and the Penang War Museum where foreign prisoners were tortured.

However, although Malaysia has lots of dark tourism sites, they are not internationally recognized and able to attract the international tourists (Braithwaite & Lee, 2006a). The lack of support and collaboration from the government bodies, public agencies, travel agencies and tour operators are the reasons (Bhuiyan et al., 2013). Cavlek (2002) argued that to be sustainable, any new tourism product should be aggressively promoted with communal efforts from all bodies related to the tourism industry. For that reason, it is clear that strong collaboration and commitment from tourism stakeholders are required to develop and promote dark tourism sites.

Tourism stakeholder includes tourism professionals, public authorities, press and other media (Lemelin, Dawson, Stewart, Maher, & Lueck, 2010). No doubt that the tour operators are necessary and play an essential role as the middlemen in promoting the dark tourism industry. In line with this notion, questions arise especially related to Malaysian tour operators' attitude towards dark tourism products. How do the local tour operators perceive the importance of dark tourism attributes and what are their behavioral actions toward the tourism market? To be more specific, do dark tourism attributes have perceived importance for the Malaysian operators? If yes, what are their actions towards promoting dark tourism sites as part of their tour packages? In other words, is visiting the dark tourism sites included in their tour itineraries? Therefore, an understanding of tour operators perceived the importance of dark tourism attributes and their behavioural actions are crucial in helping the government in promoting dark tourism.

The aim of this study is, (i) to identify the general perceptions of dark tourism in Malaysia from the tour operator's perspectives, (ii) to examine the perceived importance of cultural values as part of dark tourism attribute from tour operator's perspectives, (iii) to examine the perceived importance of historical and heritage values as part of dark tourism attributes from tour operator's perspectives, (iv) to examine the perceived importance of educational values as part of dark tourism attributes from tour operator's perspectives. To date, diverse dimensions of dark tourism ranging from tourists' motivation (Dunkley, Morgan, & Westwood, 2011; Hanafiah, Othman, Zulkifly, Ismail, & Jamaluddin, 2010; Preece & Price, 2005; Yuill, 2004), experience (Biran, Poria, & Oren, 2011; Strange & Kempa, 2003), image (Foley & Lennon, 1996; Stone, 2006) and many others (Lennon & Foley, 2000; Miles, 2002; Stone & Sharpley, 2008; Tarlow, 2005; Wight, 2006) been researched. Despite the proliferation of such studies, none has touched on the importance of the dark tourism in tourist motivation. Furthermore, the importance of dark tourism from the tourism promoter perspective has been little touched on, especially from the Malaysian tour operators' perspective (Braithwaite & Lee, 2006a; Korstanje & Ivanov, 2012; Tarlow, 2005). With this notion, an empirical investigation needs to be undertaken and in line with the gap of such studies particularly looking from the Malaysian point of view.

## LITERATURE REVIEW

Travel to places associated with death, disaster, and destruction, has occurred as long as people have been able to travel. Just recently, dark tourism emerged as an academic field of study as there is growing fascination of tourists with sites of death, suffering, tragedies & atrocities (Dunkley et al., 2011; Hartmann, 2014; Stone, 2010). The academic interest in dark tourism in recent years has resulted in increasing theoretically perspectives on dark tourism. This has not only enabled the deconstruction of many of the broad assumptions surrounding dark tourism but has also provided both a framework for developing the foundation for further conceptual and empirical analysis. However, recent investigation has posed the question on the nature of dark tourism. Many argued that dark tourism should be viewed as part of an interdisciplinary system of natural, cultural, heritage and highlighted that the educational values should be treated as the major influencer for motivation to visit (Biran et al., 2011; Cohen, 2011; Jamal & Kim, 2005; Song-ling, 2008).

### Dark tourism values

Dark tourism sites represent attractions that are considered and classified as cultural heritage sites. Dann (1998) asserted that dark sites have considerable cultural and historical significance. It is well informed that culture plays an essential role in providing a sense of values to unfavorable events such as the dark tourism products (Birna, Hyde, & Raine, 2013; Korstanje & Ivanov, 2012). Like cultural heritage sites, dark sites involve ideological and political issues (Seaton & Lennon, 2004). The development of dark cultural sites as an attraction provides the tourists with value added experiences (Stupart, 2013). Stone (2006) reported that tour operators have started to bring tourists to a diverse range of dark tourism sites, attractions, and exhibitions related to mass murder and tragedy, such as Auschwitz-Birkenau or the Killing Fields of Cambodia. Other popular dark sites are the Holocaust sites, battlefields, prisons, slavery sites, graveyards, internment sites, memorials and other places that have a contested history, and memorable sites (Casbeard & Booth, 2012; Doss, 2008; Werdler, 2012).

Meanwhile, Korstanje & Ivanov (2012) regard tourism as a form of merging the past, present and future into a one-sided discourse that enhances historical and heritage values to be portrayed to the visitors. Sites associated with war and atrocities, as highlighted earlier, have long been considered within a broader history and heritage tourism context (Stone, 2012). Few tourism scholars stated that dark tourism did not only act as a guardian of history in heritage terms but also play a part as a moral guardian within the contemporary society which appears to have effervescent moral vitality and become part of an international tourism itinerary (Seaton, 2009; Stone, 2009). Effective diffusion of information about the site's history and heritage values enables tourists to understand the tragedies that occurred during the past (Braithwaite & Lee, 2006b). Stone (2010) found that death and disaster events can be packaged up and co- modified which in turn generate feelings of comfort, safety, and hope among the visitors. Auschwitz-Birkenau for example is the site of the greatest mass murder in the history of humanity but remains as a memorial that serves as a mirror of the human soul and is considered the most efficient way to gain a quick knowledge of the events

(Ryan & Kohli, 2006). Meanwhile, in 1972, Alcatraz as a home for America's most notorious criminals was turned into a National Park Service and transformed into a historical attraction, due to its penal history that educates the tourists with the site's unique history (Strange & Kempa, 2003).

Also, tourist travels to dark tourism sites for knowledge, understanding, and educational opportunities. Crompton (1979) mentioned that improving knowledge and learning new things have always been important motivations for travelling. Hence, it is no surprise that knowledge together with exploration or discovery is some of the most common motivations for visiting sites associated with death and disasters (Cohen, 2011; Yuill, 2004) and dark tourism offers both educational and emotional tourism experiences that convey key messages related to gaining knowledge of the past events (Dann, 1998; Lennon & Foley, 2000). Nahimana (2011) stated that the memorial parks, monuments, historical buildings and museums visit encourage tourists to visualize the site's history. It offers visitors experience in both an educational and cathartic sense by meaningfully engaging them with the emotional devastation. For example, the Titanic Belfast has become the most popular tourist attraction in Northern Ireland since its opening on 2012 (Neill, 2006) and this museum provides visitors with a wealth of learning experiences. Further, Biran et al. (2011) found visitors to dark tourism sites enriched their knowledge of their heritage and were allowed to feel connected to the interpretation.

### **Action Behaviour**

The action is a state of acting and moving that involve the power of the human body as opposed to resting and people will anticipate situations as either positive or negative in line with their self-effectiveness level. Behavior, on the other hand, is defined as an action that responds to an organism's stimulation such as physical action and internal physiological and human emotional processes and involves mental activity). With the combination of these two states, many studies have been undertaken, including action behaviour towards dark tourism products (Birna, Hyde, & Brown, 2013; Birna, Hyde, & Farmaki, 2013; Law, Bai, Brent Ritchie, Wing Sun Tung, & Ritchie, 2011). Verma and Jain (2013) asserted that, although modernization has caused saturation in tour operators' activities in certain tourism products, the increase in visitation to the sites of genocide in recent years makes dark tourism big business for the tour operators. To attract post-modern visitors, Brown, McDonagh, and Shultz (2012) state that dark places must be packaged, promoted, priced and positioned, just like any other product or services. Many tourist agencies and small organizations offer tours around dark events and take their participants to dark locations, for example, the Ground Zero Tours and the Hurricane Katrina Tours (Cole, 2013). In contrast, some states that bring tourists to dark events are seen as making money from despair, packaging pain for happiness, and conducting business on dreadful human tragedies. To conclude, the cultural, historical and educational values have been considered as the vital elements in explaining the dark tourism phenomenon (Biran et al., 2011; Birna, Hyde, & Farmaki, 2013; Cohen, 2011; Foley & Lennon, 1996; Lennon & Foley, 2000; Preece & Price, 2005; Stone, 2006; Strange & Kempa, 2003; Tarlow, 2005; Verma & Jain, 2013; Yuill, 2004). Accordingly, the following hypotheses are proposed:

- H<sub>1</sub>: There is a significant relationship between cultural values of dark tourism and tour operators' action behavior
- H<sub>2</sub>: There is a significant relationship between historical and heritage values of dark tourism and tour operators' action behavior
- H<sub>3</sub>: There is a significant relationship between knowledge values of dark tourism and tour operators' action behavior

## **METHODOLOGY**

To discover the relationship between dark tourism attributes and tour operator action behaviour, descriptive research design using a quantitative approach through a cross sectional study was applied. The self-completed questionnaire was designed, and the instruments were adapted from previous studies. The research instrument comprised four sections. In the first section, seven items from the scale developed by Yuill (2004) were used to measure perceived importance of cultural values. In the second section, perceived importance of historical and heritage values was measured by seven items developed by Best (2007). In the third section, six items of educational values, developed by Stone (2006) was used. The last section collected demographic data of the tour operators. A seven-point Likert-style grading was used where one referred to strongly disagree, and seven was for strongly agree. Exploratory factor analysis (EFA) was performed to establish the validity of the research measurements. The reliability test was then undertaken for four sections which produced Cronbach's Alpha values above 0.80.

In regards to the sampling method, the purposive judgemental sampling is adopted. The research sample was the tour operators who sell inbound and domestic tour packages in Malaysia. Based on the Krejcie and Morgan (1970) sampling table, the sample size of this study must be more than 180 respondents. Interviewees were approached at different travel agency across the Malaysia. The researcher distributed 300 questionnaires, and a total of 232 questionnaires were successfully gathered. Finally, after undergoing data cleaning process, a total of 120 valid responds were analyzed. Regression analysis was used in determining how much variance in tour operators action behavior (dependent variable) was explain by the influence of cultural values, historical and heritage values and educational values (independent variables). Three assumptions namely multicollinearity, outliers and normality were considered and tested before proceeding with the multiple regressions.

## **DESCRIPTIVE ANALYSIS**

In total, the respondents included 120 (50.4%) males and 246 (49.6%) females. Based on the age group, 34.1 percent in the 18-30 age groups, 26.7 percent aged 31-45, 37.0 percent aged 46-60, and 2.2 percent aged 61 and over. Next, 45.3 percent of the respondent were aware with the dark tourism product in Malaysia while the rest (54.7%) had no knowledge of dark tourism before participating in this study. The majority of the local tour operators agreed that visiting the dark tourism sites are essential cultural activities to be promoted to the tourists. They also agreed that

memorial park and historical sites that display the cultural identity could be promoted as dark tourism sites (M=5.02, S.D =1.328) as they provide cultural values for the tourists (M= 4.93, S.D =1.471). Also to this, they also agreed that dark tourism sites are designed to promote understanding on the destination history (M= 4.92, S.D=1.493). Similar perception levels were obtained on heritage values of dark tourism sites. As such, they indicate that promoting old prisons and memorial parks is important as it provides tourists with historical and heritage values (M=5.26, S.D =1.498), enhances certain values or the collective identity to be portrayed (M=5.12, S.D =1.493) and displays the unique past legacy (M=5.12, S.D =1.433). The tour operators agreed that promoting dark tourism sites is important as it provides visitors with a sense of belonging to the sites, and they feel connected to their heritage (M=5.02, S.D =1.495). With such perceived value, it is not surprising that they recognize war monuments as part of dark tourism products that enable the tourists to have a better understanding, appreciation, and awareness of the settlement periods (M=5.24, S.D =1.478).

Meanwhile, the majority of the tour operators acknowledged educational values as essential to the dark tourism product. Results revealed that most of the tour operators agreed that promoting the historical buildings and old monuments as part of dark tourism sites is important to provide a sense of learning values (M=5.54, S.D =1.491), enables the tourists to learn about the collective artefacts and archaeology (M=5.23, S.D =1.301) and somewhat provides the tourists with knowledge about the country's history (M=5.25, S.D =1.451). The tour operators also admitted that promoting the historical buildings as part of dark tourism sites provides tourists with knowledge about the brutal history from the convict settlement (M=5.17, S.D =1.318) and slightly agreed that dark tourism allow tourists to understand tragedies that occurred during the past and empathise with the victims (M=5.40, S.D =1.387). To determine their action behavior, the tour operators' intention and motivation in promoting dark tourism in their tour itinerary were probed. It is interesting to note that the majority of the tour operators affirm that their company aggressively promoted dark tourism sites to the tourists (M=5.06, S.D =1.416) and certified that visiting dark tourism sites was part of their company's tour itineraries (M=5.18, S.D =1.424). They also endorsed that by promoting and offering more Malaysian dark tourism sites to tourists, it helps to increase the company profits (M=5.07, S.D =1.175). However, even though the mean scores show encouraging values, it was observed that half of the respondents were not promoting dark tourism in their tour itinerary. Furthermore, most of them agreed that most of their dark tourism packages were developed upon request, mainly from the foreign travelers. This behavior is contradicted with Brown et al. (2012) argument which stated that to attract the post-modern visitors; dark places must be packaged, promoted, priced and positioned, just like any other product or service.

## **HYPOTHESES TESTING**

A single-step regression analysis was conducted to analyze how strong the relationship was between the cultural, historical/heritage and knowledge values and tour operators' action behaviour. Table 1 displays the summary of the regression results. Table 1 shows the result of the regression analysis.

Table 1: Results of regression analysis

Independent variable	Model I Cultural values	Model II Historical values	Model III Educational values
Dependent variable	Action behaviour	Action behaviour	Action behaviour
$\beta$	.40**	.49**	.51**
$R^2$	.17	.24	.26
Adj. $R^2$	.16	.23	.25
$R^2$ change	.17	.24	.26
F-change	23.289***	37.266***	41.917***

Note: \* $p < 0.05$ , \*\* $p < 0.01$ , \*\*\* $p < 0.001$

From the table above, the result shows that cultural values were able to explain 17 percent ( $R^2 = .17$ , F-change = 23.289,  $p < 0.01^{**}$ ) of the examined variance in the tour operators' action behaviour. The value of ( $\beta = .40$ ,  $p < 0.01^{**}$ ) demonstrated that cultural attributes have a positive contribution towards tour operators' action behaviour. The results show that cultural values have a significant impact on the tour operators' action behaviour. Therefore, the first hypothesis ( $H_1$ ) is supported. The second hypothesis evaluates the relationship between the predictors comprising historical and heritage attributes toward the criterion that represents the tour operators' action behaviour. The result shows that historical and heritage values were able to explain 24 percent ( $R^2 = .24$ , F-change = 37.226,  $p < 0.01^{**}$ ) of the variance in tour operators' action behaviour. The results show that historical and heritage have a significant impact on the tour operators' action behaviour. It evidently demonstrates that the historical and heritage attributes ( $\beta = .49$ ,  $p < 0.01^{**}$ ) are found to have a positive influence on the tour operators' action behaviour; therefore, the hypothesis 2 ( $H_2$ ) is supported. For the third hypothesis, the predictor variable comprised educational values against the tour operators' action behaviour as a criterion variable. The results of single step regressions exhibited in Table 1 indicated that educational attributes were able to explain 26 percent ( $R^2 = .26$ , F-change = 41.917,  $p < 0.01^{**}$ ) of the variance in the tour operators' action behaviour. Again, it evidently shows that the education attribute ( $\beta = .51$ ,  $p < 0.01^{**}$ ) was also found to have a significant impact and positive influence on the tour operators' action behaviour. Therefore, the hypothesis 3 ( $H_3$ ) is supported.

## CONCLUSION

Visiting dark tourism sites, as opposed to cultural heritage, nature tourism, skyscrapers, city tours and shopping tourism, is getting less attention or promotion from the Malaysian local tour operators. It is not surprising dark tourism activities were not included in their main tour packages, which only been developed upon request. As an infant product, it is normal for any new tourism products to be slowly accepted and receive less promotional effort from the tour operators as they are probably still not realizing the potential of dark tourism products in generating business profits. In fact, the minimal promotional action in promoting Malaysian dark tourism sites through tour packages among the local tour operators could be based on numerous reasons. To name a few, small business profit, less demand, and limited resources may influence their unenthusiastic behaviour. However, the result shows that the cultural values, historical and heritage values were found to have a positive effect on the tour operators action behavior towards promoting dark tourism packages. Furthermore, education values

also provide significant positive influence on the tour operator's action behavior towards promoting dark tourism packages. Despite the downbeat trend, the results of this study also indicate that some tour operators are taking tourists to visit such sites and making a profit out of it. Therefore, accusations of less interest among the tours operators could not solidly be based on those reasons alone, but less information, support, promotion and collaboration with the authorities may be the causes after all.

Nonetheless, even though the analyses results highlighted a range of interesting, significant and meaningful findings, several limitations encountered especially during the research processes and these merit explanation. First, as this study was only focusing on tour operator's perspectives without taking views from the government bodies, destinations managers, public sectors and the international tourists itself, the findings, therefore, cannot be generalized. Indeed, the purpose of the study was not to achieve representativeness but to gain deeper insight into the operators' views. With that, the question arises as whether the findings would remain the same if those various respondents involved in this study. Therefore, in presenting a more comprehensive picture of the dark tourism, further or replicated study with a larger sample recruited from different establishments or individuals should be obtained. Observations, interviews with the person in charge and analyses of both oral and written feedback could also be undertaken in the future. Furthermore, any future research of such nature, triangulation or mix method, therefore, could be done as it gives more precise, manifest and meaningful results on the topic of investigation.

## REFERENCES

- Abbasi, D., Sharareh, & Mohamed, B. (2013). Local perception of tourism development: A conceptual framework for the sustainable cultural tourism. *Journal of Management and Sustainability*, 3(2), p. 31.
- Best, M. (2007). Norfolk Island: Thanatourism, history and visitor emotions. *Shima: The International Journal of Research into Island Cultures*, 1(2), 30-48.
- Bhuiyan, M. A. H., Siwar, C., & Ismail, S. M. (2013). Tourism Development in Malaysia from the Perspective of Development Plans. *Asian Social Science*, 9(9), p. 11. doi:http://dx.doi.org/10.5539/ass.v9n9p11
- Biran, A., Poria, Y., & Oren, G. (2011). Sought Experiences at (Dark) Heritage Sites. *Annals of tourism research*, 38(3), 820-841. doi:http://dx.doi.org/10.1016/j.annals.2010.12.001
- Birna, A., Hyde, K. F., & Brown, J. (2013). Dark tourism shops: selling "dark" and "difficult" products. *International Journal of Culture, tourism and hospitality Research*, 7(3), 272-280.
- Birna, A., Hyde, K. F., & Farmaki, A. (2013). Dark tourism revisited: a supply/demand conceptualisation. *International Journal of Culture, tourism and hospitality Research*, 7(3), 281-292.
- Birna, A., Hyde, K. F., & Raine, R. (2013). A dark tourist spectrum. *International Journal of Culture, tourism and hospitality Research*, 7(3), 242-256.
- Braithwaite, D., & Lee, Y. L. (2006a). Dark tourism, hate and reconciliation: The Sandakan experience. *International Institute for Peace Through Tourism Occasional Paper* (8).
- Braithwaite, D., & Lee, Y. L. (2006b). Dark tourism, hate and reconciliation: The Sandakan experience. *IIPT Occasional paper*, 8, 1-22.
- Brown, S., McDonagh, P., & Shultz, C. (2012). Dark marketing: ghost in the machine or skeleton in the cupboard? *European Business Review*, 24(3), 196-215.
- Casbeard, R., & Booth, C. (2012). Post-modernity and the exceptionalism of the present in dark tourism. *Journal of Unconventional Parks, Tourism & Recreation Research (JUPTRR)*, 4(1).
- Cavlek, N. (2002). Tour operators and destination safety. *Annals of tourism research*, 29(2), 478-496. doi:http://dx.doi.org/10.1016/S0160-7383(01)00067-6
- Cohen, E. H. (2011). Educational dark tourism at an in populo site: The Holocaust Museum in Jerusalem. *Annals of tourism research*, 38(1), 193-209. doi:http://dx.doi.org/10.1016/j.annals.2010.08.003



- Cole, T. (2013). Crematoria, Barracks, Gateway: Survivors' Return Visits to the Memory Landscapes of Auschwitz. *History & Memory*, 25(2), 102-131.
- Crompton, J. L. (1979). Motivations for pleasure vacation. *Annals of tourism research*, 6(4), 408-424. doi:http://dx.doi.org/10.1016/0160-7383(79)90004-5
- Dann, G. M. (1998). *The dark side of tourism*: CIRET-International Center for Research and Studies in Tourism.
- Doss, E. L. (2008). *The emotional life of contemporary public memorials: Towards a theory of temporary memorials* (Vol. 3), University Press, Amsterdam.
- Dunkley, R., Morgan, N., & Westwood, S. (2011). Visiting the trenches: Exploring meanings and motivations in battlefield tourism. *Tourism Management*, 32(4), 860-868. doi:http://dx.doi.org/10.1016/j.tourman.2010.07.011
- Foley, M., & Lennon, J. J. (1996). JFK and dark tourism: A fascination with assassination. *International Journal of Heritage Studies*, 2(4), 198-211.
- Goel, S., Broder, A., Gabrilovich, E., & Pang, B. (2010). *Anatomy of the long tail: ordinary people with extraordinary tastes*. Paper presented at the Proceedings of the third ACM international conference on Web search and data mining.
- Hanafiah, M. H., & Hemdi, M. A. (2014). Community Behaviour and Support towards Island Tourism Development. *International Journal of Social, Management, Economics and Business Engineering*, 8, 786-791. Retrieved from http://waset.org/publications/9997902
- Hanafiah, M. H. M., & Harun, M. F. M. (2010). Tourism demand in Malaysia: A cross-sectional pool time-series analysis. *International Journal of trade, economics and Finance*, 1(1), 80-83. doi:10.7763/IJTEF.2010.V1.15
- Hanafiah, M. H. M., Othman, Z., Zulkifly, M. I., Ismail, H., & Jamaluddin, M. R. (2010). Malaysian tourists' motivation towards outbound tourism. *Journal of Tourism, Hospitality & Culinary Arts*, 2(1), 47-55.
- Hartmann, R. (2014). Dark tourism, thanatourism, and dissonance in heritage tourism management: new directions in contemporary tourism research. *Journal of Heritage Tourism*, 9(2), 166-182. doi:10.1080/1743873X.2013.807266
- Jamal, T., & Kim, H. (2005). Bridging the interdisciplinary divide Towards an integrated framework for heritage tourism research. *Tourist Studies*, 5(1), 55-83.
- Korstanje, M. E., & Ivanov, S. (2012). Tourism as a form of new psychological resilience: The inception of dark tourism. *CULTUR-Revista de Cultura e Turismo*, 6(4), 56-71. doi:http://dx.doi.org/10.2139/ssrn.2168400
- Lai, W.-H., & Vinh, N. Q. (2013). Online promotion and its influence on destination awareness and loyalty in the tourism industry. *Advances in Management and Applied Economics*, 3(3), 15-30.
- Law, R., Bai, B., Brent Ritchie, J., Wing Sun Tung, V., & Ritchie, R. J. (2011). Tourism experience management research: Emergence, evolution and future directions. *International Journal of Contemporary Hospitality Management*, 23(4), 419-438.
- Lemelin, H., Dawson, J., Stewart, E. J., Maher, P., & Lueck, M. (2010). Last-chance tourism: The boom, doom, and gloom of visiting vanishing destinations. *Current Issues in Tourism*, 13(5), 477-493.
- Lennon, J. J., & Foley, M. (2000). *Dark tourism*: Cengage Learning EMEA.
- Mahbob, S., Zahari, M., Zainuddin, Z., Suhaimi, M., & Sumarjan, N. (2013). Educational value of dark tourism: Tour operators perceived importance and action behavior. *Hospitality and tourism: Synergizing creativity and innovation in research*, 359-364. doi:http://dx.doi.org/10.1201/b16064-71
- Miles, W. F. (2002). Auschwitz: Museum interpretation and darker tourism. *Annals of tourism research*, 29(4), 1175-1178.
- Nahimana, F. M. (2011). *The attitude and perception of local and international tourists regarding the protection of the genocide memorial sites in Rwanda*.
- Neill, W. J. (2006). Return to Titanic and Lost in the Maze: The search for Representation of 'Post-conflict' Belfast. *Space and Polity*, 10(2), 109-120.
- Novelli, M. (2005). *Niche tourism: contemporary issues, trends and cases*, Routledge.
- Preece, T., & Price, G. (2005). Motivations of Participants in Dark Tourism A Case Study of Port Arthur, Tasmania, Australia.
- Ryan, C., & Kohli, R. (2006). The Buried village, New Zealand—An example of dark tourism? *Asia Pacific Journal of Tourism Research*, 11(3), 211-226.
- Seaton, A., & Lennon, J. (2004). Thanatourism in the early 21st century: Moral panics, ulterior motives and alterior desires. *New horizons in tourism: Strange experiences and stranger practices*, 63-82.
- Seaton, T. (2009). *Thanatourism and its Discontents: an Appraisal of a Decade's Work Some Future Issues and Directions*. Paper presented at the The Sage handbook of tourism studies.

- Song-ling, X. (2008). Heritage Authenticity, Preference of Tourists' Values and Authenticity of Heritage Tourism [J]. *Tourism Tribune*, 4, 013.
- Stone, P. (2009). Making absent death present: Consuming dark tourism in contemporary society.
- Stone, P. (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., & Sharpley, R. (2008). Consuming dark tourism: A Thanatological Perspective. *Annals of tourism research*, 35(2), 574-595. doi:http://dx.doi.org/10.1016/j.annals.2008.02.003
- Stone, P. R. (2010). *Death, dying and dark tourism in contemporary society: A theoretical and empirical analysis*. University of Central Lancashire.
- Stone, P. R. (2012). Dark tourism and significant other death: Towards a Model of Mortality Mediation. *Annals of tourism research*, 39(3), 1565-1587. doi:http://dx.doi.org/10.1016/j.annals.2012.04.007
- Strange, C., & Kempa, M. (2003). Shades of dark tourism: Alcatraz and Robben Island. *Annals of tourism research*, 30(2), 386-405. doi:http://dx.doi.org/10.1016/S0160-7383(02)00102-0
- Stupart, C. (2013). The development of dark/cultural heritage as attractions in Falmouth, Jamaica, West Indies.
- Tarlow, P. (2005). Dark tourism: The appealing 'dark' side of tourism and more. *Niche tourism: Contemporary issues, trends and cases*, 47-57.
- Verma, S., & Jain, R. (2013). Exploiting Tragedy for Tourism. *Research on Humanities and Social Sciences*, 3(8), 9-13.
- Werdler, K. (2012). An introduction to dark tourism in Africa: Contested heritage or opportunity for a new proposition? *The Journal of the College of Humanities and Social Sciences*, 103.
- Wight, A. C. (2006). Philosophical and methodological praxes in dark tourism: Controversy, contention and the evolving paradigm. *Journal of Vacation Marketing*, 12(2), 119-129.
- Yuill, S. M. (2004). *Dark tourism: understanding visitor motivation at sites of death and disaster*. Texas A&M University.

**Mohd Salehuddin Mohd Zahari**, PhD, Professor  
Faculty of Hotel and Tourism Management  
Universiti Teknologi MARA, Puncak Alam, Selangor, Malaysia  
Phone: 03-3258 7604 Fax: 03-3258 4868, E-mail: salehuddinm@salam.uitm.edu.my

**Mohd Hafiz Hanafiah**, M. Econs, Senior Lecturer  
Faculty of Hotel and Tourism Management  
Universiti Teknologi MARA, Puncak Alam, Selangor, Malaysia  
Phone: 03-3258 7604 Fax: 03-3258 4868, E-mail: hafizhanafiah@salam.uitm.edu.my

**Syarifah Syafeera Syed Mahboob**, MSc, Lecturer  
Faculty of Hospitality, Tourism & Wellness  
Kuala Lumpur Metropolitan University College  
Phone: 03-2604 6000 Fax: 03-2604 6060, E-mail: safeeramahbob@gmail.com

**Nor Adilah Md. Zain**, MSc, Lecturer  
Faculty of Hotel and Tourism Management  
Universiti Teknologi MARA, Puncak Alam, Selangor, Malaysia  
Phone: 03-3258 7655 Fax: 03-3258 4868, E-mail: nuradilah.zain@gmail.com

Please cite this article as: Mohd Zahari, M.S., Hanafiah, M.H., Syed Mahboob, S.S., Zain, N.A.Md. (2016), Dark tourism: is it a growth segment for the Malaysia tourism industry?, *Tourism and Hospitality Management*, Vol. 22, No. 1, pp. 47-56, doi: 10.20867/thm.22.1.5



Creative Commons Attribution – Non Commercial – Share Alike 4.0 International