

Exploring Dark Tourism: Cognitive and Affective Perceived Value On Destination Image in Czech Republic

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ABSTRACT: *This study used cognitive-affective-conative theory to examine the perceived values of dark tourism destinations, focusing on four constructs: dark experience, emotional experience, learning experience, and casual interest. A sample of 100 participants was analysed using Confirmatory Factor Analysis (CFA) to establish the reliability and validity of the measurement model. Structural equation modelling was then employed to explore the relationships between the CAC model and dark tourism constructs. Findings indicate that young tourists are intrigued by dark experiences involving paranormal activity and seek knowledge, influencing their travel choices based on personal beliefs and preferences. However, emotional experience does not show significant support, suggesting that younger generations view historical sites as educational resources rather than forming emotional connections. Casual interest also does not significantly contribute to developing a dark tourism destination image, as sightseers and passive recreational travellers seek an escape from daily life rather than dark tourism experiences. Dark experience emerges as the most influential construct, followed by the learning experience. The study recognises the limitations of focusing on students and suggests future research should encompass a broader range of societal members and investigate motivations for visiting dark tourism sites with varying degrees of darkness. Overall, this study provides valuable insights for dark tourism practitioners and suggests avenues for further research in the field.*

KEYWORDS: Dark Tourism; cognitive values; affective values; motivation; cognitive-affective-conative theory; destination image

INTRODUCTION

Dark tourism, which involves travel to places associated with death, tragedy, and suffering, has gained increasing attention from scholars and practitioners in recent years. Destinations have become more than just sites of remembrance due to their link with natural or engineered disasters or atrocities (Pereira, Pereira, and Limberger 2022). Shamsiddinugli (2022) asserts that "black tourism" is synonymous with "death, misery, sorrow, and tragedy." This tourism category comprises places that have always been seen as fascinating, such as those that were the scene of a homicide, a battle, a cemetery, or a natural disaster.

The concept of "dark tourism" identifies several destination types, including battlefields, graveyards, mausoleums, mass murders and even the homes of renowned people who have passed away (Kang et al. 2012). Many researchers suggest that dark tourism can provide visitors with meaningful experiences. Even though visiting sites related to death is not a new practice, it does bring up novel problems and moral dilemmas about tourism (P. Stone and Sharpley 2008).

Due to the grimmest vestige of the past, many tourist spots in the Czech Republic offer dark experiences for visitors (UNWTO 2019). The Czech Republic, like the histories of so many other countries in Central and Eastern Europe, exhibits the reminiscence of the past through museums, graveyards, and concentration camps from the period of the Holocaust during World War II (Mahoney 2011). While the motives for engaging in dark tourism in the Czech Republic may vary, the perceived consumer value that tourists derive from such experiences has become a topic of interest. In particular, researchers have investigated the impact of perceived consumer value on destination image, which refers to tourists' overall perception of a destination.

This research examines the relationship between the perceived consumer value of dark tourism and destination image in the Czech Republic. The findings of this study provide insights for Czech tourism practitioners and policymakers on how to promote and manage dark tourism destinations effectively. In this study, we will focus on the perceived value of the potential or revisiting tourists that affect their motivation. We also intend to identify how motivation influences the destination image. This body of knowledge will contribute to the destination marketer's promotion of dark tourism spots effectively.

LITERATURE REVIEW

The interest in tourism and destination branding has been a research topic for many years, with scholars exploring various aspects of the field. However, as tourism has expanded and diversified, so too have the types of destinations that are being marketed and promoted. One emerging area of interest is dark tourism.

DARK TOURISM

Dark tourism first appeared as "Black spots," a concept introduced by (Rojek 1993) in a chapter titled *Deadly Attractions*. "Black Spots" are defined as "tourism developments in morbid places where celebrities or considerable numbers of individuals died suddenly and/or violently". Foley and Lennon (1996b) later coined the term "dark tourism" for the first time in their analysis of the media's fixation on the assassination of former United States President John F. Kennedy. Seaton (1996), another scholar, first proposed the idea of "black tourism" as a form of thanatopsis that may be experienced through travelling to a destination. Another term, "thanatopsis", refers to travel to a region wholly or partially motivated by the desire for actual or symbolic encounters, specifically, a horrible and violent death. This type of travel can be motivated by either a morbid curiosity or a morbid fascination (Pereira, Pereira, and Limberger 2022). Later, the idea of "gloomy tourism" that became known as morbid tourism was presented by Blom (2000). Morbid tourism is defined as tourism that centres on sudden death and rapidly draws numerous individuals. Stone and Sharpley (2008) continued in the same direction as the sample train of thought. They introduced a new idea called black tourism, which occurs when a fascination with death is catered to by the deliberate supply of experiences that are intentionally provided to gratify this obsession.

Travellers often look for a variety of experiences from the norms. Dark tourism has recently emerged as one of the most popular forms of niche tourism (Zheng et al. 2017). Though a rich avenue for visiting dark tourism is available, studies need to investigate the experience quality of tourists visiting dark tourism. Furthermore, a more significant examination of the dark tourism experience might offer a better knowledge of and insights into dark tourist behaviour from both supply and demand perspectives. Although dark tourism has become famous in the last few decades, the empirical support and potential achievements of the theory in dark tourism still need to be completed (Iliev 2021). Thus, studying experience quality and its influence on post-consumption variables such as perceived value would greatly help the growth of dark tourism.

DESTINATION IMAGE

Researchers have paid close attention to the destination image because of the importance of the location as a tourist attraction. The early study of Hunt (1971) in understanding the value and function of the image is exemplary. Since then, there have been several analyses of the processes involved in the composition and creation of destination images. The works of Echtner and Ritchie (1993) have frequently recognised that a destination's image is made up of different points on a continuum that includes the local characteristics and the overall impression, the tangible, intangible, and emotional aspects and what makes a destination distinctive, and what it has in common with others.

Most definitions of the brand image have focused on the impressions made on customers' minds (cognitive) and hearts (affective) when they think of a product (Boo, Busser, and Baloglu 2009). The term "destination image" refers to a person's overall impression or experiences in a given location (Sun, Chi, and Xu 2013). A traveller's impression of a destination is based on their own unique set of experiences and expectations of that location. How tourists perceive a place is a significant factor in their feelings about visiting there (Veasna, Wu, and Huang 2013). Evaluating or comprehending regional features can be the basis for creating a destination's image (Jalilvand et al., 2012). For instance, In tourism studies, "destination image" is a metaphor for people's preconceived notions of a vacation spot that could be based on the products or services that originated for the country (Lee and Lockshin 2011).

AFFECTIVE AND COGNITIVE PERCEIVED VALUE

A destination's image of dark tourism comprehensively represents cognitive and emotive assessments (S. Baloglu 1996a; Seyhmus Baloglu and Mangaloglu 2001; Seyhmus Baloglu and McCleary 1999; Hosany, Ekinci, and Uysal 2006a; MacKay and Fesenmaier 2000; Stern and Krakover 1993a; Uysal, Chen, and Williams 2000a). Pike (2002) states that brand connections should have cognitive and affective visual elements. The cognitive and affective elements create motivation, which is essential in determining the destination image (S. Baloglu 1996a; Seyhmus Baloglu and Mangaloglu 2001; Seyhmus Baloglu and McCleary 1999; Hosany, Ekinci, and Uysal 2006b; MacKay and Fesenmaier 2000; Stern and Krakover 1993b; Uysal, Chen, and Williams 2000b).

The affective domain is associated with an individual's emotions and feelings about the location and visiting experiences (Seyhmus Baloglu and Brinberg 1997; Asuncion Beerli and Martin 2004; Kim and Richardson 2003). The cognitive dimension emphasises the person's comprehension and thoughts

about the tangible characteristics of a location (Seyhmus Baloglu and McCleary 1999; Pike and Ryan 2004). Consumer psychology research also corroborates the bi-dimensional structure of cognitive and affective representations. According to consumer psychologists, cognitive and affective processes have a role in forming conative responses (Eagly and Chaiken 1993). With a comprehensive review of destinations, which encompasses visitors' overall favourable or unfavourable perceptions of the location, the interaction of both cognitive and affective factors produces a distinctive overall picture (Asuncion Beerli and Martin 2004; Bigne, Sanchez, and Sanchez 2001; Nicoletta and Servidio 2012; Stern and Krakover 1993b).

The independent treatment of cognitive and affective components is essential for evaluating their unique implications on consumers' positive and future actions (Seyhmus Baloglu and Brinberg 1997; Russell 1980; Pratt and Russell 1980; Russell, Ward, and Pratt 1981). As a natural by-product, this study indicates that positive cognitive and affective components, as discrete and independent brand connections, would be favourably associated with a destination's overall image.

PERCEIVED VALUE

Researchers have identified many types of subjective experiences visitors seek in dark places. However, the identified cognitive aspects of tourist experiences, such as physical, sensory, recuperative, introspective, transformational, hedonistic, emotional, relational and spiritual, require further exploration (Packer and Ballantyne 2016). Some scholars have approached the topic of dark tourism from a different angle, arguing that sites are more than just a leisure activity and involve empathetic travel to sites of death, disaster, and depravity, such as visiting Auschwitz-Birkenau (P. R. Stone 2006; Mionel 2019). Despite this, some studies have equated dark tourism with leisure activity, given that it involves engaging in a negative experience with death (Iliev 2021). Therefore, scholars have argued that educational and leisure-based purposes are essential to visiting such sites (Zheng et al. 2017; 2020a). Hence, creating a complete model is extremely important to take using both cognitive and affective aspects of destination image into account.

THE PERCEIVED VALUE CONSTRUCTS

Perceived value is a critical factor that drives tourist behaviour, and understanding the factors that motivate tourists to visit dark tourism destinations is an important area of study. Researchers have drawn upon previous literature to develop a deeper understanding of tourists' perceived values in the context of motivation to visit dark tourism sites. The constructs for perceived values are divided into cognitive and affective attributes derived from various academic research and clustered into four different constructs: dark experience, emotional experience, learning experience and casual interest.

Table 1. Cognitive and affective image constructs

No	Affective/ Cognitive Image	Perceived value	Perceived Value Construct	Authors
1	Affective Image	Curiosity/ attitude	Dark Experience (DE)	(Mehta, Gupta, and Singla 2022; Abraham, Pizam, and Medeiros 2022; Isaac and Çakmak 2014; Jarl and Krems 2022)
		Experience, Escapism, peace		(Pereira, Pereira, and Limberger 2022; Raine 2013a; Bissell 2009)
		Commemoration, empathetic	Emotional Experience (EE)	(Mehta, Gupta, and Singla 2022; Abraham, Pizam, and Medeiros 2022; Pereira, Pereira, and Limberger 2022; Zheng et al. 2020b)
		Animosity and grief		(Mehta, Gupta, and Singla 2022; Isaac and Çakmak 2014)
2	Cognitive Image	Knowledge/ Historical interest; Heritage; Spiritual/self- reflection	Learning Experience (LE)	(Mehta, Gupta, and Singla 2022; Pereira, Pereira, and Limberger 2022; Isaac and Çakmak 2014; Jarl and Krems 2022; Cai et al. 2022; Abraham, Pizam, and Medeiros 2022)
		Social obligation; Patriotism;		((Mehta, Gupta, and Singla 2022; Pereira, Pereira, and Limberger 2022))
		socio- demographic features	Casual Interest (CI)	(Cai et al. 2022; Raine 2013)
		Exclusiveness/ photographic interest		(Isaac and Çakmak 2014; Jarl and Krems 2022; Raine 2013)

Dark Experiences (DE): One of the affective perspectives of dark tourism that considers the psychological demands of tourists emerged after they became interested in death, dying, or disaster. Some researchers have identified the adrenaline rush or paranormal curiosity as the primary motivators for thanatourists, who are not necessarily motivated by death but by the desire to witness the magnitude

of a natural disaster or satisfy their dark experience curiosity (Kang et al. 2012; Lewis, Schrier, and Xu 2021).

H1: Dark Experiences will have a positive relationship with the destination image

Emotional Experiences (EE): Sites of death, while emotionally charged, may also be places of grief, happiness, gratefulness, spiritual development and holiness. Therefore, it is essential to understand the effects of mixed emotional experiences as part of affective values, including negative and positive emotions, in dark tourism (Zheng et al. 2020a). According to Nawijn et al. (2016), people may experience three emotional responses when visiting dark tourism sites: misery, sympathy, and positivity.

H2: Emotional Experience will have a positive relationship with the destination image

Learning Experiences (ULE): The significant goals of dark visitors to burial sites and graveyards were discovered to be explorational, discovery, and educational (Raine 2013). The researcher investigated tourists' motivations for dark heritage sites in Cyprus and discovered that the concept of destruction was incorporated to enhance tourists' experiences. The dark tourism sites were primarily visited for cognitive values such as education and knowledge purposes.

H3: Unique Learning Experience will have a positive relationship with the destination image

Casual Interest (CI): Some tourists visit dark sites for general interests in the region or to fulfil their curiosity about the venue instead of travelling to see activities relating to death and graves (Raine 2013). Most visitors unintentionally encounter dark tourism sites while exploring the region they are on vacation or travel to dark sites to satisfy their casual interest, such as discovering demographic features of a place or satisfying their photographic hobby.

H4: Casual Interest will have a positive relationship with the destination image

COGNITIVE-AFFECTIVE-CONATIVE (CAC) MODEL OF DESTINATION IMAGE

According to the research conducted by Agapito et al. (2013), three primary components make up a destination's image: cognitive, affective, and conative. This model is consistent with the findings of Pike & Ryan (2004), which argue that an image is comprised of what a person knows and thinks about an object (cognitive), how a person feels about it (affective), and how a person acts utilising this information (conative). Furthermore, the three dimensions contribute to forming a global image that is considered to be greater than the sum of its parts, and the consumer uses that to simplify the task of decision-making (Asunciòn Beerli and Martín 2004; S. Baloglu 1996).

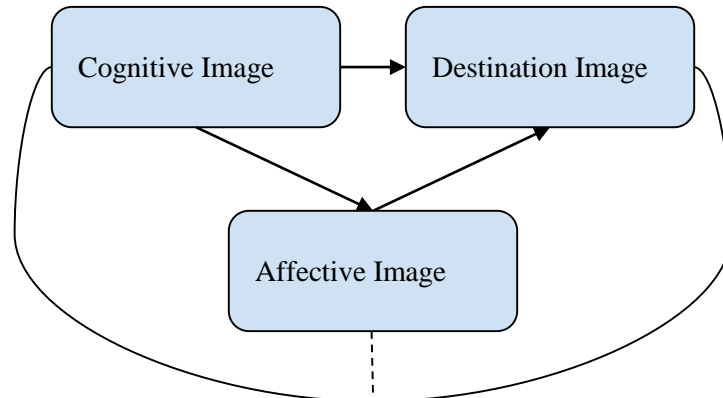


Figure 1. Cognitive-Affective-Conative Model of Destination Image (Agapito et al. 2013)

Following the CAC model, the following theoretical framework containing affective and cognitive perceived values is established in this study. Although the CAC model by Agapito et al. (2013) proposes to evaluate affective image as a mediating factor to access the cognitive and conative relationship, several other researchers believe that separating the affective and conative constructs will lead to a better understanding of how tourist frame their image on a destination as a conative response (Cai et al. 2022; Seyhmus Baloglu and Brinberg 1997).

THEORETICAL FRAMEWORK

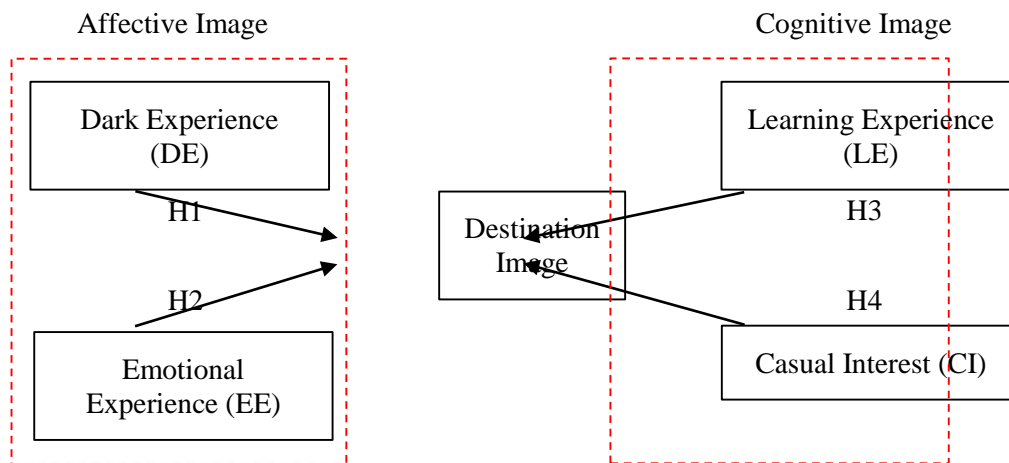


Figure 2. Motivation Theory of Destination Image

METHODOLOGY

Survey Instrument

A survey questionnaire was used to gather information on tourists' socio-demographic background, perceived value construct, and destination image construct. The questionnaire was developed in order to collect information from tourists. The socio-demographic data that were queried included age in years (18 and above) and gender (with two categories including male and female).

A dark tourism perceived value construct was developed based on previous studies (Mehta, Gupta, and Singla 2022; Lewis, Schrier, and Xu 2021; Pereira, Pereira, and Limberger 2022; Isaac and Çakmak 2014; Jarl and Krems 2022; Cai et al. 2022; Abraham, Pizam, and Medeiros 2022; Raine 2013; Zheng et al. 2020b; Bissell 2009), and used to query perceived values and destination image using a five-point Likert scale (“1 strongly disagree”; “5 Strongly agree”). The cognitive and affective values are clustered into four dimensions consisting of 20 item statements (Figure 2): dark experience, emotional experience, learning experience, and casual interest.

Table 2. Factor loadings for dark tourism independent construct items

Items	Dark Experience	Emotional Experience	Learning Experience	Casual Interest
I enjoy death and paranormal-related stories.	0.828			
Destinations related to death and paranormal activities will give me an adrenaline rush.	0.849			
Destinations related to dark tourism will give me a unique feeling of excitement.	0.734			
It is important to visit memorials for people who died for the country or community.		0.717		
Visiting memorials will give me a sense of commemoration (remembrance) for the people who sacrificed themselves.		0.800		
I am empathetic towards the people who died for something important.		0.855		
I would like to experience a part of my own heritage when visiting a destination.			0.595	
I will visit dark tourism destinations for my interest in learning about historical events.			0.719	
Dark tourism destinations will help me self-reflect and enhance my spirituality.			0.834	
I would like to have an enjoyable time visiting new places and taking pictures.				0.765
I like to explore the facilities and amenities offered to me when visiting a dark tourist place.				0.681
I enjoy death and paranormal-related stories.				0.828

The dark experience consisted of three statements about death, fascination and excitement with abnormal and/or bizarre events and destinations, and emotional experiences connected to death (e.g., “feeling away from normalcy”). Emotional experience was measured using three statements that inquire about the emotional connection to the destination they have visited or wish to visit in the future (e.g., grieving, emphatic, sense of commemoration, patriotism). Three items on learning experience focused on learning about the history of the destination being visited, self-reflection and personal development (e.g., “to seek spiritual experience”, “to increase knowledge on history”). Casual interest focuses on individuals who want to visit a dark tourism destination for the entertainment value (two items, “ambience” and “photographic interest”). The destination image construct queried associated with visiting dark tourism destinations (e.g., “enjoyed the experience”, “will visit, revisit and recommend”) with a total of three item statements, using a five-point Likert scale.

Table 3. Factor loadings for dependent construct items

Destination Image	Factor Loading
I think I will enjoy visiting a dark tourism destination	0.832
I will re-visit a dark tourism destination for the benefit I will get	0.733
I will recommend a dark tourism location for my family and friends	0.722

Sampling and Analysis

The initial draft of the survey was made available for destinations and other academic researchers to review. The questionnaire was filled out by five experts on tourism destination management, each of whom provided feedback. After completing the necessary edits based on the pilot study results, the survey was distributed, and data was collected. This questionnaire was administered to participants online to students at the Technical University of Liberec and other students from other universities around the Czech Republic through a student network. The survey also was conducted among those who visited dark tourism sites at least once in their lifetime. In total, 150 respondents participated in this research project.

Analysis

This study used descriptive statistics, reliability tests, structural equation modelling (SEM) and confirmatory factor analysis (CFA) for data analysis. Descriptive statistics were used to identify the characteristics of the respondents (such as their demographic mix). CFA was used to analyse the measurement model, demonstrate appropriate model fit, and assure satisfactory levels of reliability and validity for the underlying variables and their related components.

In their research, Hair et al. (2010) stated that factor loadings greater than 0.60 indicated that the constructs were well-represented and deemed acceptable. Cronbach's alphas were used to test the internal reliability of the items that comprise each dimension of the dark tourism motivation construct (dark experience, emotional experience, learning experience, casual interest). A threshold value 0.7 was used to describe what constitutes "good" dependability (Bland and Altman 1997). The chi-squared test (χ^2) statistic, the Root-Mean-Square Error of Approximation (RMSEA) statistic, the Comparative Fit Index (CFI) statistic, and the Standardised Root Mean Square Error (SRMSEA) statistic were used to evaluate the correctness of the measurement model.

The Mean Square Residual (SRMR) values were studied. Cutoff criteria for determining whether or not a "good fit" existed included an RMSEA score of less than 0.08 (Byrne, 1998), CFI scores of more than 0.90 (Kline, 2005), and SRMR values less than 0.08 (Hu and Bentler, 1999).

RESULTS

The study was conducted among university students in the Czech Republic. Most participants interested in dark tourism were women, accounting for 73% of the participants. Regarding age

distribution, the largest group consisted of individuals between 18 and 24 (97%), followed by those aged 25 to 35 (3%).

Table 4. Descriptive statistics of the demographic profile of respondents

Demographic Characteristics		Frequency	Percent
Gender	Male	27	27.0
	Female	73	73.0
Age Group	18 - 24	97	97.0
	25 - 34	3	3.0

NORMALITY TEST

Table 5. Frequency statistics of the dataset

		Dark Experience Average	Emotional Experience Average	Learning Experience Average	Casual Interest Average	Destination Image Average
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0
Mean		2.8900	3.5300	3.1260	3.0980	3.2571
Std. Deviation		0.88506	0.75177	0.80285	0.69602	0.77398
Variance		0.783	0.565	0.645	0.484	0.599
Skewness		0.024	-0.912	-0.615	-0.599	-0.745
Std. Error of Skewness		0.241	0.241	0.241	0.241	0.241
Kurtosis		-0.351	0.649	0.359	1.206	0.482
Std. Error of Kurtosis		0.478	0.478	0.478	0.478	0.478

The normality of a univariate distribution of the dataset is analysed by asymmetry and kurtosis. According to George and Mallery (2010), the values within the range of -2 to +2 are considered acceptable for confirming a normal distribution. The findings also examine the degree of skewness observed in the distribution. According to Kline (2023), the skewness threshold is the absolute value of 3. The data analysed indicated a moderately skewed distribution.

Reliability Test

Cronbach's alphas were calculated to assess the internal reliability of items representing each dimension of the dark tourism motivation construct (dark experience, emotional experience, educational experience, casual interest). The items registered a desirable reliability of 0.912 above the cutoff value of 0.7 (Bland and Altman 1997).

Hypothesis Testing

The Chi-Square value divided by degree of freedom (CMIN/DF), Standardized Root Mean Square Residual (SRMR) values, Root-Mean-Square- Error of Approximation (RMSEA) and Comparative Fit Index (CFI) were reviewed to confirm the model fit. Cutoff criteria used to determine “good fit” were CMIN/DF < 3.0, RMSEA score < 0.08 (Byrne 1998), CFI scores > 0.90, and SRMR > 0.08 to indicate an acceptable fit (Hu and Bentler 1999). The overall model fit improved significantly after partial disaggregation of the variables. CMIN/DF is 1.67, which shows that the model is satisfactory. The RMSEA value was 0.082, and the CFI value (0.90) suggested a high model fit, while the SRMR value (0.089) likewise demonstrated an acceptable model fit.

Table 5. Hypothesis testing result

Hypothesis	Path	Estimate	P	Result
1	Dark Experience → Destination Image	0.639	***	Supported
2	Emotional Experience → Destination Image	-0.468	0.03	N.S
3	Learning Experience → Destination Image	0.932	***	Supported
4	Casual Interest → Destination Image	0.048	0.861	N.S

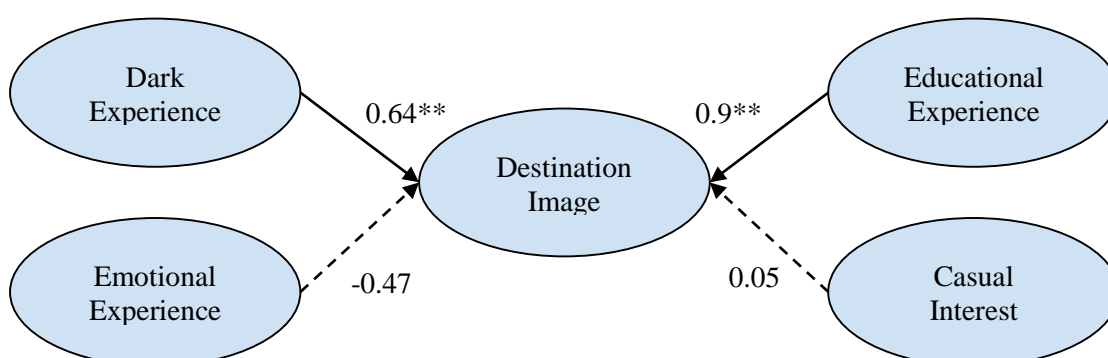


Figure 3. Theoretical framework and hypothesis testing result.

Note: **p<0.001, solid line, significant relationship; dotted line, insignificant relationship

DISCUSSION

This study found that dark experience positively affects the image of dark tourism. This study found that dark experience positively affects the image of dark tourism destinations, supporting Hypothesis 1. Tourists look for certain qualities. Paranormal curiosity queries were answered with strong

positivity. Many visitors, especially young ones, want spooky or strange encounters. H3 is also supported significantly. Young tourists, especially students, consider travelling to historic places an educational experience (Cohen 2011).

However, this study did not support the emotional experience dimension (H2), which is surprising given that the questions were designed to assess tourists' emotional connection with the destination. Younger generations may perceive historical places primarily as educational resources rather than emotionally connecting to them due to the historical consciousness of time (Wilschut 2019). Hypothesis 4 is also not supported by the study, as casual interest does not significantly contribute to the development of a dark tourism destination image. Raine (2013) found that sight-seeing and passive recreational travellers are likely to search for a getaway from daily life, not a dark tourism destination.

Implication to Research and Practice

This research benefits tourism professionals and dark tourism communities. Dark tourism managers must know that guests come for more than only death and ghostly activity (Bissell, 2009). This study found that overarching qualities influenced behavioural intentions more than others. This research revealed substantial favourable connections between dark experience and learning experience, suggesting dark tourism destination operators provide a range of tours and services to visitors and should be cautious in how they exhibit information to attract the destination among young travellers.

Modern media portraying dark tourism sites affects travellers' behavioural propensity to attend (Jeong and Jang 2011). The dark experience construct favoured variables connected to dark tourist places depicted on television broadcasts above dark experiences. Tourists want to experience what they see in the media. Dark tourism sites highlighted in the media should pitch themselves as place of paranormal activities to attract tourists and paranormal excursions to boost tourism, such as Prague dark tours or Prague haunted tours. Practitioners should also register their location on dark tourism websites and registries so interested travellers may find them. Tourists' perceived behavioural control and intention will be enhanced if the information is easily accessible. This research found a favourable association between dark tourism constructions and social norms, so practitioners might sell their place as a scary venue to visitors seeking to satiate their rebellious curiosity.

CONCLUSIONS

This experimental study delves into the intricate realm of visitor motives and visit intentions, effectively opening the door for potential future research in dark tourism. By establishing a significant connection between the CAC theory and the dark tourism motive construct, this study paves the way for a deeper understanding of the factors that drive individuals to engage in dark tourism experiences. The findings of this study could aid dark tourism practitioners, offering them insights and knowledge to enhance their practices.

Future Research

This study is only conducted among students as they are representative of a homogeneous population, and the results are generalised among the non-student population (Lucas 2003). However, their emotional connection between historical facts and interest may differ from tourists from other

generations due to their historical unconsciousness of time (Wilschut 2019). Therefore, future investigations may explore conducting analogous research encompassing diverse strata of societal members. Furthermore, future studies might examine other visitors' motivations to visit dark tourist places with different degrees of darkness based on the darkest to the lightest spectrum (P. R. Stone 2006). Future studies can also distinguish the potential perceived value based on the differential aspects of manufactured (Rosselló, Becken, and Santana-Gallego 2020) and natural dark tourism sites (Ryan and Kohli 2006; Smith and Croy 2006).

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