

**ANALYZING PROSPECTS FOR DARK TOURISM IN
PUNJAB: DEFINING MOTIVATIONS AND EXPERIENCES
AMONG TOURISTS.**

**THESIS SUBMITTED FOR THE AWARD OF THE DEGREE OF
DOCTOR OF PHILOSOPHY**

**IN
TOURISM MANAGEMENT**

**BY
AMOLAKDEEP**

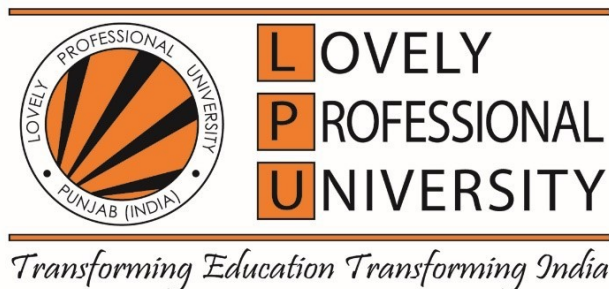
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**LOVELY PROFESSIONAL UNIVERSITY, PUNJAB
2026**

DECLARATION

I, hereby declared that the presented work in the thesis entitled “ANALYZING PROSPECTS FOR DARK TOURISM IN PUNJAB: DEFINING MOTIVATIONS AND EXPERIENCES AMONG TOURISTS” in fulfillment of degree of Doctor of Philosophy (Ph. D.) is outcome of research work carried out by me under the supervision of Dr. Hafizullah Dar working as Assistant Professor, in the School of Hotel Management and Tourism of Lovely Professional University, Punjab, India. In keeping with general practice of reporting scientific observations, due acknowledgements have been made whenever work described here has been based on findings of other investigator. This work has not been submitted in part or full to any other University or Institute for the award of any degree.

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CERTIFICATE

This is to certify that the work reported in the Ph. D. thesis entitled “**ANALYZING PROSPECTS FOR DARK TOURISM IN PUNJAB: DEFINING MOTIVATIONS AND EXPERIENCES AMONG TOURISTS**” submitted in fulfillment of the requirement for the award of degree of **Doctor of Philosophy (Ph.D.)** in the **School of Hotel Management and Tourism** , is a research work carried out by Amolakdeep ,41800219, is bonafide record of her original work carried out under my supervision and that no part of thesis has been submitted for any other degree, diploma or equivalent course.

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ABSTRACT

Dark tourism is one of the emerging and fast growing concepts in the field of Tourism. Over the past twenty years, this concept has garnered considerable interest from both scholars and the media. Within India, the academic examination of dark tourism represents a relatively novel phenomenon, it is important to acknowledge that various aspects of this type of tourism have existed in the country for a long time, albeit in a more informal and unstructured way (Sharma, 2022). To bridge above mentioned- gaps, the current study was undertaken with the specific aim of Analyzing Prospects for Dark Tourism in Punjab Defining Motivations and Experiences among Tourists. A structured survey instrument was developed and adapted based on the researchers' previous studies to facilitate the data collection process. To analyze the research framework and its related hypotheses exploratory factor analysis and regression analysis approaches, were applied, based on the data gathered. The study results have found that Curiosity, Remembrance, and Knowledge-seeking are all crucial factors that motivate dark tourists to visit Punjab. Further Curiosity, Remembrance, and Knowledge-seeking motives significantly impact the cognitive and affective experience of the dark tourist and vice versa cognitive and affective experience influence learning and psychological benefits of dark tourist.

Objectives of the Study

1. To identify the tourist motives for visiting Dark Tourism sites in Punjab.
2. To examine the influence of dark tourism motivations on dark tourists defined experiences.
3. To examine the influence of the defined experience of dark tourists on travel benefits.
4. To suggest the impactful measures for dark tourism development in the study area.

Research Hypotheses

H1 *The Impact of dark tourism travel motivations is significant on the cognitive perception of tourists*

H2 The Impact of dark tourism travel motivations is significant on the affective perception of tourists

H3 Dark tourism learning benefits of tourists are significantly influenced by cognitive perception

H4 Dark tourism's affective benefits of tourists are significantly influenced by cognitive perception

H5 Dark tourism's psychological benefits of tourists are significantly influenced by affective perception

H6 Dark tourism learning benefits of tourists are significantly influenced by affective perception.

Research Methodology Overview

The research employed a carefully designed survey methodology based on a conceptual framework. The main objective of survey research is to define, compare, and clarify different phenomena, thereby deepening the understanding of the subject being studied (Zheng, 2017). By utilizing survey research, the objective is to collect extensive data on the demographics, motivations, experiences, and perceived benefits of tourists. To facilitate data collection, a structured questionnaire was created and refined using insights from previous studies conducted by the researchers. Furthermore, exploratory factor analysis and regression analysis were utilized to appraise the research framework and its related hypotheses, leveraging the collected data.

Results

The study tested the six hypotheses which all were accepted. In this research study findings identified curiosity, remembrance, and seeking knowledge as key dark tourism motivations while visiting dark sites in Amritsar.

- The study findings confirmed that curiosity, remembrance and knowledge as dark tourism motivations are significantly influencing the tourists' cognitive experience.
- Similarly, the results also indicated that dark tourism motivations are significantly predicting the affirmative travel experience of tourists at dark tourism sites. Curiosity is found more associated with the cognitive experience of tourists than affirmative experience. On the

other hand, remembrances and knowledge, both factors are significantly associated with, both, cognitive and affective experiences of the tourists visiting dark sites.

- The results of the regression analysis established a strong association among experiences and benefits gained of tourists visiting dark sites that indicate that they may gain psychological and learning benefits concerning place attachment.
- According to the results, both, cognitive and affirmative experiences of tourists at dark sites are strongly impacting the tourist benefits gained. Similarly study results supported the conceptual model that cognitive and affective experiences, the benefits gained by the tourist are positively influenced by motivations.

ACKNOWLEDGEMENTS

The accomplishment of the most important task in my life so far brings me immense joy and satisfaction in this moment. Looking back on the journey that has brought me here, I am grateful and respectful towards those who have helped me reach this goal. I first want to express my gratitude to the powerful and divine entity known as "Ek Onkar" Almighty, whose spiritual guidance has been a constant source of blessings throughout this entire journey.

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LIST OF ABBREVIATIONS

AFE	Affective Experiences
ANZAC	Australian and New Zealand Army Corps
AVE	Average variance extracted
CR	Composite Reliability
CUR	Curiosity
COE	Cognitive Experiences
CFA	Confirmatory Factor Analysis
EFA	Exploratory Factor Analysis
ESOPB	Economic and Statistical Organization, Departmen of Planning, Government of Punjab
FA	Factor Analysis
FL	Factor Loading
KMO-MS	Kaiser-Meyer-Olkin Measure of Sampling
KNG	Knowledge Seeking
LEB	Learning Benefits
MC	Motivation of Curiosity
MR	Motivation of Remembrance
MK	Motivation of Knowledge Seeking
PSB	Psychological Benefits
REM	Remembrance
SIT	Social Identity Theory
TSGM	Tuol Sleng Genocide Museum
UCIL	Union Carbide India Limited
VIF	Variance Inflation Factor

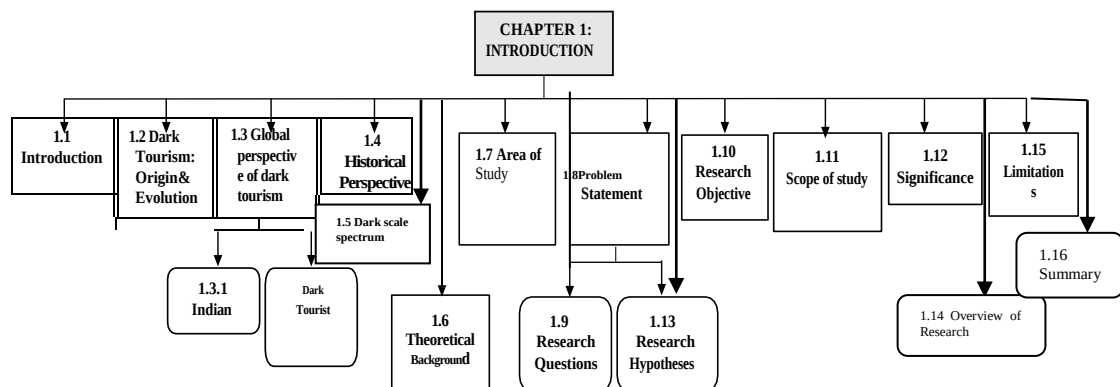
CHAPTER 1: INTRODUCTION

INTRODUCTION

1.1 Introduction

Dark tourism has gained prominence in recent decades, characterized by its connection to themes of tragedy and enigma. According to research and markets report that by 2030; the market is projected to reach a value of approximately USD 38.64 billion. This growth reflects a growing interest among travelers in exploring locations that offer a deeper understanding of historical events, cultural narratives, and human experiences related to suffering and loss. Dark tourism is expected to grow in India as travelers look for more authentic and thought-provoking experiences, further enriching the country's already diverse range of travel options. Therefore, the current study analyzed the prospect of dark tourism in Amritsar.

Figure 1.1: Overview of Chapter 1



1.2 Dark Tourism Origin & Evolution

Research shows that Dark Tourism has deep historical roots, originating in the Middle Ages, but it was notably reshaped and intensified by the influences of Romanticism. The era was marked by a significant fascination with themes of death, suffering, and the grotesque, often manifesting in various cultural practices, rituals, and public spectacles. However, it underwent considerable transformation and expansion during the Romantic period. According to the literature experts, Dark tourism can be classified based on the reasons behind visitors' interests and the particular locations they opt to visit. While the term "dark" suggests an absence of light, dark tourism, as an emerging sector within the tourism industry, seeks to inform, educate, and engage visitors regarding various historical events, cultural heritage, and tragic occurrences (Karki &

Kunwar, 2019). According to Lennon and Foley, dark tourism represents a notable shift in how society interacts with death and tragedy (Ashworth & Isaac, 2015). Dark tourism evolution can be studied through the historical, motivation of the tourist, and impact on cultural and heritage tourism perspective. Historically, it is said that the term dark tourism is linked with the thanatopic tradition—a meditation on death—thought to be part of Western philosophy since the Romantic period (Bowman & Pezzullo, 2009). The visit of tourist to dark sites has been in diverse forms, from pilgrimages to sites of historical atrocities to visiting memorials and cemeteries.

In the contemporary debate of dark tourism, it is highlighted in the studies of various experts that dark sites were not to be studied because of historical importance, but with their educational and cultural relevance as well. For instance, tour operators begin to realize the importance of education of dark tourism destinations that will enhance the focus on historical tragedies (Robin et al., 2023). The trend indicates a revolution from perceiving dark tourism as a cultural engagement practice not necessarily founded on death exploitation but as something that shall be put into account as cultural immersion (Kennell & Powell, 2020). Another important element driving its development is the motives of tourists engage in dark tourism. Other studies have also confirmed that tourist visit dark tourism sites to gain new experiences and for contemplation associated with the curiosity of tourist (Mavragani & Mandrinou, 2022). This attraction towards the dark may cause cognitive dissonance in the visitors since they have to deal with the ethical issues surrounding their desire to seek places associated with misery (Hosseini et al., 2022). Another factor that heightened the attention from both travelers and academics in dark tourism due to the considerable impact of social media (Marton et al., 2020). Dark tourism today is a niche market becoming more appreciated with time as more individuals through these disasters and tragedy-related sites. The tourism developed after disasters in such regions is widely contextualized within the dark tourism framework (Lin et al., 2018). In this regard, the commodification of dark tourism raises ethical issues related to the commercialization of death and suffering (Stone, 2013). Researchers argue that although dark tourism is devoid of completely lacking educational value, it ought to be approached by the subject so carefully with consideration for the historical and cultural value of the destinations concerned (Barton & Brown,

2015). While much of the early theorization of dark tourism has emerged from Western contexts, such as Europe and North America, its evolution and interpretation vary significantly across regions. For instance, over the past fifteen years, there has been a noticeable rise in dark tourism research from countries in Asia as well as non-European nations. However, the majority of this research tends to employ positivist methodologies, with prevailing theoretical concepts mainly originating from the UK, Europe, and the United States. Nevertheless, there has been a recent emergence of non-Western case studies that critically examine dark tourism sites, although those authored by Western scholars seldom engage with important issues such as researcher reflexivity, biases, decolonization, alterity, cross-cultural interpretations, and the vernacular beliefs related to death and its depiction.

In conclusion, from being a subsidiary interest, dark tourism has evolved to become a leading constituent of the global tourism market. From the ancient age in relation to death, it has developed to cover not only the educational needs but also the ethical and commercial needs. As dark tourism gains importance, stakeholders have to engage with many complexities of visitor motivation and the implications of commodifying sites related to tragedy.

1.3 Global perspective of Dark tourism

Dark tourism represents a distinctive phenomenon that has spread across the globe, varying with multiple motives, from impacts on local economies to ethical concerns which surround its growth throughout the world. In context of dark tourism, visitor is fascinated to several locations of death, disaster, or even atrocities. The sites of interest include the Auschwitz-Birkenau concentration camp situated in Poland, Ground Zero located in New York City, and the Gettysburg Battlefield found in Pennsylvania (Tang, 2014).

Comparative studies on dark tourism reveal that while Western nations have formalized dark sites through established memorials and museums, numerous non-Western areas prioritize living heritage, rituals, and spiritual contemplation as integral components of the visitor experience (Light, 2017; Biran et al., 2019). For example, European locations like Auschwitz and Ground Zero are designed for educational remembrance, in contrast to Southeast Asian and African sites that frequently incorporate community narratives and postcolonial viewpoints into their tourism models (Otoo & Kim, 2020).

These differences highlight the necessity of examining dark tourism within a global context that considers variations in cultural understandings of death, memorialization methods, and visitor anticipations.

Past literature revealed that disasters, pandemics, and historical atrocities have created the abundant dark tourism resources in the world ("Research on Innovation Path of Dark Tourism Based on Micro-Niche Market," 2023). More than any macabre interest, it has been progressively driven by a need to understand and reflect over the human experience of pain and resilience (Shen et al., 2020). The emotional engagement that is often focused on by visitors of such destinations can, at times have deep personal reflections when tourists interact with their past experiences into history (Pradhan,2023). The prospects for economic advancement through dark tourism are significant, especially in regions which have experienced historical trauma. In a similar case, Auschwitz in Poland and the 9/11 Memorial in New York City have grown to be strong tourism attractions and fetched significant revenue to local economics (Mir, 2023). The commercialization of such a site, though, is an ethical issue regarding the marketing of pain in an insensitive manner to victims of such disasters (Tarifa-Fernández et al., 2022). Advances in social media networking and growing cultural exchange of nations also contribute to a global landscape regarding dark tourism. The implementation of digital platforms has made the development and marketing of experiences and stories associated with dark tourism easier; there is increased sensitivity and demand for such destinations (Prodan,2021). This is most evident in destinations such as Southeast Asia, where dark tourism gradually replaces mainstream tourism by leaving more money in the local economies without sacrificing the cultural heritage supposed to be preserved (Tan & Lim, 2018).

The COVID-19 pandemic has hugely affected global tourism due to which there is a shift towards domestic traveling and this opens up new avenues for the expansion of dark tourism, particularly at heritage sites around the corner (Skinner, 2018). As destinations strive to recover from the pandemic, dark tourism may be an opportunity for the community to be facilitated in their resilience and healing as it involves historical trauma (Min et al., 2020).

Table 1.1: The leading dark tourism destinations and their respective significance.

Site	Location	Description
Auschwitz A Site of Concentration and Extermination	Auschwitz (Poland)	From 1940 to 1945, a tragic and brutal chapter in human history unfolded, during which approximately 1.3 million people were forcibly taken to an extensive and harsh network of camps and sub-camps. This network included concentration camps, where individuals faced inhumane conditions, forced labor, and severe abuse, as well as extermination sites specifically created for mass murder. Of the estimated 1.3 million individuals imprisoned in these camps, it is believed that around 1.1 million were killed within their walls (Pettigrew, 2021).
The National September 11 Memorial - Ground Zero	New York (USA)	The underground museum, encompassing 110,000 square feet and conceived by the architectural firm Davis Brody Bond, was intended as a significant homage to the victims of the September 11 attacks. Its design seeks to enlighten both current and future generations about a crucial event in the 239-year timeline of the United States. The museum narrates the events of 9/11 through an extensive collection that includes 23,000 photographs, 10,300 artefacts, nearly 2,000 oral histories from those who died, and 500 hours of video footage (Paliewicz, et al., 2017).
Hiroshima Peace Memorial Park	Hiroshima (Japan)	An atomic bomb was released over Hiroshima by a B-29 bomber belonging to the United States on 6th August, 1945. The explosion devastated the city and resulted in the deaths of around 140,000 people, due to both immediate and later consequences. Later on a park, dedicated to commemorating the victims and survivors of the bombing, includes important sites such as the remains of the A-bomb Dome and the Hiroshima Peace Memorial Museum. It has become an international symbol of peace, reflecting the city's identity today and drawing over a million visitors each year (Brescó de Luna et al., 2023).

The Dracula's Castle - Bran Castle	Wallachia (Transylvania)	Count Dracula, the legendary vampire character introduced by Bram Stoker in 1897, has evolved into a universally recognized myth, sustained by numerous media and literary representations throughout the twentieth and twenty-first centuries (Light, 2017). This myth plays a crucial role in shaping Romania's image as a travel destination, with the entire country, particularly the Transylvania region, being celebrated as the home of Dracula (Stoleriu et al., 2022).
Alcatraz Federal Penitentiary	San Francisco Bay (USA)	During the American Civil War, Alcatraz Island functioned as a military fortress, accommodating soldier-convicts. Following the war, it continued to operate as a military prison. Subsequently, from 1934 to 1963, Alcatraz was converted into a federal penitentiary. According to The Alcatraz Island Experience, the facility housed some of the most infamous criminals in America, including escape artists, gang leaders, and others notorious for their disruptive behavior. All inmates were subjected to stringent security measures, with their correspondence routinely monitored by prison guards. Furthermore, it was nearly impossible for them to voice any grievances to the outside world (Kondo, 2019).
The London Dungeon	London (UK)	The Dungeons present a collection of exhibits focused on themes of mortality, torment, and anguish from various historical epochs. These include medieval torture and execution methods, the infamous executions linked to King Henry VIII, the conditions in London during the Plague, and the notorious crimes of Jack the Ripper, a serial killer active in East London during the 1880s. As of summer 2017, the admission fee for an adult was £21 (\$27.4/€23.5), although numerous discounts and promotional offers were accessible, with the duration of the visit being 90 minutes (Ivanova, 2018).

Chernobyl Disaster	Pripyat (Ukraine)	Chernobyl is situated in the northern region of Ukraine and serves as the focal point of an area that was evacuated shortly after the catastrophic nuclear reactor explosion at a nearby power plant in 1986. Although extensive decontamination efforts have been undertaken and over thirty years have elapsed since the incident, both Chernobyl and its adjacent regions continue to present significant risks due to persistent radiation (Urbonavicius,2021).
Gallipoli Campaign	Gallipoli (Turkey)	The Gallipoli Campaign constituted a significant episode in World War One. Spanning eight months in 1915, forces from the Allied nations, including Australia, New Zealand, Great Britain, Ireland, France, India, and Newfoundland, endeavored to secure the Dardanelles Strait and seize the Ottoman capital of Istanbul. The operation commenced on April 25, 1915, with the landing of ANZAC (Australian and New Zealand Army Corps) troops at a small cove on the Gallipoli peninsula. Commanded by British officers, these troops aimed to confront the Ottoman Turks. Ultimately, the campaign resulted in a failure for the Allies and a triumph for the Turkish forces. Each year, the Gallipoli peninsula attracts thousands of visitors who come to honor those who lost their lives during the campaign (Cansun, 2019).
Jack The Ripper	London	Jack the Ripper was a notorious serial killer responsible for the gruesome murders of multiple prostitutes in the streets of London. On August 31, 1888, the brutal killing of a sex worker named Mary Ann Nichols in London's impoverished Whitechapel district marked the beginning of a chilling and infamous series of homicides that would come to be known as the Whitechapel murders. The Whitechapel murders remain a subject of intense interest and investigation, inspiring countless books, films, and documentaries that seek to unravel the mystery of Jack the Ripper (Nini, 2018).

Tuol Sleng Museum	Phnom Penh (Cambodia)	Following the Cambodian genocide, the Tuol Sleng Genocide Museum (TSGM) has emerged as a vital site for commemorating the atrocities of the Khmer Rouge period, alongside the notorious killing fields at Choeung Ek. The museum serves a significant role in developing the narratives about the historical violence experienced by the nation, particularly for the many international tourists who visit (Sion, 2014). However, it is important to acknowledge that a substantial number of those who were imprisoned and subsequently executed at S-21, the security facility located within TSGM, were actually former Khmer Rouge officials. This reality complicates their portrayal as mere victims in this historical account (Williams, 2022).
Pompeii	Naples (Italy)	Situated close to Naples, Italy, an ancient Roman city met its demise during the volcanic eruption of Mount Vesuvius in 79 AD. The volcanic eruption led to the total annihilation of the city, claiming the lives of all its inhabitants and entombing it beneath a substantial accumulation of ash. Today, this city is recognized as a World Heritage Site by UNESCO and ranks among the most popular tourist attractions in Italy, welcoming around 2.5 million visitors annually (Fonseca, 2016).
Leap Castle	Coolderry County Offaly (Ireland)	Ireland is renowned for being the most haunted destination in the world. According to a popular legend, the castle is said to be inhabited by a supernatural figure referred to as the Elemental, who succumbed to leprosy within its walls, leaving behind an enduring spirit. The castle has also been the setting for numerous famous American television shows, which helps draw approximately 800,000 visitors annually (Fonseca, 2016).
Dharavi Slum.	Mumbai	Dharavi, recognized as the largest slum in Asia, is situated in Mumbai, the largest city and commercial hub of India. Dharavi accommodates around 1 million residents, most of who reside in living spaces smaller than 10 square meters .In 2006, slum tourism in Dharavi was officially initiated by

		Reality Tours and Travels, the sole tour operator specializing in this sector, with the aim of exposing international visitors to the realities of urban poverty in the city. This form of tourism has seen a steady increase, a trend that can be partially linked to the success of the film Slumdog Millionaire, which narrates the experiences of a young boy from the slums of Mumbai (Cardoso, 2022).
Oklahoma City National Memorial & Museum	Oklahoma (USA)	On the morning of April 19, 1995, precisely at 902 AM, a domestic terrorist executed a tragic assault by detonating a homemade truck bomb in front of the Murrah Federal Building in Oklahoma City, Oklahoma. The explosion obliterated the building's front and caused extensive destruction to surrounding areas, leading to the sorrowful loss of 168 lives. This event was recognized as the most deadly terrorist act in the history of the United States at that moment (North et al.,2022).
The Suicide Forest	Mount Fuji (Japan)	Situated at the foot of Mount Fuji in Yamanashi Prefecture, Aokigahara possesses a variety of distinctive natural features that render it unparalleled globally. Additionally, Aokigahara has historically served as a location for sacrifices aimed at benefiting the family unit, aligning with Iga's (1986) concept of familism, which emphasizes the primacy of collective familial objectives over personal aspirations. Iga characterizes this principle as a fundamental aspect of Japanese cultural values (Burger,2020).

1.3.1 Dark Tourism in Indian Context

India is culturally diversified that it is rich not only in religious diversities but also in rituals and rites related to death. The dark tourism studies are in an infancy stage with regard to India compared to the western perspective, whereby most of the studies have been done and most of them were restricted to the European context (Sarkar&Valeri,2021).India has a diverse and profound historical narrative marked by a multitude of civilizations, kingdoms, and empires. These heritage sites have been featured in the tourism map for ages. The monuments of death and disaster also flourish. Certain places could be classified as dark tourist destination spots because of human interference in the form of terrorist activities or due to natural reasons like an earthquake. For instance, Jallianwala Bagh and Bhangarh Fort can become dark tourist destinations as determined by Dhattrak in 2020. Even though India is a relatively late entrant to the concept of dark tourism, the country is quickly chiseling out its niche in this avant-garde field. The Jallianwala Bagh in Amritsar, India, stands as a significant site of dark tourism, commemorating the tragic events of the 1919 massacre. This location is steeped in historical significance, featuring visible bullet marks on its walls and a memorial honoring the victims of this atrocity. This careful preservation gives it the charm of a dark tourism destination, seeing thousands of visitors who wish to relate with this tragic era in Indian history (Dandotiya & Aggarwal, 2022).The emotional effect of such places is indeed deep as it evokes a feeling of sadness and rumination-the other two cardinal elements of dark tourism itself (Lin, 2024). Cellular Jail in the Andaman and Nicobar Islands, which has a gruesome past in terms of colonial imprisonment, is another key location. This site witnesses visitors getting invariably involved in stories of pain and survival as integral parts of the greater tourism experience. The studies indicate that tourists are interested in traveling to these sites in order to confront the difficult dark history narratives and to engage with mortality and sufferings themes (Bowal, 2023). These accords with the larger concept of dark tourism where emotional involvement and educative value become the essentials for attracting visitors (Sharma & Nayak, 2019).Varanasi, being the city of great spiritual importance, presents another interesting case of dark tourism. The Ganges River is equally a

place for pilgrimage and last rites; it is hence one of the most vital dark tourism attractions. The dance of life and death in Varanasi presents tourists with an experience that makes tourist psychological models of thinking faulty, as postulated by Sharma and Rickly in 2017.

1.3.2 Dark Tourist in an Asian Context

Tourism in Asian Dark destinations cannot be attributed to sociocultural modernization, but instead grew as a progression from Asian tradition like ancestor worship. The dead are also easily included into the list of gods and other mythological characters in the various distinct forms of Asian religions. While there is a part played by dark tourist in Asian dark tourism sites, the nature of the dark tourist differs from one culture to the other and from one religion to another. Asian dark sites may find the satisfactions in saying sorry for the dead, to pay respect to them, to help the dead, to get merit in worshipping them or even in requesting the dead for some special things. Most eminent dark tourism spot in India relates to cremation sites of Varanasi where different ceremonies associated with death are performed in the central area along the banks of the Ganges River. And this site is distinctly an exploration of how dark tourism can help the visitors to contemplate about their existence. Despite that, Sharma and Rickly (2019) have found out that these visitors develop a new attitude towards death and life implication because of their interactions with the ghostly sights at these places hence enhancing their self-actualization on existential authenticity and anxiety. Analyzing the explicit display of death rituals in tourism, one can understand that the affective aspect of representations is rather powerful and pushes the viewer to confront their own spiritual nearness to death and envision different death cultures (Sharma & Rickly, 2019; Conti et al., 2023).

Table 1.2: Categorization of Dark Tourism

Divisions of the Dark	Examples
Perilous place Dangerous destinations from the past and present	• Towns of horror • Dangerous destinations
Houses of Horror Buildings associated with death and horror either actual or represented	• Dungeons of death • Heinous hotels
Fields of Fatality Areas/land commemorating, death, fear, fame, or Infamy	• Bloody battlegrounds • The hell of the holocaust • Cemeteries for celebrities
Tours of torment Tours/Visits to attractions associated with death, murder and mayhem	• The now notorious • Mayhem and murder
Themed Thanatos Collections/Museums themed around death and suffering	• Morbid museums. • Monuments to morality

Source: Sharpley and Stone (2012)

1.4 Historical Perspective

Research into the dark tourism phenomenon in India remains very nascent compared to other subfields of the tourism industry. Lennon and Foley (2000) have outlined a theoretical and historical nexus between dark tourism, pilgrimage, and heritage. They argue that pilgrimage can be regarded as a precursor concept to tourism, a view supported by many scholars. Secondly, archaeological evidence clearly demonstrates an ancient association between dark tourism and activities classified under pilgrimage. Since 1968, international backpackers have radically altered the sphere of pilgrimage or spiritual tourism in northern India. That part of its presence became even more pronounced following the publicity by the Beatles, especially after George Harrison's ashes were submerged into the holy Ganga River and thus created a bigger interest in Hindu funerary practices. As a result, the Western audience became more aware of the rituals surrounding death in Hindu religion, the

purifying nature of the Ganga River, and the public demonstrations of mourning customs practiced in India (Sharma, 2022). Dark tourism has started to take the shape of a dominant and meaningful phenomenon in contemporary India. The nation has been subjected to influence by various rulers throughout its history, it has suffered critical battles, seen massacres, and faced several terrorist activities. Yet, it is more often debated and discussed rather than memorialized or honored (Baloch et al., 2023). Dark tourism in India has varied options, including the Jallianwala Bagh Massacre at Amritsar, the abandoned village of Kuldhara in Rajasthan, the haunted Savoy Hotel in Mussoorie, and the 'Remember Bhopal' Museum in Madhya Pradesh. The Indian tourism sector is growing steadily with an increase of 10% both in the domestic and international figures. Though impossible to estimate this growth percentage in the Indian economy, it is estimated that dark tourism has significantly contributed to this 10% annual growth, according to a report issued by Times of India on October 8, 2018.

Table 1.3: Famous Dark Tourism Sites in India

Dark Site	Description
Bhangarh Fort and the Kuldhara village (Rajasthan)	Bhangarh Fort and Kuldhara Village in Rajasthan have become popular destinations for ghost tourism, attracting those intrigued by the paranormal. Bhangarh Fort, known as one of India's most haunted places, is rich in legends of tragic love and curses, creating an eerie atmosphere that appeals to thrill- seekers. Similarly, Kuldhara Village, abandoned in the early 19th century, is steeped in mystery and tales of a curse, drawing ghost hunters and history enthusiasts alike (Bowal et al., 2023).
The Cellular Jail, (Andaman and Nicobar Islands)	This location stands as a significant emblem of India's fight for independence and has become a key destination for those interested in prison tourism, seeking to understand the harsh realities faced by political prisoners (Bowal et al., 2023).
Jallianwala Bagh, (Amritsar)	The site of the 1919 massacre, where British troops killed many unarmed Indian civilians, stands as a powerful reminder of the harsh realities of colonial rule. Today, it has become a significant destination for heritage tourism, drawing visitors who reflect on the tragic events that took place in that era (Bowal et al., 2023).

The Jamali-Kamali Mosque (Delhi)	An archaeological site renowned for its numerous haunted tales concerning Jinns, which are believed to still inhabit the walls of Jamali-Kamali.
Jatinga (Assam.)	Famous around the world for its unexplained bird suicides (Nail et al., 2019).
Dumas Beach (Gujarat)	A shoreline adorned with dark sand, featuring an array of ethereal occurrences, including individuals wandering along the beach at night and vanishing into thin air (Nail et al., 2019)
Goa's "Three King Church	It is believed that three kings murdered each other to rule over the church and that their spirits still roam the premises (Dhatrak, 2020).
Shaniwarwad Fort" (Pune)	It is widely accepted that a prince by the name of Narayanrao Peshwe met a violent end, and his soul is responsible for various supernatural activities witnessed by those in the vicinity (Dhatrak, 2020).
Hyderabad's notorious "Ramoji Film City	India's largest and most famous film city, where hotels experience supernatural activities such as strange marks left on the mirror, leftover food scattered around the room, etc. (Dhatrak, 2020).
Bhopal	On the 2nd and 3rd of December 1984, the Union Carbide India Limited (UCIL) pesticide plant in Bhopal leaked gas methyl isocyanate, resulting in one of the world's worst industrial disasters, killing 8000 people due to methyl isocyanate gas exposure and other factors draws visitors interested in disaster tourism. This site not only commemorates the lives lost but also serves as a powerful reminder of the consequences of corporate negligence (Bowal et al., 2023).

1.5 Dark-light Spectrum Scale in Indian Context

Stone (2006) highlights that variations in darkness among different sites can be attributed to their unique characteristics, perceptions, and product traits. By employing Stone's model, dark sites are described and analyzed (Kunwar & Karki, 2019). It is determined that all five types occur in India, albeit to varying degrees of intensity, quantity, and variance.

Table 1.4: Region Dark Tourist Locations (Attractions) in India

Region	Region- wise Dark Tourist Locations (Attraction)	Authentic (+) / Not Authentic (-)	Commercial (+) / Noncommercial (-)	Town (+) /Outside Town (-)	Darkest - Lightest Framework” (Darkest (+++) Darker (++) Dark (+) Light (-) Lighter (--) Lightest (---))
Northern India	Kunan Poshapura	+	-	+	+ +
	Kargil War Memorial	+	-	+	+ +
	Ahagam Pulwama	+	+, -	-	+ +
	Uri / Tangdar	+	-	-	-
	Abbott Mount near Lohaghat	+	-	+	+ +++
	Roopkund Lake	-	+	+	---
	Lambi Dehar Mines	+	-	+	+
	Nidhi Van	+, -	+, -	+	-
	Wagah	+	-	+	+
	Partition Museum	+	-	+	+
	Jallianwala Bagh	+	+, -	+	+
	Shanti Kunj	+	-	+	-
	Barsi Gate	+	-	-	+ +++
	The Kala Amb Tree	-	+	-	---
	The Shaheed-e-Azam Sardar Bhagat Singh Museum	+, -	+	+	+
	Kuldhara	-	+	+	---
	Cellular Jail	+	-	+	*

	Kurukshetra	+	-	+	+
Southern India	Jatinga	+	-	-	+
	Ramoji Film City	+	+, -	+	--
	Tharangambadi or Tranquebar	+	-	-	+
	Danushkoi	+	-	+	+
	Stone mosaic & 7 pillars of Rajiv Gandhi assassinated in Sriperumbudur	+	-	+	+
	A fishing hamlet	+	-	+	+
Western India	Bhuj	+	+, -	+	+
	Taj Palace Hotel	+	+, -	+	+
	Shaniwar Wada	+	-	-	-
	The Black Hills	+	-	-	+
	Dumas Beach	+	-	-	+
Eastern India	Maradu Blast	+	-	-	++
	Garh Panchkot	+	-	-	+
	Chatra	+	-	+	+++
Other Parts of India	Gas Tragedy, Bhopal	+	-	+	+++
	Gandhi Smriti	+	-	-	---
	Tihar	+	-	+	*
	Memorial of Smt. Indira Gandhi	+	-	+	+ ++

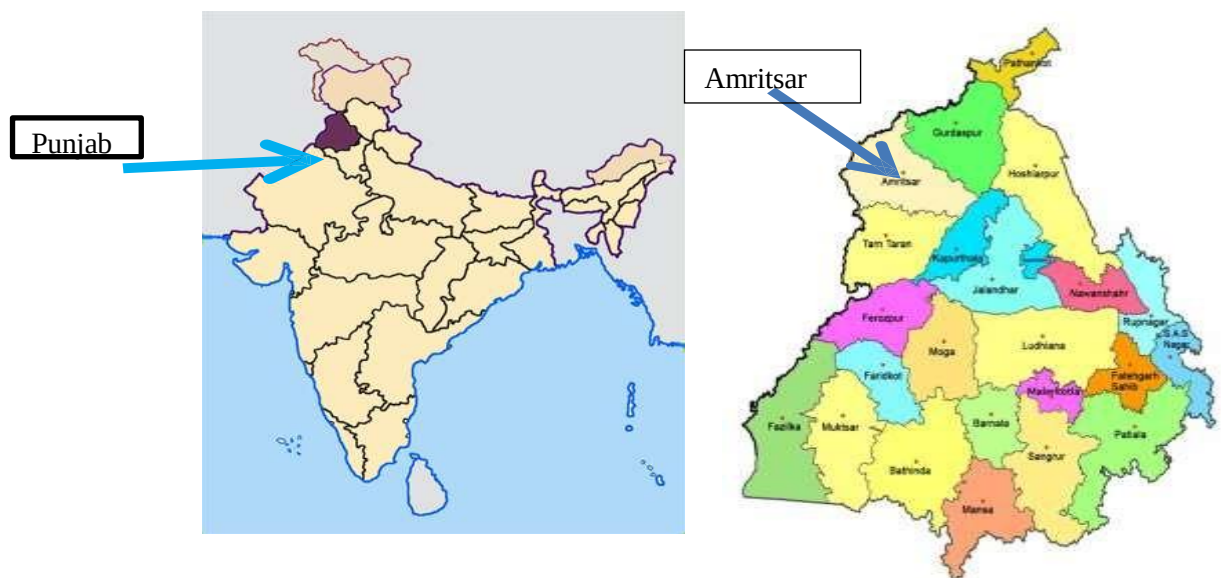
Source: Jain et al., (2020)

1.6 Theoretical Background of the Study

An examination of dark tourism in the state of Punjab, India reveals that there is a critical confluence of history in terms of identity and even present-day tourism mainstream. Recent trends have seen visits to places connected with death, disaster, or tragedy. Punjab's particular historical story characterized with trauma and suffering thus provides propitious potential for this niche market. A significant location for dark tourism in Punjab is Jallianwala Bagh, a memorial dedicated to the massacre of 1919, during which British troops killed a substantial number of Indian civilians. Recent investigations have explored the underlying motivations that drive tourists to this site, revealing a complex interplay among personal reflection, educational engagement with history, and emotional resonance (Dandotiya, 2024). The inclusion of mixed-methods within these studies suggests that visitors are often motivated to learn about the historic event and, in this case, pay their respects to the victims, which resonates across broader trends in dark tourism that embrace education and memorial aspects (Qian et al., 2021). Beyond this, though, is the potential to situate the evolution of dark tourism within Punjab within a broader framework of moving toward sustainable tourism. Recent scholarship demonstrates ever-growing awareness of the need to harmonize tourism growth with cultural conservation and stewardship of the environment (K.C, 2024). This is particularly relevant in Punjab where development of dark tourism can help strengthen the local economy while ensuring that stories of history and culture are told in appropriate ways. The incorporation of sustainable methods into dark tourism can positively impact visitors and foster a feeling of responsibility among heritage site users (Jurėnienė&Radzevičius, 2022). Furthermore, the COVID-19 would, of necessity, affect the dynamics of tourism in Punjab. This pandemic has made a rethink of the travel motivation and behavior change; which further is anticipated to change the way one feels and participates in dark tourism (Sharma, 2022). These shifts may have long-term effects as the tourism sector begins to recover.

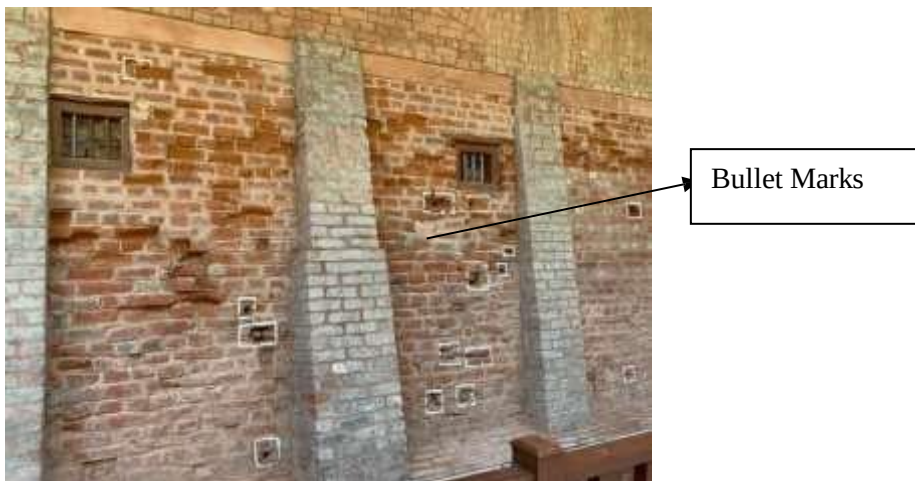
1.7 Area of the study

The site of research study is Amritsar. Amritsar is a city of great virtue, with a remarkable past that has shaped the present. This holy city honors its ancestors' Sacrifices by commemorating their heroism and hardship. The city is well-known for its vibrant rich culture, magnificent sites, fertile soil, and delectable food. The sites selected for analyzing prospects for dark tourism sites in Punjab Defining Motivations and Experiences of Tourist are Jallianwala Bagh, Partition Museum and Wagah Border, because the Dark tourism concept is related to visiting places of war, grief, bloodshed, and human suffering. Jallianwala Bagh serves as a reminder of the tragic historical incident that occurred there when British soldiers opened fire on a crowd of men, women, and children who had gathered there for a fair during the Vaisakhi festival. The Partition Museum is dedicated to the victims, survivors, and enduring legacy of the 1947 subcontinental partition. The Wagah Border Beating Retreat ceremony is a riveting experience that is full of pride and patriotism.



Source: District of Punjab (Government of Punjab, 2022)

Jallianwala Bagh is recognized as one of the most important locations for dark tourism in Amritsar, serving as a memorial to the tragic massacre that occurred in 1919. The event involved gunfire directed at unarmed Indian civilians who had assembled to commemorate the Baisakhi festival. In their attempt to flee from Jallianwala Bagh, numerous individuals leaped into a well, while many others perished in the ensuing stampede. Following the tragedy, the site was preserved in its original state, with bullet marks remaining visible, and a memorial established to honor the victims (Kuortti, 2014). Today, it stands as India's most frequented dark tourism site, attracting thousands of visitors daily (Sharma and Nayak, 2019). This incident marks a pivotal point in India's quest for independence, epitomizing the harsh oppression experienced under colonial governance.



Source : Captured by Researcher during Survey

The Partition Museum is situated within the town hall structure of Amritsar, a building constructed by the British in 1866. The museum functions as a "people's museum," documenting the experiences of numerous individuals impacted by the partition. It recognizes their trauma and sacrifices while also celebrating their resilience (Zabi, 2020). The Museum honors the painful events of India's 1947 Partition, illustrating how dark tourism can enhance our understanding of history while engaging visitors emotionally and intellectually. Motivations for visiting such sites are complex; many seek educational experiences that connect them to cultural heritage and significant events.

Khalid et al.2023 highlight that visitors often desire cultural insights that deepen their understanding of historical moments, reinforcing the role of heritage sites in education and reflection on past atrocities. . This educational focus transforms the museum into a space for learning and remembrance rather than mere entertainment. Additionally, the museum exemplifies a constructive approach to dark tourism, as noted by Kunwar et al., 2019 who argue that such sites can promote healing through remembrance. Thus, the museum serves as both a memorial and a catalyst for discussions on the impacts of historical violence and trauma.

The Wagah Border, between India and Pakistan, exemplifies dark tourism, drawing visitors interested in its historical and geopolitical significance. This crossing symbolizes the tense relationship between the two nations, marked by conflict and national identity. The daily flag-lowering ceremony has become a dramatic event reflecting national pride and the regions troubled past. Dark tourism involves visiting sites associated with death and human suffering, allowing engagement with historical traumas (Khalid et al., 2023). The Wagah Border invites reflection on the 1947 Partition of India, which caused significant violence and displacement. Tourists are often motivated by a desire to understand the ongoing tensions stemming from this history (Kunwar et al., 2019). The emotional atmosphere during the ceremony highlights the contrast between celebration and division. Visitors seek to grasp the narratives shaping India-Pakistan relations, driven by curiosity and educational interests (Biran & Hyde, 2013). Thus, the Wagah Border serves as a poignant reminder of the human costs of nationalism and geopolitical strife, aligning with the themes of dark tourism.

1.8 Problem statement

The study of dark tourism in India is still in its initial stages when compared to more established areas of tourism research. This developing field investigates the notion of dark tourism, which involves visiting locations associated with death, suffering, and the macabre. While the academic exploration of dark tourism is relatively recent in India, it is important to recognize that various elements of this type of tourism have existed in the country for a considerable time, albeit in a more informal and unstructured manner (Sharma, 2022). To bridge the identified gaps, the present study was conducted with the specific aim

of analyzing the prospects for dark tourism in Punjab, focusing on the motivations and experiences of tourists. This research endeavors to identify the motives, experiences.

1.9 Research Questions

1. What motivates tourists to visit Dark sites?
2. How dark travel motivations impact tourist experience
3. What are the benefits of dark travel experience?

1.10 Objectives of the Study

1. To identify the tourist motives for visiting Dark Tourism sites in Punjab.
- 2 To examine the influence of dark tourism motivations on dark tourists defined experiences.
- 3 To examine the influence of the defined experience of dark tourists on travel benefits.
- 4 To suggest the impactful measures for dark tourism development in the study area.

1.11 Scope of the Study

The analysis of motivations and experiences related to dark tourism in Amritsar uncovers a multifaceted and varied terrain, shaped by the city's distinctive historical, cultural, and socio-political context. As the location of the Golden Temple and the Jallianwala Bagh memorial, Amritsar provides a significant setting for dark tourism, attracting visitors to locations linked to profound historical tragedies and cultural stories. To comprehend the motivations driving dark tourism in Amritsar, it is essential to investigate various elements, including educational, emotional, and community dimensions. A key motivation for engaging in dark tourism in Amritsar is the educational component. Tourists frequently aim to gain insights into the historical events that have influenced the area, particularly the tragic occurrences surrounding the Jallianwala Bagh massacre of 1919.

Visitors to Amritsar may be attracted to the emotional significance of the sites, seeking to engage with themes of loss, suffering, and resilience. Research suggests that dark tourism can elicit a spectrum of emotions, such as sadness, empathy, and reflection (Wang et al., 2019). For example, the Jallianwala Bagh

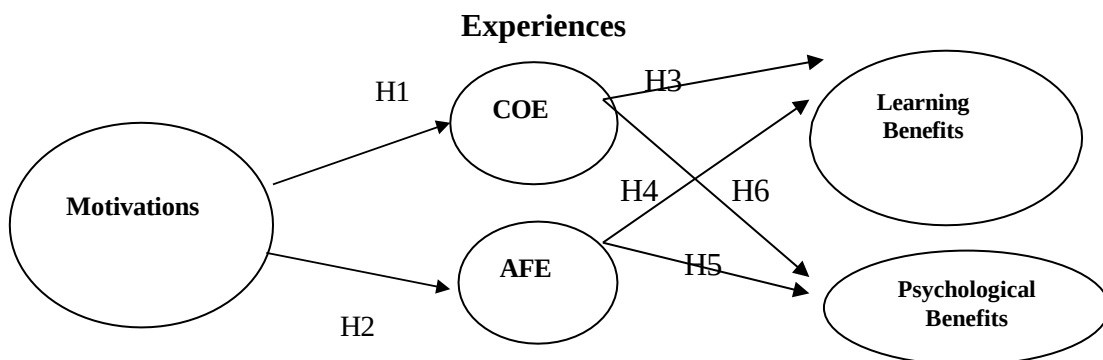
memorial functions as a site of mourning and remembrance, enabling visitors to connect with the collective sorrow associated with the massacre.

1.12 Significance of the Study

Dark tourism is becoming a more notable trend in Western countries, defined as the exploration of historical events, cultural legacies, and disasters (Kunwar & Karki, 2018). Although there are many studies on dark tourism typologies, the pace of research on the motivations of dark visitors was slow. Early studies often lacked empirical support, relying instead on speculation about why visitors choose dark tourism sites. The current literature suggests that there is still a considerable gap in on-site research regarding the experiences of dark tourists.

1. The present research aims to deepen the knowledge of tourist motivations, experiences and benefits gained at Dark sites, with a particular emphasis on the Amritsar area.
2. The findings presented in this study can act as an essential asset for travel and tourism agencies seeking to develop and refine travel packages that specifically target dark tourism sites.
3. Further local authorities and tourism boards can utilize these findings to design Comprehensive marketing initiatives and tourism policies that effectively promote dark tourism.
4. By understanding the demographics and interests of potential visitors, these organizations can tailor their outreach efforts to attract a broader audience.

Figure 1.2 Conceptual Model of the study



Source: Developed by Author

A comprehensive literature review was used to formulate and investigate the six research hypotheses to investigate the conceptual framework.

1.13 Research Hypotheses

H₁ The Impact of dark tourism travel motivations is significant on the cognitive perception of tourists

H₂ The Impact of dark tourism travel motivations is significant on the affective perception of tourists

H₃ Dark tourism learning benefits of tourists are significantly influenced by cognitive perception

H₄ Dark tourism's affective benefits of tourists are significantly influenced by cognitive perception

H₅ Dark tourism's psychological benefits of tourists are significantly influenced by affective perception

H₆ Dark tourism learning benefits of tourists are significantly influenced by affective perception.

1.14 Research Methodology Overview

The research employed a carefully designed survey methodology based on a conceptual framework. The main objective of survey research is to define, compare, and clarify different phenomena, thereby deepening the understanding of the subject being studied (Zheng, 2017). By utilizing survey research, the objective is to collect extensive data on the demographics, motivations, experiences, and perceived benefits of tourists. To facilitate data collection, a structured questionnaire was created and refined using insights from previous studies conducted by the researchers. Furthermore, exploratory factor analysis and regression analysis were utilized to assess the research framework and its related hypotheses, leveraging the collected data.

1.15 Limitations of the study

A significant limitation of this research is that only one area Amritsar was selected and the respondents were solely from the Amritsar which limits the applicability of the results to this specific area and prevents broader

generalization to a national and International level. There were notable differences in the views of domestic and international tourist regarding the research topic. To improve the generalizability of the findings, it is essential to expand the scope of study including dark sites from all the four directions .Further Motivations, Experiences and benefits gained of Domestic and International tourists to be compared.

1.16 Conclusion

Dark tourism a niche form of tourism has grown significantly with estimated market size US\$ 31.89 billion in 2024.The increase in this phenomenon was attributed to several key factors that collectively contributed to the growth observed in the market. Firstly dark visitors visit historically significant sites linked to tragedy and disaster, driven by curiosity, a desire for understanding, and a wish to honor the past. This fascination with death and suffering, along with popular culture's portrayal of these sites in films and literature, enhances interest and demand for dark tourism destinations. This particular chapter offers the foundation for the study and thoughts implemented for this research. Furthermore, it examines the characteristics of the region being analyzed and provides a comprehensive exploration of the dark tourism attractions located in Amritsar. The subsequent chapters are anticipated to explicate the study further.

CHAPTER: 2

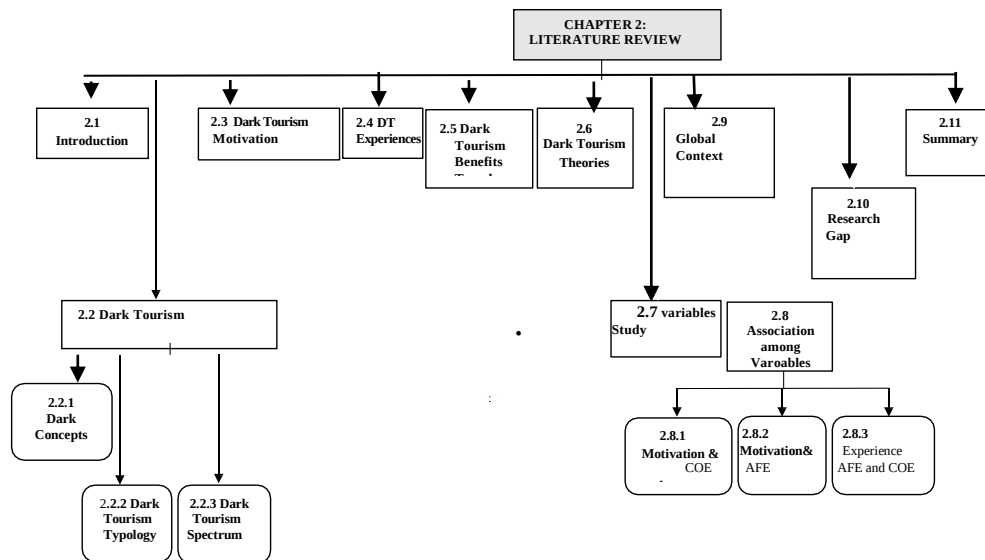
REVIEW OF LITERATURE

LITERATURE REVIEW

2.1 Introduction

A literature review constitutes a systematic, explicit, and reproducible approach to identifying and interpreting the existing body of work generated by researchers, scholars, and practitioners. Conducting a comprehensive literature review aids in understanding the trends in research that have already been conducted within a specific area of interest, thereby enhancing the current work plan. This chapter sets forward the background of the study. In this chapter, the investigator made a survey of review of literature related to dark tourism motivations and experiences. This chapter takes note of the previous studies and guides this doctoral dissertation. This chapter examines research related to dark tourism, including motivations and experiences associated with it. Additionally, it outlines the research methodology and establishes the conceptual framework for the study. The chapter concludes with an analysis aimed at identifying the existing research gap.

Figure 2.1: Overview of Chapter 2



2.2 Dark Tourism

The "dark tourism," concept emerged in the late 19th century, pertains to the practice of visiting sites linked to death, suffering, disaster, and the grotesque, whether these sites are real or fictional. The increasing interest in these unusual destinations has attracted the attention of scholars to the

contemporary trend of dark tourism (Ramlee et al., 2018). Dark tourism encompasses a diverse array of strategies and activities. Examples include heritage tourism, educational tourism, film tourism, and adventure tourism. It comprises various niches based on thematic elements or the nature of the visit, such as locations of public executions and fatalities, mass burial sites, crime scenes, or places associated with the deaths of notable individuals (such as James Dean, John Fitzgerald, and Kennedy), as well as internment sites (including mausoleums, war memorials, and cemeteries), locations tied to slavery, areas impacted by natural disasters like hurricanes and tsunamis, prisons, and reenactments of events involving death and disaster.

In this literature review, the researcher seeks to conduct a critical examination of the existing literature on dark tourism to gain insights into the concept, the motivations driving tourists to these sites, and the experiences they derive from their visits. Dark tourism remains a nascent field, necessitating support from both media and governmental entities to promote its understanding. Tourists often engage with somber sites for purposes of remembrance, education, or entertainment (Sarkar et al., 2021). The developing discipline of dark tourism typically employs two fundamental analytical frameworks. Firstly, Seaton initially examines dark tourism as a behavioral phenomenon, proposing the existence of individuals referred to as "dark tourists". Consequently, he categorizes thanatourism as a form of tourism consumption. Secondly, considerable emphasis is placed on defining, interpreting, and managing dark sites or attractions, which represent the products of dark tourism consumption in a broader context (Karki & Kunwar, 2018).

2.2.1 Dark Tourism Concepts

In recent years, tourists have been fascinated by the places of death, war, and disasters. Pilgrimages to sites connected with death have existed for as long as humans could travel. Death-related travel has been a recognized form of tourism throughout history, despite changing socio-cultural conditions (Stone, 2012). The concept of Dark tourism was earlier discussed by various authors by different names. John Lennon and Malcolm Foley were the pioneers in coining the term "Dark tourism" in 1996 and they emphasized that visiting to places related to death becomes an essential aspect of the tourist experience. Dark

tourism had many variations in its form as highlighted in the study conducted by Sharma and Kumar (2018) as Genocide, prison, grief, and disaster. Duncan (2017) used the term Thanatourism and concluded that the earlier term Thana tourism used instead of Dark tourism by many authors in their studies has different meanings as Dark tourism includes all the forms of tourism whereas thanatourism means travel motivated by a desire to experience the place related to death. Morbid Tourism was another term used by Bloom (2003) that focuses on the sites associated with sudden death. Some scholars contend that dark tourism is not a novel phenomenon; it has parallels with pilgrimage tourism in terms of its supply side (Collins & Kreiner, 2015).

Dark tourism typology is based on the tourists' objectives and locations. The term "dark" may suggest a lack of illumination; however, dark tourism, as a newly developed tourism concept, aims to foster awareness, educate, and entertain individuals regarding various historical incidents, cultural heritage, and tragic events (Karki & Kunwar, 2019). Various scholars have undertaken studies on dark tourism, analyzing its typology and the destinations related to death and bloodshed. The intricate, varied, and multifaceted characteristics of dark tourism products suggest that the term "dark," as it pertains to all forms of tourism, is excessively broad and fails to accurately represent the numerous aspects of the offerings. Consequently, it would be prudent to advocate for an analysis that considers the various types of dark tourism by examining their distinct product attributes, features, and perceptions (Stone, 2006).

The studies of Biran and Poria (2011) highlighted that dark tourism sites were not similar in characteristics; they vary from darkest to lightest. Recent research described Dark tourism represents an emerging category of leisure travel; the predominant motivational factors highlighted in the literature are significantly linked to individuals' authentic interest in mortality. As a result, a person's varying interest in dark tourism can affect their experiences, perceptions following the visit, and future actions. There is no common typology or even a globally acknowledged definition of dark tourism. However, there is a growing trend among academics to use dark tourism as an academic prism through which to examine broader socio-cultural problems, managerial and political ramifications, or ethical quandaries. Dark tourism may, in turn, promote ontological security and personal significance.

Table 2.1: Dark Tourism Definitions

Author	<i>Definition</i>
Foley and Lennon (1996)	Dark tourism is a type of tourism where travelers explore locations linked to death, conflict, the eerie, and violence.
Mionel (2019)	Dark tourism has also been referred to by other names, such as favela tourism, poverty tourism, gothic tourism, and trauma tourism, reference the less favorable elements of life, history, and the locations that attract visitors.
Zheng et al.,(2019)	Dark tourism places in the context of spiritual meaning. They proposed that when a tourist visited dark site, he could gain spiritual experiences in terms of meditating between death and life .They further opined that across nations dark tourists consider dark sites as spiritual according to their understanding.
Cerazy (2024)	Dark tourism refers to the act of visiting locations linked to death and misfortune. While the practice of exploring these sites has a long history, the terminology has emerged only in recent years. This type of tourism attracts individuals who possess a keen interest in themes of mortality, suffering, and calamity.

2.2.2 Dark Tourism Typologies

The term Dark tourism was considered an umbrella term that encompassed many subfields. Dark tourism term always remained a complex topic. On all areas of dark tourism, a lot of debate exists on the definitions that what to be included. Instead, many authors believed that certain fields that some considered as dark tourism should have their tourism category (Mitchell et al., 2020).

Table 2.2: Dark tourism typologies

Memorial tourism	A term used to define a place that had all the historical elements and tourist visit to such places to gain past knowledge of culture and society (Gonzalez,2018)
Battlefield Tourism	Travel to war sites to remember the falling spiritual and emotional experience and commemorate them (Kokkranikal,et al.,2016).
Warfare Tourism	A specific sort of dark tourism that involves visiting war monuments, war museums and ‘war experiences (Šuligoj, 2017).
Ghost Tourism	Ghost tourism involves ghost tours, fantasy hunting, or research trips. However participation in ghost tours was the most prevalent sort of ghost tourism. Those who were interested in fantasies could travel along with those who also had an interest in religious spiritual objectives and beliefs, keen to visit historical temples or cathedrals, or visit to sacred sites with religious reasons. (Dancausa,et al.,2020).
Phoenix Tourism	A regeneration, rehabilitation, and revitalization process for the destination following a natural calamity (Miller, et al., 2017).
Fright tourism	Contains elements of death and death, but it was more suitable for pleasure purpose (Bristow & Keenan, 2018). Fright tourism was considered a lighter version of dark tourism.

2.2.3 Dark Tourism Spectrum

Miles (2002) proposed that there was a distinction between sites associated with death and suffering and sites of death and suffering, so sites can range from darkest to lightest and each possesses different characteristics. A similar study was conducted by (Raine,2013) who proposed that in terms of dark tourism, dark tourism products were categorized into different shades ranging from darkest to lightest from a supply perspective. His findings revealed nine typologies of dark tourists under Stone’s (2006) dark tourist spectrum.

Table 2.3: Dark tourism spectrum in Indian Context

Dark Factories	Telangana Prison, Telangana			
Dark Shrines	Bullet Baba memorial	Rajasthan Mahatma Gandhi's memorial		
Dark Resting Places	Skelton Lake of Roopkund Uttarakhand	Taj Mahal	Agra Saat Kabar (60 Graves)	
Dark Conflict Sites	Tawang War Memorial Arunachal Pradesh Drass War Memorial	Jammu & Kashmir		
Dark Terror Sites	Jallianwala Bagh Memorial Amritsar	2001 Parliament Memorial	Taj Mahal Hotel, Mumbai	Chabad House, Mumbai
Dark Galleries	Bhopal Gas Tragedy museum Bhopal	Partition Museum Amritsar	WoT Memorial, New Delhi	
Dark Spiritual / Ghost sites	Ghost village, Kuldhara	GP Block Meerut	Charleville Mansion Shimla	Savoy Hotel, Mussoorie
Dark Place of Mortality Rites	Tower of Silence Mumbai	Varanasi Ghats Varanasi	Haridwar Ghats Haridwar	

Source :Singh, (2020)

Dark fun factories are among the lighter shades of Stone's (2006) spectrum of dark tourism, while genocide camps are among the darkest. As shown in the table, there isn't a representation for each of Stone's typologies in India. Dark terror sites, dark galleries, dark spiritual / ghost sites, and dark locations for funeral rites have all been added to the typology (Singh, 2020).

Lacanienta et al., (2020) in their study examined the relationship between 'darkness' of dark tourism sites, provocation, and selected indicators of the quality of visitors' immediate subjective experiences. They additionally suggested that darker locations were characterized by the presence of actual death and suffering, while lighter dark locations were linked to the concepts of death and suffering. Researchers expanded on the idea of dark tourism providers within the framework of the dark tourism spectrum, by citing the example of Stone (2006) that dark sites from the prospect of supply vary from lightest to darkest i.e

Table 2.4: Dark Tourism Spectrum

Dark tourism spectrum	Examples
Dark Fun Factories	Entertainment-Focused Death-Related Events
Dark Exhibitions	Stores Or Shops Offering Educational But Death-Related Products
Dark Dungeons	Former Prisons And Courthouses
Dark Resting Places	Cemeteries And Grave Markers
Dark Shrines	Sites Of Remembrance And Respect For The Recently Deceased
Dark Conflict Sites	War And Battlefield Sites
Dark Camps Of Genocide	Rwanda And Kosovo

Source: Stone (2006)

The same perspective was explained by Ivanova and Duncan (2017) by citing Stone 2006 Spectrum that at darkest sites education, memorialization and the provision of visitor services were least prioritized. On the other end, the lightest sites were related to death and misery, but did not focus on a genuine resource or site. They were purposely designed to be point of interest for visitors, and hence more commercial and usually entertaining in nature.

2.3 Dark Tourism Motivations

Motivation was a necessity or a condition of the tourist to take an action, to take a vacation which can satisfy the needs or condition. A psychological need or the aim or the selection of the trip can explain the motivation of travellers (Heitmann, 2011). Since 1940 motivation has been considered an important determinant of tourist behavior. Tourists' motivations for visiting dark areas vary, and many are not necessarily associated with darkness. Understanding tourist motivations to explore locations linked to dark events is a challenging process (Iliev, 2020). Additionally in recent years, dark tourism has become increasingly popular among travelers interested in visiting places associated with death. The reasons for these visits vary widely, including a desire to gain knowledge and understanding of historical events through firsthand experience, as well as a wish to emotionally connect with the stories tied to these locations(Wailmi et al;2024).According to Moral –Moral ,2024 the reasons for visiting dark tourism sites are significantly influenced by emotional engagement and social factors and the interaction between individual motivations and external social influences plays a crucial role in determining individuals' choices to participate in dark tourism experiences.

Different authors in different contexts have defined motivations differently. Some have proposed that motivation is about the causes of personal action; whereas some have opined that motivations act as stimulus for tourist to take desired action. Tourist motives are not homogenous in nature, different tourists have different motives. Tourist behavior and travel decisions are largely influenced by motivations. (Mangwane et al., 2019) opined that there was no homogeneity among dark sites as all sites differ from each other and tourist had different motivators to visit these sites.

Furthermore they classified motivators into two type's i.e. Conceptual motivations and Empirical motivations based on studies of other authors. According to Farmaki, (2013), numerous motivations exist for visiting dark tourism sites and interest in death could not exist as primary motive for visiting death related sites. A series of current studies highlighted that there were several other reasons why individuals chose to visit dark spaces, linked to their personal, cultural, and psychological aspects. A similar study was conducted by (Iliev,2020) who asserted that many visitors instead of visiting dark sites for death and suffering were aspired for the purpose of education, acquiring knowledge, and gaining insight into the events that transpired at the dark site .Çakar (2020) conducted a study on battlefield tourism in the realm of dark tourism . He opined that motivators for visiting the Gallipoli Peninsula varied among domestic and international tourist, but also showed some similarities. He identified nine motivators categorized into push and pull i.e Pull factors encompass elements such as education and learning, awareness of historical knowledge, participation in commemorative events, the development of a nation-state, and the formation of cultural identity. Conversely, push factors include familial connections, a sense of curiosity, patriotism, the aspiration to understand different cultures, as well as influences from media and reference groups.

Whereas some researchers have defined that tourist motives at lighter dark sites were more entertaining and offered more opportunities for tourists to involve deeply with the themes and stories (Ivanova & Light, 2017). During their visits to the relatively lighter dark site, the London Dungeon, tourists expressed interest in horror and the macabre, as well as in broader or incidental motives that do not pertain directly to horror or death.

Dunkley, Nigel and Sheena in their study concluded that tourist's decisions to visit dark sites were influenced by emotional, cultural and personal factors (Dunkley et al., 2011) Duncan (2017) established the relationship between tourist motivations and experiences that tourists visit to London Dungeon for, escape/relaxation, novelty, relationship, and self-development. Tourists and destinations respond to each other in some way as before visiting the destination, there were certain kinds of motivations, expectations, and

experiences evoked in the tourist.

(Kang, 2012) proposed that main motives for the visitors came to the park were personal learning and responsibilities, social motivations and curiosity, as well as involvement in general educational programs. They further concluded that all above motives except obligation were interrelated to motives for visiting cultural heritage attractions, as obligation derived from person's internal desire.

Bhati et al., 2020 conducted a study on Young Asian Travelers where they opined that Young travellers in Asia love visiting historical Dark Tourism sites. These include landmarks famous for historical events such as conflicts or war. The results further indicated that tourists were motivated to visit dark tourism sites in order of importance such as experience, history, education, culture and identity.

2.4 Dark Tourism Experiences

“Experience was defined as the physiological and psycho-logical perception of past experiences in various recreational opportunities” (Chang, 2014). According to Gohary et al., 2018, experience, which encompasses everything a tourist goes through at their location, such as perceptions, cognitions, and emotions, is one of a significant element that affects a tourist's intention to act in a particular manner. Similarly studies on dark tourism have shown that the most significant aspects of the experience tend to arise after the visit. This post-visit phase is crucial as it encompasses a range of psychological and emotional responses that can profoundly influence how tourists process their experiences (Zhuo et al; 2024). Additionally dark tourist sites elicit emotional and attitudinal responses in both locals and tourists by invoking memories of death, atrocities, wars, earthquakes, and similar events (Talebzadeh,2024).

2.5 Dark Tourism benefits of experience

Dark tourism, which involves exploring locations linked to death, tragedy, and suffering, provides travelers with valuable psychological insights and educational opportunities. These benefits manifest through emotional engagement, knowledge enhancement, and transformative experiences that promote personal growth and social awareness. From a psychological

perspective, dark tourism can facilitate emotional processing and the development of coping mechanisms. Participants often confront their fears and anxieties related to death and mortality, leading to a cathartic experience. Biran and Buda argue that dark tourism experiences encourage reflection on hope and ethical living, helping individuals navigate the complex interplay between life and death (Biran & Buda, 2018). This engagement with mortality can foster a greater appreciation for life and enhance emotional resilience. Furthermore, the emotional responses elicited during visits—such as awe, sadness, and empathy—can deepen one's understanding of human suffering and the complexities of historical events (Jordan & Prayag, 2021). Such emotional engagement is crucial for mental well-being, as it aids in processing feelings within a supportive environment (Bauer, 2021).

Dark tourism serves as a valuable educational tool, offering numerous learning benefits. Many visitors are motivated by a desire to grasp historical events and their consequences, which can deepen their understanding of various societal issues (Wang et al., 2023). Research indicates that visits to dark tourism sites can enhance knowledge about disaster preparedness and historical contexts, positively influencing visitors' attitudes and behaviors (Wang et al., 2023; Chang, 2014). The educational significance is further underscored by the transformative experiences reported by participants, often leading to a reevaluation of their personal values and beliefs (Weaver et al., 2017). This supports the notion that dark tourism can serve as a form of experiential learning, enabling individuals to gain insights not only into specific events but also into the broader human experience (Hosseini et al., 2022).

2.6 Dark Tourism Theories

Initial research on dark tourism consumption primarily concentrated on motivational factors. As a result, traditional theoretical frameworks have proven inadequate in elucidating the nuances of dark tourism consumption. Consequently, certain researchers have endeavored to formulate specialized theories aimed at enhancing the comprehension of dark tourism consumption (Iliev, 2021).

Mortality mediation is a complex and nuanced theoretical framework proposed by Sharpley and Stone in 2009. It suggests that Individuals explore locations linked to death and suffering may engage in reflections on mortality

through various methods, often in ways that are incidental, unintentional, or implicit. Additionally, it's worth noting that some visitors may not engage in any contemplation of death at all. The way people reflect on these themes is also likely to vary depending on their social and cultural backgrounds. The model further posits that dark tourism experiences are not merely about the morbid fascination with death; rather, they serve a deeper purpose in helping individuals confront their own mortality. Visitors to these sites often engage in a process of reflection and introspection, grappling with existential questions and the realities of human suffering. This engagement can lead to a greater understanding of life, death, and the human condition, as well as a sense of empathy for those who have suffered (Light & Ivanova, 2022).

A key theoretical framework is the Social Identity Theory (SIT) which asserts that individuals derive aspects of their identity from the social groups they belong to. This theory is particularly pertinent in the realm of dark tourism, where visitors frequently aim to strengthen their national identity through interactions with heritage sites tied to historical conflicts. The existence of dark heritage, particularly sites that commemorate tragic events such as massacres, can significantly influence how individuals evaluate their own identities and the identities of the societal groups with which they associate. These locations often serve as powerful catalysts, temporarily elevating the status of the groups linked to the heritage site. When individuals feel a sense of pride or connection to the group represented by these sites, their self-esteem and sense of belonging can experience a notable boost. This phenomenon can be understood through the lens of Social Identity Theory (SIT), which posits that an individual's affiliation with a particular social category—such as a nation, ethnicity, or community—plays a pivotal role in shaping their overall identity. The characteristics that define these categories, including shared history, cultural practices, and collective memories, contribute to how individuals perceive themselves and their place within the broader social landscape (Dandotiya & Aggarwal, 2023).

2.7 Variables of the study

2.7.1 Motivation of Curiosity Although tourism motivation is a well-established and widely discussed concept in tourism research, dark tourism and Thana tourism research are slow to explain why people visit death-related destinations. Visits to areas associated with violence or suffering may be

motivated by curiosity (Light, 2017). Tourists visit places associated with the grief and pain resulting from past tragedy elicit the same experiences and many travelers visit these sites with motives of curiosity (Sharma & Nayak, 2019).

According to Winter (2011), visitors without any personal connection to the locations are typically drawn by their interest in death and the tragedies that happened there. According to Cakar (2020) curiosity is frequently cited as the primary driving force behind dark tourism and trips to locations where a high death toll has been recorded. (Mangwane et al., 2019) believed that tourist motivations at dark sites were influenced by demographic variables. The three primary motives for visiting Hector Pieterse Memorial and Museum were Novelty and the pursuit of knowledge, along with remembrance and curiosity, were recognized as significant motivators, while escape and relaxation were deemed to be the least influential motivators. In their study on Westerbork, Isaac and Çakmak (2013) identify various motivations for visiting, such as 'self-understanding,' 'curiosity,' 'conscience,' 'a must-see location,' and 'exclusiveness.' They also highlight that not all reasons for visiting Westerbork are somber; some people come to learn, show empathy for the victims, and satisfy their curiosity about the events that occurred there. In a later study, Isaac and Çakmak (2016) observe that the main motivations for visitors to the Tuol Sleng Museum include honoring the victims, remembrance, curiosity, and the allure of a must-see destination.

2.7.2 Motivation of Remembrance According to Light (2017), the primary motives for studying tragic events include curiosity, learning, remembering victims, affirming collective identities, connecting with sad events, and feeling a sense of obligation, rather than solely focusing on curiosity. Farmaki (2013) emphasized the role of education, remembering, and national identity in driving dark heritage site visits, with museums adopting themes to enhance educational experiences and connect visitors to their heritage.

2.7.3 Motivation of knowledge Podoshen (2013) revealed that dark tourism often stems from the desire to compare real and imagined landscapes, with an element of education always present in the tourist's experiences. According to a study by Mangwane et al., (2019) the most significant motives for visitors to HPMM were novelty and knowledge seeking, indicating a desire to acquire new knowledge and experiences.

2.7.4 Cognitive Experiences

In recent years, researchers have focused intently on the experiences of tourists visiting dark sites, conducting in-depth analyses of their encounters. Dark tourism offers a variety of experiences, but researchers in this field have mainly focused on the emotional and cognitive aspects. All emotional experiences at dark sites were not only limited to dark tourism, even tourist visited another form of niche tourism also gain emotional experiences (Iliev,2020).Author also stated that in terms of cognitive experiences, educational experience was most important. The same thing was proposed by (Biran et al., 2011) that some visitors visit dark sites to interpret. Dark tourism experiences can vary among different visitors as the same dark site elicits varied experiences .Same view was proposed by Boateng et al., 2018 as per their study on tourist experience proposed that tourists' encounters with a dark tourist site can be regarded from three perspectives emotional experience, cognitive experience, and a third dimension slavery Experience. Their findings also stressed that Visitors to a dark tourism offering may have a variety of experiences because of visitors' own interpretations and meanings.

2.7.5 Affective Experiences

Emotionally, dark tourism provokes a diverse range of feelings, such as curiosity, fear, pity, and sadness (Klapauskaitė & Navickienė, 2014). These emotional reactions are significant and play an important role in shaping the overall tourist experience. For example, the emotional involvement of visitors can result in transformative moments, prompting individuals to reflect on their own lives and the broader human experience (Wang et al., 2023; Hosseini et al., 2022). The emotional dynamics encountered during visits to dark tourism sites can also be understood within the framework of affective experiences, where the emotions elicited are relational and shaped by the socio-spatial characteristics of the location (Martini & Buda, 2018). In summary, the cognitive and emotional dimensions linked to dark tourism are diverse and multifaceted, embodying a combination of educational purposes and intricate emotional reactions. As visitors interact with historically significant locations, they traverse a terrain of knowledge and emotional contemplation that may result in deep personal revelations and an enhanced understanding of the human condition.

2.7.6 Learning and Psychological Benefits

Moreover, the psychological and educational benefits of dark tourism can extend beyond individual experiences, influencing community and societal perspectives. As tourists engage with the narratives of suffering and resilience at these sites, they contribute to the collective memory and historical narrative (Martini & Buda, 2018). This engagement can foster empathy and understanding among diverse groups, promoting social cohesion and a recognition of shared histories (Roberts & Stone, 2014). Thus, the emotional and educational dimensions of dark tourism play a crucial role in shaping not only personal experiences but also broader societal narratives surrounding trauma and recovery. In conclusion, dark tourism offers significant psychological and educational advantages, facilitating emotional processing and providing learning opportunities that encourage personal growth and societal awareness. By engaging with the complex realities of human experiences related to death and tragedy, tourists can cultivate resilience, empathy, and a more profound comprehension of the historical contexts that shape our world.

2.8 Association among the variables

2.8.1 Effect of dark tourism motivation on Cognitive experiences

The existing literature on dark tourism studies reveals that a significant portion of research has concentrated on aspects such as dark tourism consumption, motivations behind dark tourism, and the experiences associated with it. Previous research primarily concentrated on the motivations behind dark tourism consumption, but there has been a noticeable shift in focus towards the experiences associated with it. The relationship between the motivations driving tourists to explore dark sites and the array of experiences they derive from these locations is significant. Visitors may be motivated by personal, cultural, or psychological factors. Among the experiences reported, emotional and cognitive responses have been particularly emphasized.

Kang et al., 2012 established a relationship between motivations and experiences. According to them motives for visiting the dark site further affect tourist's on-site experience. They found that learning and obligation motives affect the cognitive experiences of the tourist, and the motives of social reason and curiosity affect cultural heritage experiences.

Yan et al. (2016) conducted an investigation into the Beichuan earthquake relics in China, seeking to identify the association between Dark Tourism Motivators and the experiences derived from dark tourism. Their study uncovered a significant connection between these motivators and the experiences reported by tourists. Notably, those tourists motivated by curiosity were able to gain both emotional and cognitive insights, showing a strong desire to learn more about the event.

The core motivations driving dark tourism are crucial in determining the cognitive experiences encountered by visitors. Dark tourism refers to the practice of visiting places associated with death, tragedy, and suffering, appealing to people for diverse motivations such as educational inquiry, introspection, and emotional involvement. Analyzing these motivations is essential for understanding their impact on the cognitive experiences of tourists. A key motivation for participating in dark tourism is the quest for knowledge and cultural enrichment. Tourists frequently aim to acquire insights into historical occurrences and their broader implications, thereby enhancing their cognitive grasp of intricate social issues (Khalid et al., 2023). For example, Khalid et al. 2023 emphasize that many individuals are driven by a desire to learn about the cultural narratives associated with dark tourism sites, which can foster a more profound appreciation of the historical context and importance of these places (Khalid et al., 2023). This educational dimension is further corroborated by the research of Magano et al., who argue that the pursuit of understanding dark locations is linked to increased levels of tourism wellbeing (Magano et al., 2022). Such motivations not only promote knowledge acquisition but also stimulate critical reflection on the events that occurred at these sites. The cognitive experiences of dark tourists are greatly shaped by their emotional responses to the places they visit. Buda and McIntosh emphasize that tourist' personal experiences—encompassing feelings like empathy and reflections on mortality—play a crucial role in how they understand and interpret these visits (Buda & McIntosh, 2013). This emotional engagement can lead to significant cognitive shifts, encouraging individuals to reflect on their own lives and the broader human experience (Buda & McIntosh, 2013). Additionally, Lewis et al. argue that the characteristics of a dark tourism site can influence cognitive engagement, as various locations provoke different levels of

emotional and intellectual involvement (Lewis et al., 2021). For example, visiting a site linked to mass tragedy may evoke deeper contemplation of human suffering compared to a historical museum focused on a single event.

2.8.2 Effect of dark tourism motivation on Affective experiences

Emotional experiences are naturally fluid, varying over time and between individuals. A visitor, influenced by diverse motivations for their visit, may experience a broad array of emotions during their time there. This range of emotions may include curiosity about the new and unfamiliar, as well as feelings of empathetic grief and sorrow. It can also encompass feelings of offense and anger, which may arise based on the nature of their interactions (Kunwar& Karki, 2019).

2.8.3 Effect of dark tourism experiences on Learning Benefits and Psychological Benefits

Cognitive experiences are particularly significant when they are linked to the observation of somber occurrences and locations, such as sites of historical tragedies or memorials. These experiences can evoke deep emotional responses and provoke reflection on the events that transpired in those places. For instance, visiting a concentration camp or a battlefield can lead to a profound understanding of the suffering and loss that occurred there, prompting individuals to engage in a process of emotional and intellectual processing (Qian et al.,2022). On the other hand the affective experiences elicited by dark tourism are frequently characterized by a complex array of negative sentiments that can deeply affect Tourists .Visitors may also experience intense feelings of panic, sadness, and trauma, particularly when they are confronted with the stark realities of tragic events or locations that bear witness to human suffering (Nawijn and Fricke, 2013; Nawijn et al., 2016; Zhang et al., 2016).

Learning encompasses the process of acquiring sensations or knowledge that arises from an individual's engagement in everyday activities. The process of learning is a complex and dynamic phenomenon that encompasses the integration of memories and knowledge within the brain. This integration is not merely a passive accumulation of information; rather, it involves actively connecting new experiences with existing cognitive frameworks (Zheng et al., 2020). Studies indicate that many visitors visit dark locations for the culture and

educational experiences they offer (Huang and Sen 2012). According to Khalid et al., 2023, visitors to these sites expect a cultural experience and learning. This is echoed by Chang (2014) when one looks at the gains to be made from dark tourism one finds them to include social interaction, learning and psychological relief. The emphasis here is therefore on the educational aspect of such trips. At dark tourism sites, with their terrifying history turned into attractions, Yang brings in the idea of cognitive engagement. This development is also supported by the fact that we can demonstrate that dark tourism will help provide a means for individuals to cope, as shown by the Jordan and Prayag study, where cognitive appraisals of dark tourism experiences cause people to use emotion-focused coping.

Emotions developed from dark tourist experiences are just as significant. Tourists' experiences and the events that follow are greatly influenced by their emotions. According to Hosseini et al., 2024 a key element of memorable travel experiences is emotional engagement. They contend that the kinds of feelings evoked by dark tourism locations could also influence our choices and general contentment. According to Klapatauskaitė and Navickienė, 2014, who talk about the emotional interactions of dark tourists, the emotional spectrum that dark tourists experience—from wonder and awe to fear and sadness—can also promote a deeper connection to the dark sites.

2.9 Global Context of Dark Tourism Research

Globally, dark tourism has emerged as a complex and multifaceted phenomenon encompassing diverse motivational, emotional, and cultural dimensions. However, there remain notable gaps in the existing literature, particularly concerning the underlying motivations that drive individuals toward dark tourism experiences and the factors that deter them from visiting sites associated with death and tragedy. Much of the research to date has been concentrated in Western contexts, resulting in a lack of comprehensive understanding from non-Western perspectives (Hosseini et al., 2024). International studies highlight that motivations behind dark tourism are diverse—spanning historical, cultural, educational, emotional, and reflective dimensions—demonstrating that dark tourism cannot be explained through a single motivational framework (Balbuena & Criscione-Naylor, 2024).

In the broader global landscape, Liu (2025) investigated the motivations and experiences of senior tourists at the Lushun Prison Museum in Dalian, China, identifying four dominant motivational factors—education, remembrance, sightseeing, and curiosity—linked with seven experiential outcomes: cognitive, emotional, introspective, sensory, hedonic, relational, and transformative. Educational motivations were found to evoke reflective and cognitive engagement, remembrance led to emotional responses, sightseeing enriched sensory and relational experiences, and curiosity inspired transformative learning. Similarly, research conducted in the Philippines on cemetery tourism revealed that visitors are motivated by a combination of commemorative, religious-ritual, educational, and curiosity-based factors. Ritualistic practices such as praying and offering were found to enhance affective and reflective experiences, highlighting the interplay between cultural traditions and emotional engagement (Dotong, 2025).

Further, the exploration of dark tourism in Bangladesh by Haque and Yoon (2024) examined how curiosity, perceived value, emotional involvement, and knowledge influence tourists' intentions to visit dark sites. Their study revealed that curiosity acts as a psychological trigger transforming awareness into visitation intention, with age and objective knowledge moderating this relationship—where younger tourists demonstrate curiosity-driven motivations, and older tourists engage more reflectively through historical and cultural learning. Complementing these findings, Modi and Sodani (2024) examined tourist motivations, intentions, and behaviours at dark attraction sites, arguing that these experiences are best understood through the interaction of cognitive (learning and history-seeking), affective (remembrance and empathy), and hedonic (curiosity and thrill) influences. They emphasised that visit intentions are shaped by perceived educational and emotional value, while visitor behaviour is guided by site interpretation, social norms, and managerial framing.

Collectively, these international studies underscore the need to integrate psychological, cultural, and ethical perspectives into dark tourism research. They highlight the importance of understanding demographic differences, emotional engagement, and contextual influences, which are essential for broadening dark tourism scholarship beyond Western paradigms.

2.10 Research Gap

The existing literature pointed out the research gap in different ways. Firstly, Dark tourism was defined as an umbrella term to study all the other forms of tourism associated with tragedy, death and suffering (Lewis et al., 2021), but fewer empirical studies focused on the tourist perspective of dark tourism, that is, what motivates tourists to visit places related to death and disasters and how they experience the place of death. According to Mangwane et al. (2019), a significant portion of the research conducted on the motivations behind Dark Tourism has been predominantly theoretical and conceptual, rather than grounded in empirical evidence. Furthermore, they found that the factors motivating individuals to visit death-related sites have not been adequately or systematically studied, which has resulted in a weak conceptualization of the phenomenon. Jamalian et al., 2020 in their study concluded that Jallianwala Bagh is a site associated with death and Human brutality. They further opined that being a site of remembrance and heritage, it can also be considered a memorial site. At the same time, they considered Jallianwala Bagh the only public parks and green spaces. (Sharma&Nayak, 2019) study on Jallianwala bagh stressed on fact that though India had lot of dark tourism destinations, but there was less proportion of visitors visiting to dark sites. The authors further affirmed that the Jallianwala Bagh site represents the inhumanity of the British Raj in India. The study of Sarkar et al., 2021 concluded that places associated with war and burial grounds were already considered by the tourists but dark tourism as an industry remained unexplored. Secondly, there is a limited number of studies that have examined the quality of experience for tourists engaging in dark tourism in India (Sharma&Nayak, 2019). Thirdly there weren't many studies that have been conducted taking into account the conceptualization of consumption, the motivations influencing them, and the experiences of individuals engaged in dark tourism (Iliev, 2020). A significant number of studies have primarily emphasized the theoretical dimensions of dark tourism, concentrating on the supply side rather than the experiences of tourists engaging in dark tourism. While some research has been undertaken in this domain, the motivations of tourists represent a critical area within dark tourism that necessitates further exploration. Although investigations into the concept of dark tourism have been carried out, the motivations of visitors remain an under-researched aspect, as the existing literature is notably fragmented (Stone, 2013). Fewer

studies have investigated visitors in the field of dark tourism, including how people experience dark tourist attractions and why they are drawn to death and disaster attractions. (Biran et al.,2011). They further interpreted that the tourists tend to be overlooked by researchers and practitioners as most of the studies focused mostly on the supply of dark tourism, the tourist experiences of dark sites have received insufficient attention.

Dark tourism, as a topic of academic inquiry, is mainly examined from the perspective of Western tourists who frequent dark tourist attractions in the West. Fourthly, many studies on dark tourism are conducted in Western cities (Podoshen et al., 2018). Similarly, Bhati,et al.,2020 in their study on dark tourism in southeast Asia proposed that the literature available on Asian views of Dark Tourism was very confined. Further, this view was supported by (Sarkar, 2021) that research papers on dark tourism were very scarce in nature in the context of Asia and more focused on European countries.

Table 2.5: Research Methodological Trends in the Current Research Domain

Author	Research technique used	Variables
Iliev,(2020)	Conceptual and Critical Analysis	Consumption, Motivation and Experience
Cakar ,(2020)	Inductive Content Analysis	Motivation and Experiences
Lewis et al., 2021	CFA , SEM	Experience, Attitude and Behavioral Intention
Biran et al.(2011)	Cluster analysis	Motivation ,Perception and Benefits
Kang et al.(2013)	EFA; Correlation	Motivations , Experience and Benefits Gained
Sharma and Nayak (2019)	ANOVA;CFA	Experience quality -> revisit intention Experience quality -> recommendation intention Experience quality -> perceived value Experience quality satisfaction Perceived value -> satisfaction Perceived value -> revisit intention Perceived value -> recommendation intention

Table 2.3 highlights the methodological trends in the dark tourism studies. Most of the studies examined the Relation between dark tourism motives and experiences that provides significant information for the current study.

2.11 Summary of the chapter

This chapter provides a review of the literature related to dark tourism, addressing the motivations, experiences, and benefits associated with tourists' visits to dark sites. As a result, a gap in the earlier research has been identified. The next chapter will present the research methodology aimed at achieving the study's objectives and hypotheses.

CHAPTER: 3

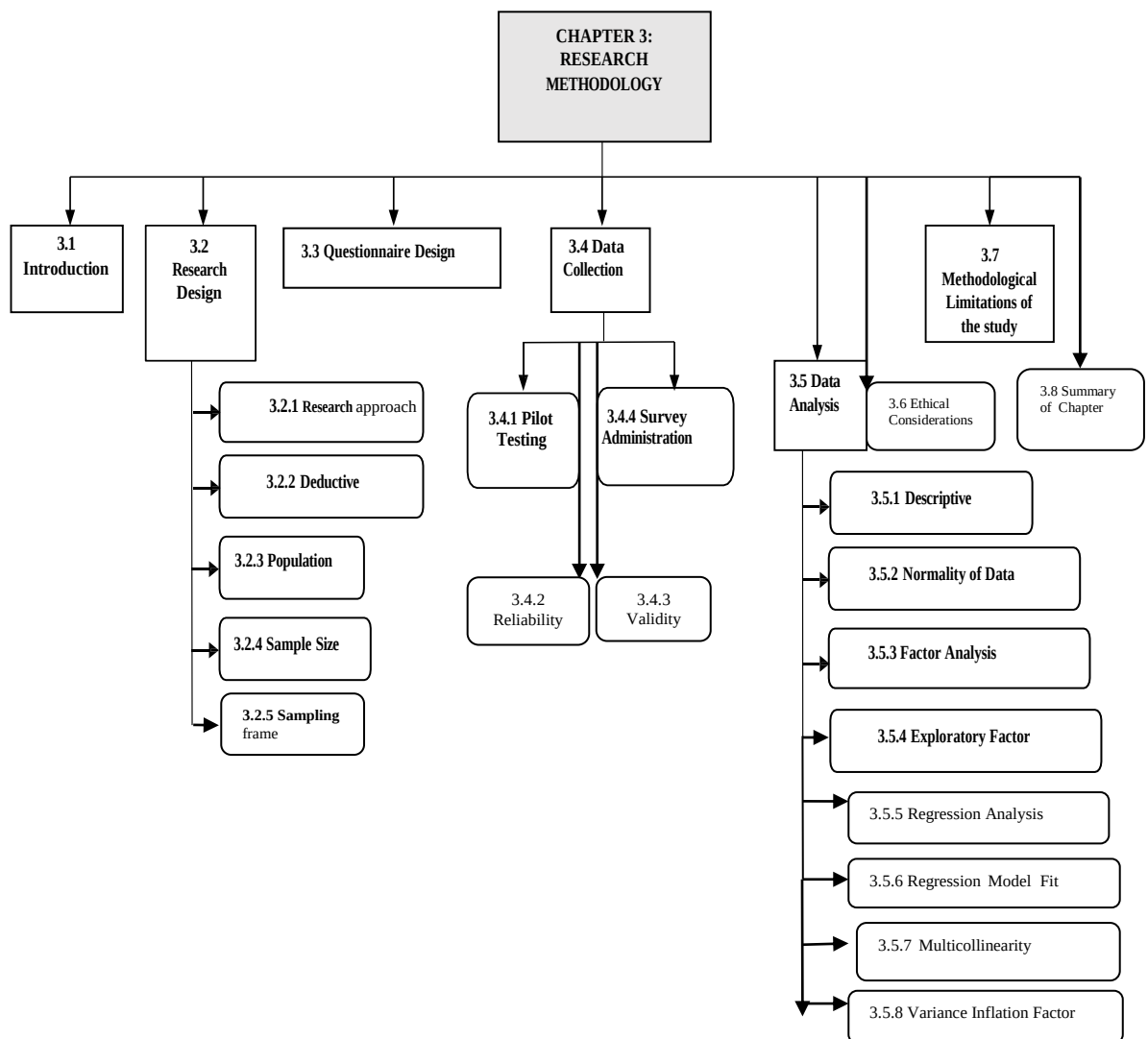
RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

3.1 Introduction

The chapter discusses the research methods used in the study. The chapter went on to detail the methods utilized for the study, including the research design, research approaches, data collection procedures, questionnaire design, sampling, and sampling design, as well as tools for data analysis and interpretation.

Figure 3.1: Overview of Chapter 3



3.2 Research Design

A research design is the blueprint used to collect and analyses data in a study (Pandey & Pandey, 2015). A research design involves making decisions about the study design, data collection methods, respondent selection, data analysis, and communication of findings. The planning stage of research involves conceptualizing its practicality. For this study, Descriptive research design is

determined as the main aim of this research design is to select a representative sample from the population, which can be used to generalize the results to the entire study population (Omair, 2015). So the study utilized a descriptive research design to investigate the associations between the study variables and identify the most significant factors related to dark sites.

3.2.1 Research Approach

Prior to conducting any research, researchers must make an active decision regarding the research approach to explore the relationship between theory and research. In research, two main types of approaches are Inductive and Deductive approaches. Qualitative research uses inductive reasoning, moving from specific observations to bigger generalizations and hypotheses. The inductive research approach involves starting with specific observations and measurements before identifying themes and patterns in the data. This enables researchers to generate preliminary hypotheses for further exploration (Soiferman, 2010). For this study deductive approach is followed.

3.2.2 Deductive approach

In positivistic quantitative research, hypotheses are often drawn from theories or hypothetical constructs, making them deductive in nature. This approach is also known as theory testing (Newman, 2000). The Deductive inference involves starting with a generalization and analyzing observations to see if they support it. Deductive research process begins with an established theoretical framework (or occasionally, with a specific technique to test ideas). The researcher uses the theory to infer hypotheses, finds or gathers data, and uses techniques—usually statistical ones—to test the hypotheses. At last researcher concludes by discussing how her research either supports or modifies the current theoretical framework (Woiceshyn & Daellenbach, 2018). Deductive research is typically recommended for focused studies where researchers develop hypotheses based on specific concepts and then validate these hypotheses (Collis et al., 2003; Rahi & Ghani, 2018). The current study hypothesizes a significant relationship between dark tourist motivations, experiences, and benefits gained making the deductive approach the most appropriate methodology to employ.

3.2.3 Population

According to Willie (2022) a target population refers to all members who meet "Specific criteria for a research survey" To achieve the aim of this study, the population including tourist visiting Amritsar. The total number of tourists visited Amritsar as of 2021 is 19772285.

Table 3.1: Total tourists visited Amritsar

Year	No. of Tourist visits Amritsar	No. of Tourist visits Punjab	Amritsar's share in state's tourists' footfalls
2015	16,924,412	26,038,728	65%
2016	25462627	39363061	65%
2017	25978495	41401987	63%
2018	26935017	45796030	59%
2019	34369513	48486730	71%
2020	7897161	17051311	46%
2021	19772285	26948568	73%

Source: (Economic and Statistical Organization, Department of Planning, and Government of Punjab (ESOPB), 2023-24

3.2.4 Sample size

A sample is defined as a segment of data selected by a researcher from a wider population, utilizing a predetermined method of selection bias. When the sample size is inadequate, the resulting study may draw biased conclusions about the population, irrespective of the rigor of the methodology employed. Conversely, an overly large sample size can introduce unnecessary complexity and result in inaccurate findings. Thus, the significance of the sample size cannot be overstated in any scientific research (Singh&Masuku, 2014). Israel (1992) stated that while selecting a sample size; keep in mind the quantity required for data processing because descriptive statistics, such as means and frequencies, can be employed with almost any sample size. A minimum sample size of 200 and a maximum of 500 is required for the execution of multiple regressions, analysis of covariance, or log-linear analysis.

Hair et al., (2014) have introduced a different method for determining the minimum sample size, known as the "minimum R-squared method." In contrast to the conventional "10 times rule," this approach relies on the minimum R^2 value in the model. The basis of this method is derived from Cohen's (1988)

power table for least squares regression, and it necessitates three essential components for calculating the sample size. These components include the maximum number of arrows directed toward a latent variable in the model, the chosen significance level, and the minimum R^2 value in the model.

There is currently no standard that is acknowledged for determining the ideal sample size in research. Consequently, to select the appropriate sample size for the current research study, Slovin's (1960) formula was introduced. This formula provides a calculation for determining the sample size

$$n = N / (1 + N e^2)$$

The Confidence level is taken at 95%.

N = Total number of tourists visit in Amritsar n = sample size

e = margin of error

To determine the base year for population, the average mean score (22,477,073) of tourist arrivals to Amritsar, from 2015 to 2021, was obtained. The acquired mean value was quite near to the 2016 tourist arrivals (25,462,627) of Amritsar (table number 3.1). Therefore, 2016 was selected as the base year for the study, and the population was taken as the total number of tourist arrivals (25,462,627).

$$n = 25,462,627 / (1 + 25,462,627 * 0.05^2)$$

$$n = 25,462,627 / 63657.5675 = 399.99$$

$$n = 400 \text{ approximately}$$

Sample size will be = 400

According to Slovin's Formula optimum sample size for the current study was estimated at 400.

3.2.5 Select Sampling Frame

A sampling frame is defined as a comprehensive record of all sampling units. This frame includes the items from which the sample will be extracted. To ensure that the sample accurately reflects the population, it is essential to employ an appropriate sampling method.

Probability and non-probability are two primary types of sampling methods. The Probability sampling ensures that each member of the population has an equal opportunity for selection, in contrast to non-probability sampling,

which does not provide such a guarantee of known probabilities of selection. In this study, the probability sampling method has been utilized to gather a sample that is representative of the entire population with tourists being chosen through a simple random sampling technique. The overall participants in a study comprise 400 visitors.

3.3 Questionnaire Design

A questionnaire is an organized tool that includes a thoughtfully structured array of questions aimed at obtaining specific information from individuals or groups, termed participants. The fundamental purpose of a questionnaire is to transform the researcher's informational demands into a coherent set of questions that are clear and targeted (Malhotra, 2006). A questionnaire was constructed for the current study, grounded in the research objectives. To successfully meet the aims specified in this research, a five-point Likert scale was incorporated into the questionnaire. This scale provides respondents with a range of options to express their level of agreement or disagreement with various statements. "The scale used to measure agreement with the statement spans from 1 to 5, with a score of 1 signifying a strong disagreement and a score of 5 indicating a strong affirmation of the statement. The Likert scale is a widely accepted and utilized measurement tool in previous studies of (Chen 2017; Lewis et al., 2021; Prayag et al., 2018) which highlight its effectiveness in capturing the complexities of respondents' opinions in social science research.

Dark tourism motivation construct of curiosity, remembrance and knowledge seeking was developed based on previous studies (Kang et al., 2012; Light, 2017; Mangwane et al., 2019; Isaac et al., 2013). This motivation construct consists of 10- statements.

Dark Cognitive experiences and affective experiences consist of three statements based on previous studies of (Kang et al., 2012; Zhang et al., 2016). Similarly Learning benefits has three items, psychological benefits has three items adopted and modified from the study of (Min et al., 2021; Chang, 2016; Zain et al., 2020)

Table 3.2: The Study Questionnaire

Attributes	Label	Indicators	References
Curiosity	CUR 1	I want to satisfy my curiosity to know what happened here	Isaac et al.(2013)
	CUR 2	I want to visit this place because of my aroused curiosity	Mangwane et.al. (2019)
	CUR 3	I want to fulfill my curiosity about the genocide.	Kang et.al.(2012)
Remembrance	REM1	I want to commemorate Jallianwala bagh Massacre.	Mangwane et.al. (2019)
	REM2	I want to pay respect to the victims of the massacre	Raine. (2013)
	REM3	I want to visit this site as a desire for Remembrance.	Light. (2017)
	REM 4	I want to remember this as a famous genocide site.	Light. (2017)
Knowledge	KNG1	I want to Increase knowledge about sites of human tragedies.	Mangwane et.al. (2019)
	KNG 2	I wanted to learn more about the Holocaust.	Isaac et al.(2013)
	KNG 3	I want to learn more about the history associated with this site.	Prayag et al.(2018)
Cognitive Experiences	COE1	I want to improve my knowledge.	Zhang et al.(2016)
	COE2	I want to learn how innocent people were killed.	Kang et al.(2012)
	COE 3	I want to learn the issues that led to the massacre.	Kang et al.(2012)
Affective Experiences	AFE1	I feel Shocked by the dehumanizing nature of General Dyer	Kang ,et al.(2012)
	AFE 2	I feel sad after visiting the site	Zhang,et al.(2016)
	AFE 3	I feel Sorrow for the innocent victims	Zhang et al.(2016)
	LEB 1	I learned how miserable	Zheng et al. (2019)

Learning benefits		the massacre and partition was.	
	LEB 2	I can carry out the obligation to remember victims as a tourist.	Zain et al.(2020)
	LEB 3	I learnt that a large number of innocent people were killed during the massacre, war, and partition.	Chang (2014)
Psychological benefits	PSB 1	I Fulfilled my obligation to sites.	Chang (2014)
	PSB 2	I satisfied my curiosity about death.	Min et al.(2021)
	PSB 3	I am satisfied with this travel experience.	Min et al.(2021)

3.4 Data Collection

3.4.1 Pilot Survey

To check the feasibility and appropriateness of the measurement instrument, pilot survey was conducted. Some scholars suggest that ample sample for pilot survey should be recruiting around 10 participants (Nieswiadomy, 2002) or 10% of the total sample size (Lackey & Wingate, 1998). Ultimately, when making a decision, it is essential to take into account the constraints imposed by budgetary and time-related factors, as well as the unique characteristics and demographic diversity of the target group in question (Hertzog, 2008). Therefore a pilot survey was done with 40 respondents from other states visiting Amritsar.

3.4.2 Reliability

Ensuring reliability in a developing questionnaire is essential. Reliability encompasses the concepts of repeatability, stability, and internal consistency in relation to the questionnaire (Rattray et al., 2007). The reliability assessment was based on responses collected from 10 percent of the total participant, comprising 39 items, which were designed to measure various constructs relevant to the research objectives. The Cronbach alpha value of the questionnaire was 0.898 (Table 1.4) indicating a high level of reliability (Vaske et al., 2017). This high coefficient value suggests that the variables utilized in the questionnaire were strongly correlated and demonstrated a high degree of consistency among them (Bonnet & Wright, 2015). Still Changes have been

made to the language, and sequence; some elements have been removed.

3.4.3 Validity

The accuracy of a measurement is determined by its ability to accurately assess the specific characteristic it is intended to measure. Validity encompasses various aspects, including the extent to which a measure appears to be relevant (face validity), accurately reflects the underlying concept (construct validity), covers the relevant aspects of the concept (content validity), and correlates with the desired outcome (criterion validity, which encompasses both concurrent and predictive validity) (Bolarinwa, 2015). The data analysis portion of this study clarifies the extent to which the data is considered reliable and valid.

Table 3.3: Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded ^a	0	.0
	Total	40	100.0
A. List wise deletion based on all variables in the procedure.			

Table 3.4: Reliability Statistics

Cronbach's Alpha	N of Items
0.898	39

Table 3.5: Item Statistics

Item	Mean	Std. Deviation	N
M1	3.6750	.97106	40
M2	3.8750	1.06669	40
M3	4.1750	.67511	40
M4	4.0250	.80024	40
M5	4.2500	.86972	40
M6	4.0250	.80024	40
M7	4.1250	.72280	40
M8	4.4500	.55238	40
M9	3.9000	.92819	40
M10	3.9000	.98189	40
M11	4.1250	.79057	40
M12	4.1750	.93060	40
M13	3.7750	.86194	40
M14	4.0250	.91952	40
C1	3.9250	.76418	40
C2	4.0250	.80024	40

C3	4.2500	.77625	40
C4	4.1250	.91111	40
C5	4.1250	.75744	40
C6	4.0750	.79703	40
C7	4.2500	.77625	40
C8	4.4250	.50064	40
A1	4.5500	.50383	40
A2	4.6500	.48305	40
A3	4.5000	.50637	40
A4	4.5250	.50574	40
A5	4.3750	.58562	40
A6	4.5000	.50637	40
A7	4.4250	.50064	40
A8	4.4000	.49614	40
A9	4.4750	.50574	40
A10	4.5500	.55238	40
A11	4.5750	.50064	40
L1	4.4000	.54538	40
L2	4.4000	.54538	40
L3	4.3250	.47434	40
P1	4.6500	.48305	40
P2	4.7000	.46410	40
P3	4.4750	.50574	40

Item analysis utilizes statistical techniques and expert judgment to evaluate assessments by analyzing the quality of individual items, clusters of items, and entire sets, as well as the relationships between these items. The above items were measured on five-point Likert-type statements. Dark tourism Motivations of Curiosity, Remembrance, and knowledge -seeking, were measured over 14 items and their mean values ranged from 3.67 to 4.02. Cognitive experiences included 8 items and their mean value ranges from 3.92 to 4.42. The mean values for the Affective experiences range from 4.55 to 4.57 and for Learning and Psychological benefits range from 4.40 to 4.32 and 4.65 to 4.47 respectively. The standard deviation for all the statements ranged from 0.97 to 0.50.

Table 3.6: Item-Total Statistics

Item	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
M1	162.5000	143.077	.493	.894
M2	162.3000	141.908	.489	.894
M3	162.0000	148.974	.367	.896
M4	162.1500	143.003	.619	.892
M5	161.9250	146.738	.379	.896
M6	162.1500	146.285	.442	.895
M7	162.0500	147.279	.438	.895
M8	161.7250	149.999	.383	.896
M9	162.2750	144.153	.470	.895
M10	162.2750	139.846	.632	.891
M11	162.0500	141.997	.682	.891
M12	162.0000	141.590	.588	.892
M13	162.4000	143.477	.545	.893
M14	162.1500	140.336	.656	.891
C1	162.2500	144.603	.560	.893
C2	162.1500	139.926	.788	.889
C3	161.9250	141.815	.707	.890
C4	162.0500	137.844	.786	.888
C5	162.0500	144.613	.565	.893
C6	162.1000	142.246	.663	.891
C7	161.9250	145.507	.500	.894
C8	161.7500	151.577	.296	.897
A1	161.6250	149.933	.429	.895
A2	161.5250	150.256	.422	.896
A3	161.6750	153.199	.162	.898
A4	161.6500	153.156	.165	.898
A5	161.8000	148.831	.441	.895
A6	161.6750	153.969	.100	.899
A7	161.7500	152.141	.250	.897
A8	161.7750	151.820	.279	.897
A9	161.7000	152.215	.241	.897
A10	161.6250	153.061	.155	.899
A11	161.6000	154.913	.026	.900
L1	161.7750	157.358	.329	.902
L2	161.7750	157.512	.440	.902
L3	161.8500	154.797	.339	.899
P1	161.5250	155.743	.341	.900

P2	161.4750	153.897	.419	.899
P3	161.7000	152.677	.304	.898

Polit and Beck (2017) stated that the corrected item-to-total scores for items must be more than 0.3. Therefore values of Motivation items lies between 0.493 to 0.656, five Cognitive items lies between 0.560 to 0.500 and only three Affective experience i.e The items A1, A2, and A5 exhibit a statistically significant correlation, with a correlation coefficient exceeding 0.3. Learning and Psychological benefit value lies between 0.329 to 0.304 respectively. According to Nunnally (1978) posits that Cronbach's alpha can be understood as the anticipated correlation between a test and a theoretical alternative form and In general, an alpha coefficient of 0.70 or above is regarded as satisfactory. Therefore Cronbach's alpha value for all statements ranged from 0.894 to 0.898 which is regarded satisfactory.

Table 3.7: Scale Statistics

Mean	Variance	Std. Deviation	N of Items
166.1750	155.481	12.46922	39

The results of Pilot study scale statistics represented in Table 3.7 indicated Mean value of 39 items is 166.1750, Variance 155.481 and Standard deviation 12.46922.

Table 3.8: Reliability of Pilot Study

S. No	Dimensions	No. of items	Cronbach's Alpha
1	Motivations	14	0.871
2	Experiences	19	0.854
3	Benefits Gained	6	0.763
4	Overall Scale	39	0.898

The study questionnaire consists of three constructs Motivations, Experiences and Benefits Gained. Each construct is further divided into variables or items. Motivation Construct consists of 14 statements. Similarly, the Experience

Construct consists of 19 variables and the benefits gained construct consists of 6 statements. The overall scale reliability, calculated using SPSS 21 is 0.898, indicating that the internal consistency reliability of the questionnaire is 89%.

3.4.4 Survey Administration

Tourists visiting Amritsar are considered the research population in the present study. As per government statistics, Amritsar remains filled with tourists across the globe. The survey was administered to respondents between October 2021 to January 2023. The Questionnaire was distributed among tourists near key areas like markets, Heritage Street, Jallianwala Bagh, Partition Museum, and inside hop on and hop off bus.

Survey Phases

October 2021 – March 2022	150
April 2022 –September 2022	150
October 2022- January 2023	100

3.5 Data Analysis

The analysis of the data for the current study is conducted using the Statistical Package for Social Science (version 21). Descriptive analysis is a presentation of numerical facts such as frequency, mean, standard deviation, mode, median, etc. Inferential statistics is a technique of making inferences about the population based on observations.

3.5.1 Descriptive statistics

Descriptive statistics, often referred to simply as statistics, are routinely utilized on a sample of data to draw conclusions regarding the characteristics of a broader population. Descriptive statistics encompass various measures that provide valuable insights into a dataset. These measures include frequency, central tendency, dispersion/variation, and position. Percentages and frequencies were utilized to understand the demographics of the tourist visiting dark sites in Amritsar. The Mean measured the motivations, Experiences and benefits gained. Standard Deviation measured the dispersion between variables. By employing these different measures, descriptive statistics offer a comprehensive understanding of the characteristics and patterns within a dataset.

3.5.2 Normality of Data

The skewness and kurtosis values of the three constructs, namely Motivations, Experiences and Benefits Gained were within the range of -2 to +2. The skewness value for Motivations was determined to be -0.75 with a kurtosis value of 0.12. Similarly, the skewness value for Experiences was calculated to be 0.82 with a kurtosis value of 0.42. Furthermore, the skewness value for Benefits gained was identified as -0.69 with a kurtosis value of 0.67.

Table 3.9: Normality of Data

S.no.	Factors of Study	Skewness Value	Kurtosis Value
1	Motivation	- 0.75	0.12
2	Experiences	0.82	0.42
3	Benefits gained	- 0.69	0.67

3.5.3 Factor Analysis

Factor analysis is a widely utilized statistical method for assessing the extent to which questionnaire items can be categorized into distinct clusters that correspond to various dimensions of the construct being investigated (Vet et al.,2005).The main aim of factor analysis is to reduce variables into a smaller, more manageable subset. This approach is often utilized to streamline data analysis, reduce computational demands, and enhance the interpretability of results. The questionnaire consists of 32 items which are condensed into seven factors.

3.5.4 Exploratory Factor Analysis

Exploratory factor analysis is utilized by researchers to identify the quantity of factors that impact variables and to examine the interrelationships among variables (De Coster, 1998). In this study EFA is used to access the dimensionality of factors such as Dark tourist motivations, experiences and benefits gained. Bartlett's test of sphericity and the Kaiser–Meyer–Olkin (KMO) Measure of Sampling Adequacy are the two most often used data inspection approaches for EFA. These two techniques examine whether there are sufficient relationships in the relevant data set for EFA to be performed (Howard, 2016). The Kaiser (1960) criterion, which recommends that all factors with eigen-

values above 1 should be kept, is conceivably the first strategy for factor retention (Howard, 2016). Reliability analysis is frequently used to calculate the items' internal consistency. After the exploratory factor analysis, Regression analysis was conducted.

3.5.5 Regression Analysis

The study of regression analysis focuses on understanding the relationships that exist among multiple variables. Once the type of relationship is established, independent variables are utilized to estimate the value of the unknown dependent variable. In other words, there are two types of variables in a regression analysis. The variables whose values are to be predicted are called the dependent variables, the variables that are to be explained are called the regressed variables, and the variables that are going to predict the variables of interest are called the independent variables, the explanatory variables, and the predictor variables (Kafle, 2019).

Regression analysis, a branch of statistics, serves as a valuable tool for the majority of social scientists. It enables them to investigate research inquiries and examine hypotheses (Gordon, 2015). Regression analysis within the general linear model is typically based on the causal model that underlies the data, usually parametric. This model has been widely used in social, biomedical, and environmental science since the 1970's.

In the context of social sciences Regression analysis is a statistical tool that quantifies the impact of modifying one independent variable on the value of the dependent variable, while keeping all other independent variables constant. This technique can be applied in two primary contexts. The first context entails examining the nature of the association between the dependent variable and one or more independent variables, to analyse the anticipated responses in the dependent variable resulting from alterations in the independent variable. The second context focuses on the prediction and forecasting of the independent variable (Rosselló, 2012).

3.5.6 Regression Model Fit

After reviewing multiple scholarly sources, a model was developed to understand tourist reasons, experiences and benefits gained at dark sites of Amritsar. The predictor variables in multiple regressions, commonly known as

the independent variables, encompass motivations, experiences and on the other hand, the criterion or outcome variable in multiple regression is referred to as Experiences and benefits gained.

In multiple regression analysis, the coefficient of determination, denoted as R^2 , represents the square of the correlation coefficient and ranges from 0 to 1. A value of $R^2 = 1$ indicates a flawless fit of the model, while $R^2 = 0$ signifies no linear relationship (Harel, 2009).

3.5.7 Multicollinearity

The presence of linear relationships between the independent variables is indicated by multicollinearity. When two variables are nearly perfect linear combinations of each other, they are classified as collinear. In regression models, the situation where multiple factors exhibit strong correlations with both the dependent variable and with one another is known as multicollinearity. According to Hair et.al (2007) if the tolerance value for independent variables is above 0.20 and VIF values are below 10 that indicated no multicollinearity within the variables.

3.5.8 Variance Inflation Factor (VIF)

The standard error associated with predictor coefficients increases in the presence of correlation among them, leading to an inflation of their variance. A valuable method for assessing the extent of this variance inflation is the Variance Inflation Factor (VIF). Typically, VIFs are calculated by the software during regression analysis, and the outcomes are displayed in the VIF column. The table below utilizes a specific guideline for interpreting VIF values (Daoud, 2017).

Table 3.10: VIF Interpretation

VIF –Value	Conclusion
VIF=1	Not Correlated
$1 < \text{VIF} < 5$	Moderately Correlated
VIF>5	Highly Correlated

3.6 Ethical Considerations

In studies that involve human participants, various ethical considerations must be taken into account. Considering this point, it is crucial to emphasize that these ethical considerations ought to serve as the foundation when conducting research involving human subjects (Friedrich-Nel & Ramlaul, 2020). The study involved 400 participants, ensuring their anonymity, and preceded with their involvement only after obtaining informed consent. Participants must not be coerced under any circumstances to contribute to a research data collection (Nii & Ogbewe, 2023)

According to the study of Benali and Gurung (2024) conducting research in sensitive contexts such as Auschwitz-Birkenau—requires strict adherence to ethical principles. Participants' confidentiality and emotional well-being were safeguarded through anonymized data, sensitivity, and debriefing. Respect for the site's historical significance, cultural sensitivity, stakeholder engagement, reflexivity, and responsible dissemination of findings were prioritized to uphold ethical integrity, dignity, and accountability throughout the research process.

3.7 Methodological Limitations of the Study

Regression analysis is a statistical tool that falls under the first generation of statistical analysis. Multiple regressions, on the other hand, is a more advanced form of correlation analysis that involves specifying an outcome variable (Y) and one or more predictor variables (X). The process of multiple regressions can be broken down into three steps. Firstly, model specification is carried out by incorporating relevant theory to develop the regression model. Secondly, model identification is performed to determine if a set of unique parameter estimates can be obtained. Lastly, model estimation takes place, which involves estimating the parameters in the regression equation (Schumacker & Lomax, 2004).

The present investigation used regression analysis instead of SEM as it has some limitations. Multiple regressions is most suitable for simple models with a limited number of variables whereas structural equation modeling (SEM) is more effective in examining complex relationships among multiple variables, including both observable and underlying constructs.

3.8 Summary of the chapter

This chapter presents a thorough overview of the methodology utilized in this study to articulate the research objectives and hypotheses. It begins with an examination of the research philosophy and approach, which are instrumental in directing the study's overall framework. The discussion then shifts to the sampling design, which clarifies the process of participant selection. A random sampling technique has been adopted to ensure that the sample accurately represents the population.

The chapter also addresses the creation of the questionnaire, the main tool for data collection in this research. The questionnaire's design may have been guided by relevant literature and theories associated with the research topic, and it likely underwent a pilot test to confirm its clarity and effectiveness in gathering the intended data. Furthermore, the chapter details the data analysis techniques and their applications in this study. Factor analysis, including exploratory factor analysis, was utilized to identify underlying factors or dimensions within the data, aiding in the simplification of its complexity and the identification of patterns or relationships among variables. Additionally, Regression Analysis was employed to evaluate the proposed hypotheses and explore the relationships between variables. The chapter concludes by noting that the next chapter will present the findings of the research.

CHAPTER: 4

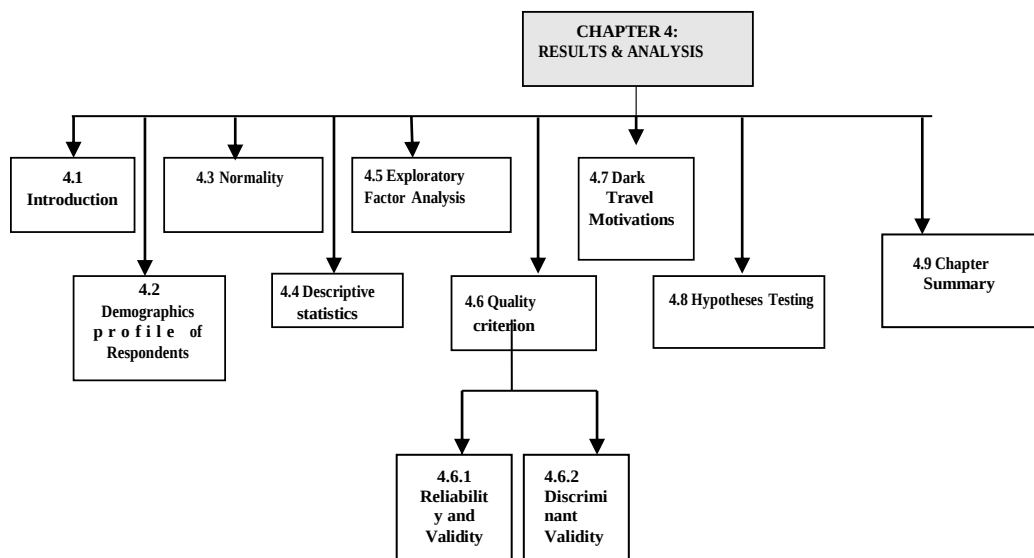
RESULTS & ANALYSIS

RESULTS & ANALYSIS

4.1 Introduction

The chapter presented here results from a research study carried out on the tourists visiting the dark sites of Amritsar. In this chapter results from the quantitative research were analyzed and presented simply. Descriptive statistics were used to describe tourist's demographics, interests, visits to Amritsar, and familiarity with destinations. The inferential statistics techniques such as exploratory factor analysis and regression analysis were applied to test the study's hypotheses.

Figure 4.1: Overview of Chapter 4



4.2 Demographic Profile of the Respondents

The initial segment of the survey comprises a range of demographic inquiries that provide additional insights into the participants. The demographic profile of the sample includes information on the age, gender, and educational qualification of the respondents. As discussed in the research methodology the sample size chosen for the study was 400. This data was presented using tables, percentages, and charts. Table 4.1 represents the detailed distribution of respondents.

Table 4.1: Respondents Demographics

Respondents Demographics					
Gender	F	%	Education	F	%
Male	179	44.8	Graduate	073	18.25
Female	221	55.2	Post Graduate	161	40.25
Total	400	100	Others	088	22.00
Age	F	%	Up to +2	078	19.50
21 to 30	214	53.5	Total	400	100
31 to 40	121	30.25			
41 to 50	36	9			
51 to 60	22	5.5			
Above 60	7	1.75			
Total	400	100			

In Figure 4.2, the results of the demographic profile indicated that the sample consisted of 179 males and 221 females which suggests that there were 44.8 % of males and 55.2% of females participated in the study. The results showed that most of the respondents were females.

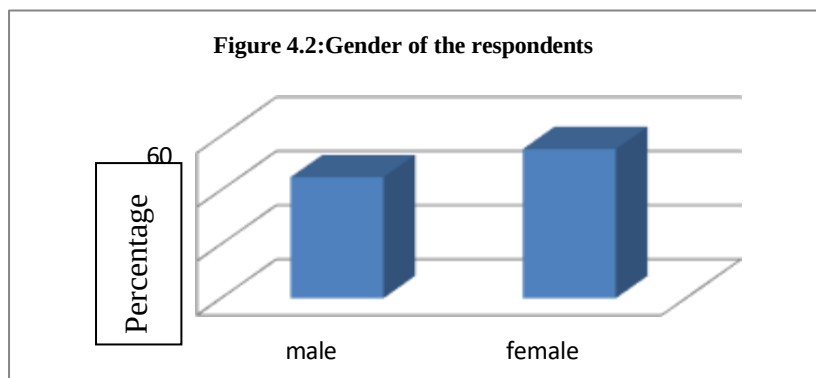


Figure 4.3 indicates the age of the respondents, where the majority of the respondents are from the 21 to 30 years age group (53.5%) and the 31 to 40 years age group (30.25%), followed by 41 to 50 aged (9%), 51 to 60 aged (5.5%) and above 60 (1.75%). This indicates the maximum number of respondents falling from 21 to 30 years of age (53.5%)

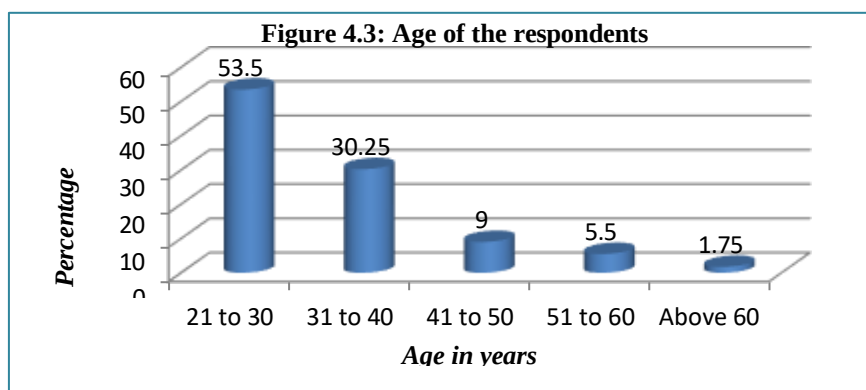
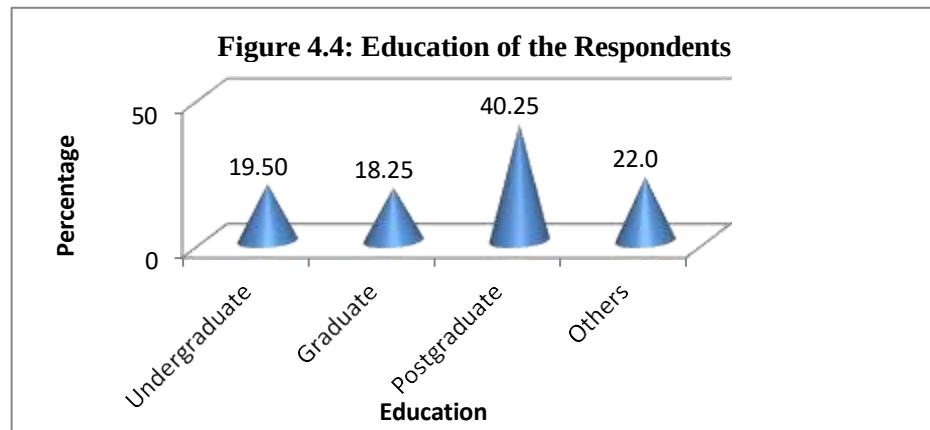


Figure 4.4 indicates that indicates the education of the respondents. The maximum number of tourists are well-educated with postgraduate (40.25) and (22.0%) respondents had another type of education, 19.50% were undergraduates and 18.25% of the respondents had completed their graduation.



4.3 Data Screening for Normality

Skewness and Kurtosis were used to determine the normality of the data. The analysis was conducted on the 5-point Likert statements in the dataset. The Skewness and kurtosis values for each statement are depicted in Table 4.2.

Table 4.2: Normality results

Items	Label	Skewness	Kurtosis
I want to satisfy my curiosity about how the victims of massacre, war and partition died.	M1	-1.041	.812
I want to have a meaningful day out with family or friends.	M2	-.706	.411
I want to visit a place associated with massacre, war and partition.	M3	-.817	.439
I want to visit the partition museum to see artifacts.	M4	-.640	.033
I want to pay respects to victims of partition, war and massacre	M5	-.919	.165
I want to commemorate the massacre	M6	-.541	-.276
I want to fulfill my sense of obligation	M7	-.817	.439
I visited the war site to honor and remember prominent national heroes who contributed significantly to the country.	M8	-.640	.033
I have empathy towards the sites and events	M9	-.837	.157
I want to enhance my knowledge about sites associated with genocide and warfare.	M10	-.810	.120
I want to learn history through the unique galleries at Jallianwala Bagh and Partition Museum.	M11	-.654	-.249
I want to accept the feeling of patriotism at the Wagah border.	M12	-.858	.018
I want to see a famous site associated with genocide.	M13	-.427	-.403
I was always Interested in the history of sites.	M14	-.735	.046
I want to Sympathize with the innocent victims of these sites.	C1	-.682	.059
I want to Sympathize with the injured people of war, partition, and massacre.	C2	-.784	.207
I want to feel Sorrow for the people who suffered during the massacre, war and partition.	C3	-.845	.193
I want to Learn about significant historical events that led to the creation of two nations.	C4	-.904	.217
I want to experience something new during this visit.	C5	-.819	.261

I want to experience the places many people wish to visit.	C6	-.856	.475
I want to learn the history of these sites.	C7	-.608	.328
I want to Strengthen my patriotic feelings at the Wagah border	C8	-1.105	1.241
I felt Sympathy for innocent people who were killed, and injured during war ,partition and massacre	A1	-.837	.157
I feel very sad after visiting sites associated with warfare ,dark galleries, and genocide	A2	-.810	.120
I appreciated the construction of the Partition Museum	A3	-.654	-.249
I appreciate the renovation of Jallianwala Bagh	A4	-.819	.261
I felt affective empathy for the survivors	A5	-.856	.475
I feel shocked at the massacre and partition scenes displayed through galleries.	A6	-.608	.328
I feel sorrow for the circumstances in which the people of two nations had to fight.	A7	-1.105	1.241
I feel Shocked by the dehumanizing nature of General Dyer .	A8	-.856	.475
I feel a sense of fear from the scene of partition displayed in the galleries.	A9	-.608	.328
I feel a fear of war due to the tense relations between the two nations.	A10	-1.105	1.241
I feel a sense of fear from the cruel nature of humans which caused the Jallianwala Bagh Massacre.	A11	-.867	.672
I learned how miserable the massacre and partition were.	L1	-.840	.678
I learned about the history of sites.	L2	-.856	.456
I learned that a large number of innocent people were killed during the massacre, war and partition.	L3	-.856	.475
I Fulfilled my obligation to the sites.	P1	-.608	.328
I satisfied my curiosity about death.	P2	-1.105	1.241
I am satisfied with this travel experience.	P3	-1.041	.812

Acceptable values for Skewness and kurtosis are fewer than 3 and 10, respectively. Values in this range are considered normal for further analysis (Leech et al., 2005). The results of normality shown in Table 4.2 indicated that values of Skewness and kurtosis are within acceptable limits. The values of Skewness range from -.541 to -1.105 and values of kurtosis range from .018 to

1.241.

4.4 Descriptive statistics

The descriptive analysis of Motivations, experiences, and benefits gained is presented in Table 4.3

Table 4.3: Descriptive analysis

Label	Mean	Std. Deviation
Motivations of Curiosity		
MC1	3.908	1.0685
MC2	3.755	.9733
MC3	3.853	.9916
MC4	4.000	.9011
Motivation of Remembrance		
MR1	3.865	1.1358
MR2	3.605	1.0941
MR3	3.853	.9916
MR4	4.000	.9011
MR5	3.903	1.0539
Motivation of Knowledge seeking		
MK1	3.845	1.0742
MK2	3.743	1.0974
MK3	3.82	1.135
MK4	3.33	1.101
MK5	3.70	1.048
Cognitive Experiences		
CE1	3.825	1.0109
CE2	3.783	1.0382
CE3	3.865	1.0557
CE4	3.853	1.1085
CE5	3.925	.9833
CE6	3.995	.9682
Affective Experiences		
AE1	3.903	1.0539
AE2	3.845	1.0742
AE3	3.743	1.0974
AE4	3.925	.9833
AE5	3.995	.9682
AE6	3.675	.9600
Learning Benefits		
LB1	4.188	.7899
LB2	4.135	.8145
LB3	3.865	.9691
Psychological Benefits		
PB1	3.995	.9682

PB2	3.675	.9600
PB3	3.963	.9687

The above items were measured on five-point Likert-type statements. Dark tourism Motivations of Curiosity, Remembrance, and knowledge -seeking, were measured over 14 items and their mean values ranged from 3.33 to 4.00. Cognitive experiences included

6 items and their mean value ranges from 3.78 to 3.99. The mean values for the Affective experiences range from 3.74 to 3.99 and for Learning and Psychological benefits range from 4.18 to 3.86 and 3.67 to 3.99 respectively. The standard deviation for all the statements ranged from 0.78 to 1.13.

4.5 Exploratory Factor Analysis

Factor analysis is especially useful for reducing a huge number of linked variables to a manageable amount before employing them in additional analyses such as multiple regression or multivariate (Noora, 2021). Factor Analysis (FA) simplifies a vast array of variables by condensing them into a more limited set. As suggested by Mosly (2020) exploratory factor analysis method is employed when scholars are confused about the number of underlying components that can explain a given set of data. This method also lessens and groups the factors of Motivations, Experiences, and benefits gained. Using principal component analysis with varimax rotation 14 Motivation items, 6 cognitive experiences, 6 Affective experiences, and 6 benefits gained reduced to a smaller set. Further, the Kaiser-Meyer-Olkin (KMO) test and Bartlett's sphericity test are conducted to determine sample adequacy and the relationship between variables. To check the suitability of data for factor analysis KMO values of ≥ 0.5 and p-values < 0.05 is suggested. In table 4.4 the KMO value is .881 higher than 0.5 and Bartlett's Test of Sphericity significance value is .000 that data is suitable for factor analysis.

Table 4.4: KMO-MSA and Bartlett's Test of Sphericity

KMO and Bartlett's Test	
Kaiser-Meyer-Olkin Measure of Sampling Adequacy 881	
Bartlett's Test of Sphericity	
Approx. Chi-Square	4522.755
Df	741
Sig.	.000

Table 4.5 indicates the results of exploratory factor analysis (EFA). Factor loadings range from 0.550 to 0.943 across the items. From EFA, 7 factors are identified as CUR, REM, KNG, COE, AFE, LEB, and PSB respectively.

Table 4.5: Results of Exploratory Factor Analysis

Label	FL	Communalities
Motivation of Curiosity		
CUR1	0.936	.686
CUR2	0.550	.605
CUR3	0.943	.438
Motivation of Remembrance		
REM1	0.735	.581
REM2	0.725	.532
REM3	0.730	.627
REM4	0.600	.512
Motivation of Knowledge		
KNG1	0.752	.625
KNG2	0.764	.568
KNG3	0.776	.556
Cognitive Experiences		
COE1	0.784	.692
COE2	0.792	.609
COE3	0.782	.663
Affective Experience		
AFE1	0.924	.613
AFE2	0.918	.495
AFE3	0.705	.484
Learning benefits		
LEB1	0.704	.593
LEB2	0.771	.458
LEB3	0.743	.598
Psychological benefits		
PSB1	0.919	.567
PSB2	0.911	.575
PSB3	0.645	.556

FL= Factor Loading

According to Hair et al. (2019) Factor loadings of .30 to .40 are minimally acceptable, whereas values above these are typically regarded as necessary for practical importance. Table 4.6 shows the mean, standard deviation, total variance, and Eigenvalue of each factor. The first factor *Motivation of curiosity* has been comprised of three main items. With an Eigenvalue 1.738, attributes 57.930 percent of the variance.

The Second factor *Motivation of Remembrance* has been comprised of four items with an Eigen value of 2.143 and 53.568 percent of variance.

Third factor *Motivation of knowledge seeking* comprises three items with an Eigenvalue of 2.640 and 52.800 percent of the variance.

Three items make the factor four i.e *Cognitive experiences* with an Eigenvalue of 2.523 and 50.459 percent of the variance. *Affective Experiences* fifth factor made up of three items with an Eigen value of 1.491 and 49.716 percent of the variance.

Learning benefits the sixth factor made up of three items with an Eigenvalue of 1.691 and 56.370 percent of variance. Three items made up the seventh factor, *Psychological Benefits*. With an eigenvalue of 1.656, it acquired 55.200 percent of the variance.

Table 4.6: Exploratory factor analysis results

Factors	No. of Items	V (%)	E.V
CUR	3	57.930	1.738
REM	4	53.568	2.143
KNG	3	52.800	2.640
COE	3	50.459	2.523
AFE	3	49.716	1.491
LEB	3	56.370	1.691
PSB	3	55.200	1.656

CUR=Curiosity, REM=Remembrance, KNG=Knowledge seeking, COE=Cognitive Experiences, AFE= Affective Experiences, LEB= Learning Benefits, PSB=Psychological Benefits, M=Mean, SD= Standard deviation, V=Variance, EV= Eigen Value.

4.6 Quality criterion

4.6.1 Reliability and Validity

According to Hair et al., (2014) the composite reliability and average variance should be above 0.70 and 0.50 respectively. The composite reliability of all the study variables has ranged from 0.77 to 0.86. For each latent construct, the range of average variance extracted was from 0.52 to 0.73. Cronbach's alpha is often set at .70, but can be reduced to .60 in exploratory study Hair et al.,(2019). The value of Cronbach's α for all study variables lies between .610 to .849. Thus the results are consistent (Table 4.7).

Table 4.7: Measurement Evaluation Model (EFA)

Construct	Label	FL	Mean	S. D	Cronbach's	CR	AVE
Curiosity (CUR)	CUR1	0.936					
	CUR2	0.550					
	CUR3	0.943	3.84	1.037	0.849	0.86	0.68
Remembrance (REM))	REM1	0.735					
	REM2	0.725					
	REM3	0.730					
	REM4	0.600	3.78	1.079	0.710	0.79	0.52
Knowledge (KNG)	KNG1	0.752					
	KNG2	0.764					
	KNG3	0.776	3.80	1.102	0.764	0.80	0.58
Cognitive Experience (COE)	COE1	0.784					
	COE2	0.792					
	COE3	0.782	3.82	1.034	0.728	0.82	0.61
Affective Experience (AFE)	AFE1	0.924					
	AFE2	0.918					
	AFE3	0.705	4.26	0.787	0.834	0.88	0.73
Learning benefits (LEB)	LEB1	0.704					
	LEB2	0.771					
	LEB3	0.743	4.08	0.845	0.610	0.78	0.54
Psychological benefits (PSB)	PSB1	0.919					
	PSB2	0.911					
	PSB3	0.645	3.75	0.957	0.826	0.87	0.69

Note FL= Factor loading, SD= Standard deviation, CR=composite reliability, AVE=Average variance extracted

4.6.2 Discriminant validity

Discriminant validity assessment involves examining the cross-loading of indicators, applying the Fornell & Larcker criterion, and calculating the Heterotrait-Monotrait (HTMT) correlation ratio. When the square root of the average value of the extracted (AVE) for each construct is larger than any of the other constructs, the discriminant validity tests meet the requirements (Yusoff et al., 2020). To ensure discriminant validity, the factor loading of indicators on the designated construct must exceed the loadings on all other constructs, with a minimum factor loading threshold of 0.70 (Ab et al., 2017). According to the table 4.8, discriminant validity test has met the requirements and validates the study and making it reliable for hypothesis testing.

Table 4.8: Discriminant validity results

F	MC	MR	MK	COE	AFE	LB	PB
MC	0.771						
MR		0.771					
MK		0.364	0.791				
COE		0.380	0.461	0.761			
AFE		0.247	0.141	0.177	0.710		
LB		0.024	0.061	0.015	0.136	0.743	
PB		0.120	0.513	0.411	0.130	0.536	0.749

4.7 Dark Travel Motivations

Objective 1 To identify the tourist motives for visiting Dark Tourism sites in Punjab. From the above exploratory factor analysis, three motivational factors were identified

Table 4.9: Dark travel motivations

Factors	M	S.D	Cronbach's α
CUR	3.84	1.037	0.849
REM	3.78	1.079	0.710
KNG	3.80	1.102	0.764

According to Table 4.9 Mean value of motivation of curiosity is 3.84, Motivation of remembrance is 3.78, and Motivation of knowledge seeking is 3.80.

4.8 Hypotheses Testing

Objective 2 To examine the influence of dark tourism motivations on dark tourists defined experiences.

H1 The Impact of dark tourism travel motivations is significant on the cognitive perception of tourists

H1a Impact of motivation of curiosity is significant on the cognitive perception of tourists

H1b Impact of Motivation of Remembrance is significant on the cognitive perception of tourists

H1c Impact of Motivation of knowledge seeking is significant on the cognitive perception of tourists

Impact of Dark Travel Motivations on the Cognitive Experience of Tourists

Table 4.10, the R- value (0.728) indicates a high degree of correlation of *CUR*, *REM*, and *KNG* with *COE*. The R^2 value (0.529) indicates a 52.9% of variation for *COE* by *CUR*, *REM*, and *KNG* which is greater than 0.5 and good. Besides, the adjusted R^2 value (.524) is less than R^2 (.529) which is good for model fitness.

Table 4.10: Model Summary

R	R Square	Adjusted R Square	Std. Error of the Estimate
.728 ^a	.529	.524	.69215

a. Predictors (Constant), *CUR*, *REM*, *KNG*

b. Dependent Variable *COE*

According to Table 4.11 results, the P value is less than .05 and equal to 0.000, and the F value (60.631) is greater than 1 which indicates the model applied is significantly good enough in predicting the outcome.

Table 4.11 ANOVA

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	87.141	3	29.047	60.631	.000 ^b
	Residual	189.715	396	.479		
	Total	276.855	399			

a. Dependent Variable *COE*

b. Predictors (Constant), *CUR*, *REM*, *KNG*

The regression output reproduced in Table 4.12 shows that CUR, REM, and KNG have significance levels less than 0.05 which reflects this variable has a significant impact on COE of tourists visiting dark tourism sites. The tolerance value for independent variables is above 0.20 and VIF values are below 10 indicated no multicollinearity within the variables. Therefore, H1a, H1b, and H1c hypotheses are supported.

Table 4.12: Variable Coefficient Results

Model	Unstandardized Coefficients	Standardized Coefficients	T	Sig.	Collinearity Tolerance	Statistics VIF
	B	Std. Error	Beta			
1	(Constant)	1.145	.206	5.547	.000	
	CUR	.226	.042	.247	5.397	.000
	REM	.198	.048	.188	4.106	.000
	KNG	.279	.042	.305	6.573	.000

a. Dependent Variable COE

H2 The Impact of dark tourism travel motivations is significant on the affective perception of tourists

H2a The Impact of motivation of curiosity is significant on affective perception of tourists

H2b The Impact of Motivation of Remembrance is significant on the affective perception of tourists

H2c Impact of Motivation of knowledge seeking is significant on the affective perception of tourists

In Table 4.13, the R- value (.897) indicates a high degree of correlation of CUR, REM, and KNG with AFE. The R² value (0.804) indicates an 80.4% of the variation for AFE by CUR, REM, and KNG which is greater than 0.5 and good. Besides, adjusted R² value (.799) is less than R² (.804) which is good for model fitness.

Table 4.13: Model Summary

R	R Square	Adjusted R Square	Std. Error of the Estimate
.897 ^a	.804	.799	.69215
a. Dependent AFE			
b. Predictors (Constant), CUR, REM, KNG			

According to Table 4.14 results, the P value is less than .05 and equal to 0.000, and the F value (80.316) is greater than 1 which indicates the model applied is good enough and significantly predicts the outcome variable, AFE in the study.

Table 4.14: ANOVA^a

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	45.514	1	45.514	80.316	.000 ^b
	Residual	225.541	398	.567		
	Total	271.055	399			

a. Dependent Variable AFE

b. Predictors (Constant), CUR, REM, KNG

The regression output reproduced in Table 4.15 shows that *CUR*, *REM*, and *KNG* significance level are less than 0.05 which reflects this variable has a significant impact on the AFE of tourists visiting dark tourism sites. The tolerance value for independent variables is above 0.20 and VIF values are below 10 indicated no multicollinearity within the variables Therefore, *H2_a*, *H2_b*, and *H2_c* hypotheses are supported.

Table 4.15: Variable Coefficient Result

Model	Unstandardized Coefficients		Standardized Coefficients		T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta				Tolerance	VIF
(Constant)	2.200	.177			12.427	.000		
CUR	.405	.045	.410		8.962	.000	.722	1.384
REM	.120	.042	.155		3.702	.003	.740	1.352
KNG	.068	.042	0.88		1.618	.000	.806	1.241

a. Dependent Variable AFE

Objective 3 To examine the influence of the defined experience of dark tourists on travel benefits.

H3 Dark tourism learning benefits of tourists are significantly influenced by cognitive perception.

In Table 4.16, the *R* value (0.853) indicates a high degree of correlation of COE with LEB. The *R*² value (0.727) indicates 72.7% of the variation for LEB by COE which is greater than 0.5 and good. Besides, the adjusted *R*² value (.720) is less than *R*² (.726) which is good for model fitness.

Table 4.16: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.853 ^a	.727	.720	.68855

a. Predictors (Constant), COE

b. Dependent LEB

According to Table 4.17 results, the P value is less than .05 and equal to 0.000, and F value 6.703) is greater than 1 which indicates the model applied is good enough and significantly predicts the outcome variable, LEB in the study.

Table 4.17: ANOVA

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	9.534	3	3.178	6.703	.000 ^b
	Residual	187.745	396	.474		
	Total	197.279	399			

a. Dependent Variable LEB

b. Predictors (Constant), COE

The regression output, reproduced in Table 4.18 COE has a significance level less than 0.05 which reflects that this variable has a significant impact on the LEB of tourists while visiting dark sites. The tolerance value for independent variable is above 0.20 and the VIF value is below 10 which indicated no multicollinearity within the variable. Therefore, H3 hypothesis is supported.

Table 4.18: Variable Coefficient Results

Table 10.07: Variable Coefficient Results								
Model		Unstandardized		Standardized	T	Sig.	Collinearity Statistics	
		Coefficients		Coefficients			Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	4.214	.205		20.520	.000		
	COE	.217	.127	.200	2.876	.004	1.000	1.000

a. Dependent Variable LEB

H4 Dark tourism's psychological benefits of tourists are significantly influenced by cognitive perception.

In Table 4.19, the R -value (0.786) indicates a high degree of correlation of COE with PSB. The R² value (0.617) indicates 61.7% variation for PSB by COE which is greater than 0.5 and good. Besides, the adjusted R² value (.605) is less than R² (.617) which is good for model fitness.

Table 4.19: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.786 ^a	.617	.605	.63739

a. Predictors (Constant), COE

b. Dependent Variable PSB

According to Table 4.20 results, the P value is less than .05 and equal to 0.004, and the F value (5.705) is greater than 1 which indicates the model applied is good enough and

significantly predicts the outcome variable *PSB* in the study.

Table 4.20: ANOVA^a

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	6.954	5	.028	5.705	.004 ^b
	Residual	161.693	398	.406		
	Total	161.722	399			

a. Dependent Variable *PSB*

b. Predictors (Constant), *COE*

The regression output, reproduced in Table 4.21 *COE* has a significance level of less than 0.05 which reflects that this variable has a significant impact on *PSB* while visiting dark sites. The tolerance value for the independent variable is above 0.20 and the VIF value is below 10 which indicated no multicollinearity within the variable. Therefore, the H4 hypothesis is supported.

Table 4.21: Variable Coefficient Results

Model		Unstandardized		Standardized	T	Sig.	Collinearity Statistics	
		Coefficients		Coefficients			Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	4.045	.150		26.984	.000		
	COE	.010	.038	.013	.265	.002	1.000	1.000

a. Dependent Variable *PSB*

b. Predictors (Constant *COE*)

H5 Dark tourism learning benefits of tourists are significantly influenced by affective perception.

In Table 4.22, the R value (.783) indicates a high degree of correlation of *AFE* with *LEB*. The R² value (0.613) indicates a 61.3% of variation for *LEB* by *AFE* which is greater than 0.5 and good. Besides, the adjusted R² value (.590) is less than R² (.613) which is good for model fitness.

Table 4.22 : Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.783 ^a	.613	.590	.82384

a. Predictors (Constant), *AFE*

b. Dependent *LEB*

According to Table 4.23 results, the P value is less than .05 and equal to 0.00, and the F

value (9.366) is greater than 1 which indicates the model applied is good enough and significantly predicts the outcome variable, LEB in the study.

Table 4.23: ANOVA^a

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	.927	1	.927	9.366	.004 ^b
	Residual	270.128	398	.679		
	Total	271.055	399			

a. Dependent Variable LEB

b. Predictors (Constant), AFE

The regression output reproduced in Table 4.24 shows that AFE has a significance level less than 0.05 which reflects this variable has a significant impact on the LEB of tourists visiting dark tourism sites. The tolerance value for the independent variable is above 0.20 and VIF value is below 10 indicated no multicollinearity within the variable Therefore, the hypothesis is supported.

Table 4.24: Variable Coefficient Results

Model	Unstandardized		Standardized	T	Sig.	Collinearity Statistics	
	Coefficients		Coefficients			Tolerance	VIF
	B	Std. Error	Beta				
1	(Constant)	3.459	.253		13.652	.000	
	AFE	.069	.059	.058	1.169	.001	1.000 1.000

a. Dependent Variable LEB

b. Predators AFE

H6 Dark tourism's psychological benefits of tourists are significantly influenced by affective perception

In Table 4.25, the R value (.753) indicates a high degree of correlation of AFE with the PSB of tourists. The R² value (0.567) indicates 56.7% of variation for PSB of tourists by AFE which is greater than 0.5 and good. Besides, the adjusted R² value (.799) is less than R² (.804) which is good for model fitness.

Table 4.25: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.753 ^a	.567	.567	.62615

a. Predictors (Constant), AFE

b. Dependent Variable PSB

According to Table 4.26 results, P value is less than .05 and equal to 0.000, and F value

(14.489) is greater than 1 which indicates the model applied is good enough and significantly predicts the outcome variable, emotional response in the study.

Table 4.26: ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	5.681	1	5.681	14.489	.000 ^b
Residual	156.041	398	.392		
Total	161.722	399			

a. Dependent Variable PSB

b. Predictors (Constant), AFE

The regression output reproduced in Table 4.27 shows that AFE has a significance level of less than 0.05 which reflects this variable has a significant impact on the PSB of tourists visiting dark tourism sites. The tolerance value for the independent variable is above 0.20 and VIF value is below 10 indicated no multicollinearity within the variable. Therefore, the H6 hypothesis is supported.

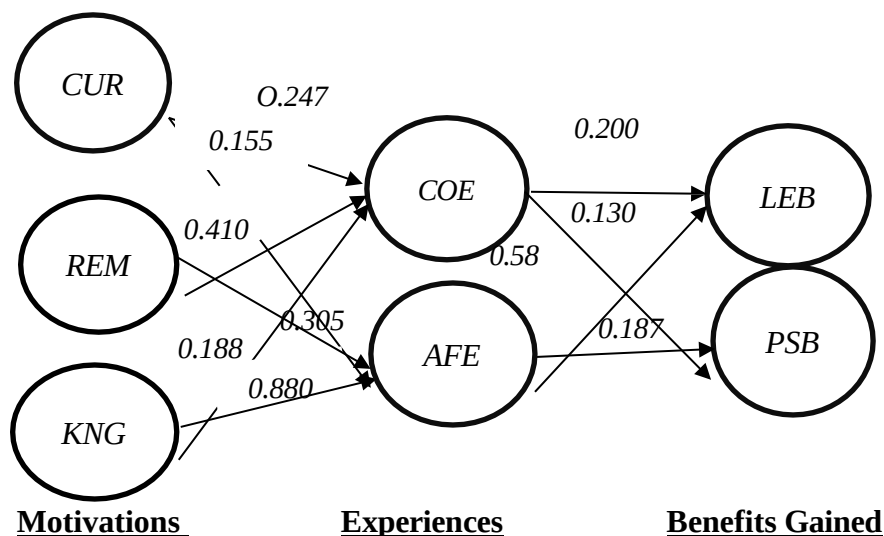
Table 4.27: Variable Coefficient Results

Model		Unstandardized Coefficients	Standardized Coefficients	T	Sig.	Collinearity Tolerance	Statistics VIF
		B	Std. Error	Beta			
1	(Constant)	4.807	.193		24.967	.000	
	AFE	.170	.045	.187	3.806	.000	1.000

a. Dependent Variable PSB

b. Predictors AFE

Figure 4.2: Hypotheses Path Model



4.9 Chapter Summary

The fourth chapter discussed the study's results. The chapter starts with a consideration of normalcy and descriptive statistics. To condense variables into factors, exploratory factor analysis was utilized. The results of the measurement evaluation model were determined to be good. As a result, the study carried forward with testing the hypotheses. The next chapter discusses the study's findings and conclusion.

CHAPTER: 5

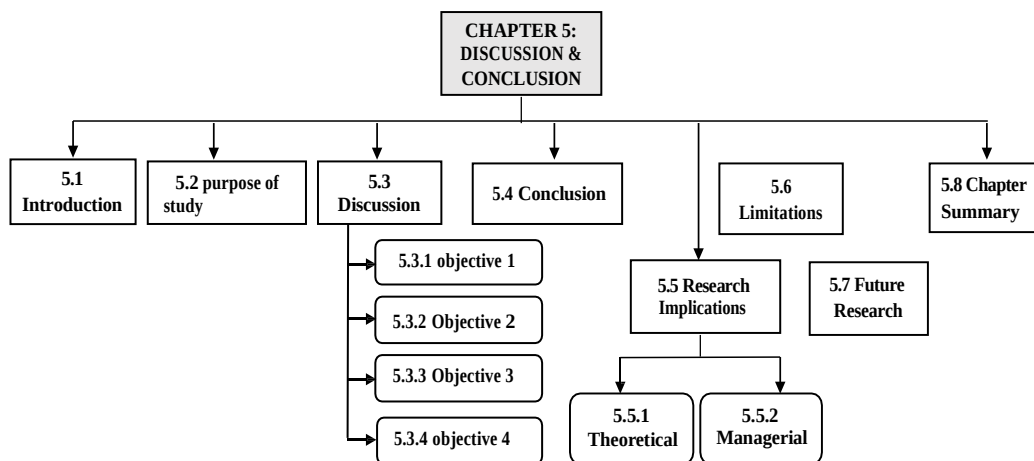
DISCUSSION & CONCLUSION

DISCUSSION & CONCLUSION

5.1 Introduction

The final section of the study aimed to summarize the main findings and discuss their implications for both managerial practices and theoretical frameworks to provide a thorough overview. Figure 5.1 provides a visual representation of this chapter. Furthermore, the study recognized its limitations and suggested recommendations for future research efforts.

Figure 5.1: Overview of the Chapter 5



5.2 Purpose of the Study

The following objectives have been formulated for the present study

Objective 1 To identify the tourist motives for visiting Dark Tourism sites in Punjab.

Objective 2 To examine the influence of dark tourism motivations on dark tourists defined experiences.

Objective 3 To examine the influence of the defined experience of dark tourists on travel benefits.

Objective 4 To suggest the impactful measures for dark tourism development the study area.

Table 5.1: Summary of the hypotheses

H1 <i>The Impact of dark tourism travel motivations is significant on cognitive perception of tourists</i>	<i>Supported</i>
H2 <i>The Impact of dark tourism travel motivations is significant on Affective perception of tourists</i>	<i>Supported</i>
H3 <i>Dark tourism learning benefits of tourists are significantly influenced by cognitive perception</i>	<i>Supported</i>
H4 <i>Dark tourism affective benefits of tourists are significantly influenced by cognitive perception</i>	<i>Supported</i>
H5 <i>Dark tourism psychological benefits of tourists are significantly Influenced by affective perception</i>	<i>Supported</i>
H6 <i>Dark tourism learning benefits of tourists are significantly Influenced by affective perception.</i>	<i>Supported</i>

5.3 Discussion

5.3.1 Objective 1: To identify the tourist motives for visiting Dark Tourism sites in Punjab.

Individuals interested in dark tourism are often motivated by the quest for unique experiences or adventures that allow them to encounter and understand unfamiliar concepts. The significant expansion of dark tourism has piqued the curiosity of the media, policy makers, and academics. This substantial growth necessitates a comprehensive analysis and comprehension of the tourist motives to visit dark tourism destinations. The aim of current research is to determine the factors that drive dark tourists to visit sites in Punjab. The study has found that Curiosity, Remembrance, and Knowledge-seeking are all crucial factors that motivate dark tourists to visit Punjab.

The study's motives Curiosity, Remembrance, and Knowledge-seeking were aligned with the study of Ivanova (2018) who described that several alternative motivations appear to hold more importance, including curiosity; a strong desire to gain knowledge and understanding about tragic events; the aim to pay tribute to the victims' memories; a dedication to strengthening collective identities, particularly on

a national scale; a wish to connect with these tragic occurrences; and a sense of obligation. According to Sharma and Nayak (2019), Tourists visit places associated with grief and pain of the past tragedy elicit the same experiences and many travellers visit these sites with motives of curiosity.

Research indicates that Visits to areas associated with violence or suffering may be motivated by curiosity (Light, 2017). Study by Cakar (2020) highlights that curiosity is frequently cited as the primary driving force behind dark tourism and trips to locations where a high death toll has been recorded. Consequently, the findings revealed that tourist visit dark sites to satisfy their curiosity, because of aroused curiosity and to fulfill the curiosity about genocide.

The current research has identified remembrance as a significant factor influencing dark tourist decisions. The study results acquaint us with the tourists' inclination towards dark sites because they want to pay respect victims, to commemorate the massacre ,and wants to remember these sites as famous genocide site. The results are further supported by existing literature, which highlights that the primary motives for studying tragic events include curiosity, learning, remembering victims, affirming collective identities, connecting with tragic events, and feeling a sense of obligation, rather than solely focusing on curiosity Light(2017).Farmaki(2013)emphasized the role of education, remembering, and national identity in driving dark heritage site visits, with museums adopting themes to enhance educational experiences and connect visitors to their heritage.

According to study results knowledge seeking is also identified as one of the key motivation factors for tourists. The research improves our understanding that tourist visits dark location to learn about the history of sites and to enhance their knowledge. These findings of the study align with previous studies that dark tourism often stems from the desire to compare real and imagined landscapes, with an element of education always present in the experiences of tourists Podoshen (2013).

Recent research has introduced a range of new perspectives that significantly challenge the long-held belief that morbid curiosity about death is the primary motivator behind dark tourism. One of the key insights from this research is the idea that many individuals are drawn to dark tourism as a means of remembrance. Visitors often seek to

honor the memory of those who have suffered or perished in tragic events, whether it is through visiting memorials, concentration camps, or sites of historical atrocities. Further knowledge seeking is another crucial aspect that drives dark tourism. Many visitors approach these sites with the intention of learning, whether through guided tours, exhibitions, or educational programs (Iliev,2021).

5.3.2 To examine the influence of dark tourism motivations on dark tourists defined experiences.

The regression output results indicated that CUR, REM, and KNG have a significant impact on the COE of tourists visiting dark tourism sites. Several researchers in the existing literature identified Curiosity a key motivator for travellers engaging in dark tourism. Kang et al. (2012) found that visitors motivated by curiosity tend to have both emotional and cognitive experiences at dark sites. On the other hand, the available research on dark tourism sites indicates that people may experience both positive and negative feelings when visiting these locations. However, there is a scarcity of substantial empirical evidence in this field, with most studies simply providing descriptive information. Kang et al. (2012) argue that there is a necessity for more comprehensive investigations to delve into the experiences of visitors at dark tourism locations. Therefore, this study is a novel attempt to examine the influence of dark tourism travel motivations on the cognitive perceptions of tourists. Various motivational factors such as curiosity, remembrance, and knowledge seeking are significantly influencing the affective perception of the tourists. The results align with results of prior research that Affective response towards a tourist destination can stem from individual psychological connections with the site, including past experiences or a sense of belonging to a particular group associated with the site, rather than being solely influenced by the tourism activities taking place there (Lindblom et al.,2020). The study found a strong and straightforward link between the reasons for visiting dark sites and how tourist perceives their experience.

Similarly, Yan et al. (2016) found that tourists characterized by curiosity engage in both emotional and cognitive experiences. Their findings suggest that curious travelers are particularly inclined to seek out experiences that stimulate their intellect while also appealing to their emotions. This dual engagement enhances their overall travel experience, allowing them to connect with the destination on multiple levels.

5.3.3 To examine the influence of the defined experience of dark tourists on travel benefits.

The current study results revealed that tourist's cognitive perception was found to have a significant influence on tourists learning benefits. The study findings aligned with prior research conducted by Kang et al.,(2012) who opined that when visitors' visited the dark sites they acquire different benefits of experience including learning, social connections, meaning, and achievement. Furthermore, the results of Avital et al., (2011) in their study proposed that the benefits of experience gained by visitors at Dark Tourism involve understanding and investing in the situation, knowledge enrichment, and personal heritage experience. Specifically the study of Chang, 2014 found that tourists were interested in Hsiaolin Village relics for the benefit of learning, while others were looking for emotional, spiritual or unforgettable experiences. Dark tourism sparks curiosity and meets the need for knowledge about past suffering and pain. Ashworth (2004) identified three main reasons for people visiting dark sites curiosity about the unusual, attraction to horror, and a desire for empathy or identification with the victims of atrocities. Yan et al., (2019) discuss a type of dark tourist who is curious and engages cognitively by learning about the issue. Therefore, the results emphasize that cognitive perception influence the learning benefits of tourists.

In the present study results revealed that psychological benefits of tourists are significantly influenced by cognitive perception. These findings further support the research conducted by Qia et al., (2017), Nazem and Mohamed (2016), and Light (2017). Cognition refers to how we mentally process and store our beliefs, knowledge, and memories. In the realm of cognitive experiences, people engage with and understand distressing events and solemn places, while also gaining knowledge. This involves exploring the historical accounts of tragic events and understanding their symbolic meaning. Remembering plays a crucial role in shaping these cognitive experiences. Recollection is an integral component of the cognitive process (Light, 2017). Individuals who have experienced dark events are frequently accompanied by dark visitors, who may consist of witnesses, family members, and friends of the victims. These dark visitors, when visiting, may be reminded of the dark events through familiar physical locations and intangible forms like memorial rituals and ceremonies. Research shows that how travelers perceive dark tourism does not affect the negative emotions associated with it,

but it may influence positive emotional reactions.

The research findings indicate that the psychological benefits of tourists are significantly influenced by affective perception. Based on the previous scholarly works, Affect refers to an individual's subconscious capacity to experience emotions, feelings, and physiological responses (Qian et al., 2023; Martini and Buda, 2020). The emotional reactions associated with dark tourism are typically negative, including feelings of sorrow, mourning, and empathy towards victims (Biran et al., 2011; Kidron, 2013; Yan et al., 2016); emotions of panic, sadness, and trauma related to dark locations (Nawijn & Fricke, 2013; Nawijn et al., 2016; Zhang et al., 2016); feelings of anger, hatred, and repulsion towards sites like slavery castles and Holocaust camps (Nawijn et al., 2016; Oren et al., 2021); as well as a sense of fear, horror, and shock when visiting sites of large-scale disasters (Yankovska & Hannam, 2014; Zhang et al., 2016). Very less studies examined the influence of Affective Experience on psychological benefits of dark tourist from western perspective so this is the first study that examined the influence of affective experiences on psychological benefits from Asian perspective .

The study's results compliance with the study of Laing and Frost (2018) and Martini and Buda (2020), participation in dark tourism activities has been shown to offer a range of psychological benefits. These benefits encompass meeting obligations, improving memory, and developing resilience, as well as seeking escapism, finding relaxation, and confronting personal fears of mortality. Additionally, dark tourism satisfies curiosity and fulfills the human thirst for understanding past suffering and anguish. Zheng et al. (2015) further highlighted that dark tourism encounters evoke a multifaceted and conflicting emotional reaction, underscoring the importance of these experiences in triggering five specific emotions fear, sadness, surprise, admiration, and despondency.

The study's results show Dark tourism learning benefits of tourists are significantly influenced by affective perception. The results of the study are aligning with the study of previous authors. Kang et al. (2012) stated that emotional experiences of tourists were found to be closely linked to their historical cognition, particularly in terms of the educational benefits and the perceived significance. Further the study's result affirms with the study of Dar and Kaur, 2024 that learning benefits of tourists are influenced by affective perception.

5.3.4 To suggest the impactful measures for dark tourism development in the study area.

To responsibly develop dark tourism in Amritsar, especially at sites linked to historical tragedies, it is important to implement the following strategies

Suggestions for Government

- The initial measure to enhance dark tourism in India involves leveraging both audio-visual and print media. This strategy aims to create a compelling narrative around dark tourism sites, utilizing documentaries, social media campaigns, brochures, and travel guides to attract potential visitors. By showcasing the historical significance, cultural context, and unique experiences associated with these locations, the media can play a pivotal role in shaping public perception and interest in dark tourism (Dhatrak, 2020)
- While infrastructure development serves as a foundational element for any tourism initiative, it is not the only factor that needs consideration. The promotion of dark tourism sites requires a multifaceted approach that encompasses various dimensions, including cultural sensitivity, ethical considerations, and community engagement. Stakeholders must address the potential impact of dark tourism on local communities, ensuring that the narratives presented do not exploit the tragedies associated with these sites but rather honor and respect the memories of those affected (Sharma, 2022).
- The government of Punjab should take proactive steps to develop and promote dark tourism circuits that cater to visitors interested in exploring the region's historical and cultural narratives surrounding tragedy, loss, and the macabre. By creating thoughtfully curated routes, Punjab can attract a niche market of tourists who seek to engage with the deeper, often darker aspects of its history kaur et al.(2021)

Jallianwala Bagh (Amritsar) - Barki Museum (Ferozepur) - Muktsar Sahib (Muktsar)

Bhoot Bangla (Kapurthata) - Horror house (Phillaur) - Cemetery Ground (Chandigarh)

Suggestions for community

- Although there has been a noticeable increase in the literature surrounding dark tourism, research focusing on the perspectives of local communities regarding this phenomenon remains limited. As a result, there is a significant gap in understanding how residents in areas characterized by dark tourism engage with, view, or experience the arrival of dark tourists Kim et al., 2015.
- The local government, in collaboration with tourism management organizations, should create job opportunities in the tourism sector to improve prospects for the local community. Furthermore, promoting community-based dark tourism initiatives will encourage increased local involvement, ultimately supporting the sustainability of dark tourism practices (Wang et al.,2019)
- Engaging local communities in awareness initiatives can offer visitors insightful perspectives on the personal stories and cultural significance of a site, enhancing their understanding of its emotional and historical context.

Suggestions for Private Sector

- Awareness initiatives can offer clear guidelines for proper behavior at dark tourism sites, covering rules about maintaining silence, restrictions on photography, and standards for respectful conduct. The effectiveness of these initiatives relies on continuous feedback and evaluation, focusing on visitors' experiences and their understanding of ethical considerations, which will help in further improving the programs (Nag et al., 2024)
- Responsible Marketing Emphasize the educational and historical significance of dark tourism sites in promotional efforts, steering clear of sensationalism to maintain sensitivity towards the subject matter.
- Collaborations with Travel Agencies Forge partners with travel agencies to design well-informed and responsible dark tourism packages that offer visitors a meaningful experience while respecting the historical context of the sites.
- Tourism operators have the responsibility to manage sites in a manner that honors the victims and the communities affected, ensuring that historical narratives are conveyed accurately while avoiding sensationalism regarding the tragedies (Rasool et al;2024).

- Implement the construction of essential facilities like restrooms, dining options, and relaxation areas in close proximity to dark tourism sites to elevate the overall visitor experience.
- All dark tourism sites are easily accessible to individuals with disabilities through the installation of ramps, accessible pathways, and necessary accommodations to ensure inclusivity.

Suggestion for Tourist

- The responsibility lies with tourists to act as conscientious visitors, ensuring that their presence is a source of enrichment rather than disruption. By self-regulating their behavior, dressing appropriately, and engaging in research before their travels, tourists can play a vital role in preserving cultural heritage and supporting local communities. This approach not only benefits the dark destinations they visit but also enhances the overall travel experience, creating lasting memories rooted in respect and understanding (Bhattacharya,2024).

5.4 Conclusion

- The objective of the research was to examine the travel motivations associated with dark tourism and to assess how these motivations influence the overall experience of tourists. Further, the study examined the impact of the tourist experience on the benefits gained by tourists in the dark sites of Amritsar.
- The study tested the six hypotheses which all were accepted. In this research study findings identified curiosity, remembrance, and seeking knowledge as key dark tourism motivations while visiting dark sites in Amritsar.
- The study findings confirmed that curiosity, remembrance and knowledge as dark tourism motivations are significantly influencing the tourists' cognitive experience.
- Similarly, the results also indicated that dark tourism motivations are significantly predicting the affirmative travel experience of tourists at dark tourism sites. Curiosity is found more associated with the cognitive experience of tourists than affirmative experience. On the other hand, remembrances and knowledge, both factors are significantly associated with, both, cognitive and affective experiences of the tourists visiting dark sites.

- The results of the regression analysis established a strong association among experiences and benefits gained of tourists visiting dark sites that indicate that they may gain psychological and learning benefits concerning place attachment.
- According to the results, both, cognitive and affirmative experiences of tourists at dark sites are strongly impacting the tourist benefits gained. Similarly study results supported the conceptual model that cognitive and affective experiences, the benefits gained by the tourist are positively influenced by motivations.

5.5 Research Implications

This study represents a significant contribution to the field of dark tourism by analyzing the causal relationship between motivations, experiences, and benefits gained by dark tourists at dark sites of Amritsar. This is first kind of research delve into this particular area of investigation. Moreover, it offers valuable insights into how tourist's motivations can contribute to the success of a dark tourism destination. The findings of this research have both theoretical and practical implications for the field of dark tourism. To provide a comprehensive overview, this section is divided into two distinct subsections.

5.5.1 Theoretical Implications

Theoretical implications of dark tourism lie in exploring how tourists' motivations and experiences influence their benefits in an integrated manner. Understanding the intricate interplay between dark tourism motivations—such as curiosity, remembrance, and knowledge—and the subsequent emotional and affirmative responses can shed light on visitor behavior within dark tourism sites. Examining how these benefits manifest in tourists' behaviors provides insights into the deeper psychological processes at the said interplay. This research contributes to the broader understanding of human behavior in the context of tourism and its societal implications. The current study contributed significantly to the current literature by thoroughly examining the various motivations, experiences and benefits gained of dark tourist. While most of the research works in the field of Dark Tourism motivations were theoretical and conceptual in nature and not necessarily empirical based as noted by Mangwane et al.(2019) and many studies on dark tourism are conducted in western cities (Podoshen et al., 2018) still notable gap identified from Asian views of Dark Tourism. Further this view was supported by (Sarkar ,2021)

that research papers on dark tourism were very scarce in nature in context of Asia and more focused on European countries. The current study makes a significant contribution by delving into the various travel motivation factors that drive tourists to visit dark sites particularly in the context Amritsar.

5.5.2 Managerial Implications

The practical implications of this study's findings are anticipated to significantly enhance the understanding of various stakeholders engaged in the development of the dark tourism. Managers responsible for developing dark sites must realize that tourist motives are varied in nature. The study's finding described that tourist visiting Amritsar dark sites because of curiosity, Remembrance and knowledge seeking and this is particularly relevant for those focused on attracting dark tourists to the Amritsar. The results of this study provide invaluable insights into the experiences of tourist and therefore to optimize the experience of medical tourists, it is crucial for Government to develop the infrastructure that influences perceptions. Further the insights derived from this study will empower planners to identify key areas that attract dark tourists, facilitating the strategies to develop dark tourism product in Amritsar. Additionally, the benefits gained by dark tourist will support government initiatives in formulating policies that cater to the needs of both domestic and international dark tourist. Because of the significant growth observed in the dark tourism market in recent years, it is imperative to develop a comprehensive understanding of this market. In summary, the findings of this study provide a roadmap for enhancing the dark tourism experience in the Amritsar.

5.6 Limitations

The findings of the study was confined to only one region of Punjab i.e. Amritsar. Other sites from the Punjab were not considered.

The current study has some limitations as results were concluded based on domestic and NRI tourist responses and their responses were not differentiated in context of motives, experiences. Some respondents were reluctant to fill out the questionnaire, so their responses may be biased.

Another Limitation of the study is sample involved tourists only. Moreover if community were involved in the study, results may vary in context of motives, experiences and benefit gained.

There is scarce literature on the motivations, experiences and benefits gained from the Asian perspective.

5.7 Direction for Future Research

The present study examined the relationship between Dark tourist motivations, Experiences and Benefit gained .Therefore a conceptual model was framed to validate the results of the study. The model examined the impact of dark tourist motivations on Experiences and Experiences on the Benefits gained in Amritsar .Future studies should test the conceptual model from North, South, West and East dark sites perspective.

The current study analyzed motives, experiences and benefits gained of tourist at dark sites .Future research should explore how the community perceives dark tourism for their overall betterment and their motives, experiences and benefits.

The present research concentrated on tourists, both domestic and international, who visited Amritsar Dark sites. Subsequent studies should prioritize a comparative analysis of domestic and international tourists, exploring various dimensions of their travel motivations, Experiences and benefits.

Further, the intersection of technology and visitor experience, socio-cultural implications, and the ethical dimensions of commodifying tragedy pave way for future research on dark tourism in Amritsar. Emerging technologies, including virtual reality, augmented reality, and digital storytelling, possess the capacity to transform the interpretation and experience of dark sites, thereby affecting both emotional involvement and moral contemplation (Yankholmes & McKercher, 2020; Huang et al., 2022).

Future research could explore the impact of these technological instruments on visitors' ethical viewpoints, empathy, and sense of authenticity when interacting with narratives surrounding trauma and loss (Goulding et al., 2018; Farmaki, 2023). Moreover, examining the socio-cultural ramifications of such digital mediation—especially in a culturally and historically significant location can yield important insights into how remembrance, respect, and education are preserved in the face of growing commercialization (Sharpley, 2018; Stone, 2012; Kidron, 2021). Integrating ethical considerations into these technological and experiential inquiries would contribute to ensuring that dark tourism remains a respectful, educational, and socially responsible approach to heritage engagement (Biran & Poria, 2019; Bilginoğlu, 2025; Czermak &

Vogler, 2025).

5.8 Chapter Summary

The thesis concludes with an interpretation of the results and a discussion of the findings in light of previous research. The chapter also addresses the consequences of the study, its limitations, and potential avenues for further research.

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Websites:

[Welcome - Directorate of Statistics](#)

[District Amritsar, Government of Punjab | The Pilgrimage Center for Sikhs | India](#)

[Wagah Border | District Amritsar, Government of Punjab | India](#)

[Jallian Wala Bagh | District Amritsar, Government of Punjab | India](#)

[Districts of Punjab – Government of Punjab, India](#)

[Home - Dark Tourism - the guide to dark travel destinations around the world](#)

[India - Dark Tourism - the guide to dark travel destinations around the world](#)

[Dark Tourism Market Size, Share And Growth Report, 2030](#)

Annexure-I

Questionnaire

Dear Respondent This questionnaire is a part of academic doctoral research to **ANALYZING PROSPECTS FOR DARK TOURISM IN PUNJAB: DEFINING MOTIVATIONS AND EXPERIENCES AMONG TOURISTS**. You are requested to spare some time to respond this questionnaire. Your co-operation is highly solicited and your information will be kept confidential.

Researcher: Amolakdeep (Ph.D. Scholar)

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Demographic Profile:

Respondent					
Male	Female				
Age					
21-30	31-40	41-50	51-60	Above 60	
Education					
Undergraduate	Graduate	Postgraduate	Others		

Instructions:

On a scale of 1-5 being very disagree 1 to very agree 5, please indicate the following:

Very disagree (1)	Disagree(2)	Neutral(3)	Agree(4)	Very Agree(5)
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Statements						
S.NO	Curiosity	1	2	3	4	5
1	I want to satisfy my personal curiosity about how the victims of massacre, war and partition died.					
2	I want to have a meaningful day out with family or friends.					
3	I want to visit a place associated with massacre, war and partition.					
4	I want to visit the partition museum to see artifacts.					
	Remembrance					
5	I want to pay respects to victims of partition ,war and massacre					
6	I want to commemorate massacre					
7	I want to fulfill my sense of obligation					
8	I visited war site to give honor and remember prominent national heroes who contributed significantly to the country.					
9	I have empathy towards the sites and events					
	knowledge seeking					
10	I want to enhance my knowledge about sites associated with genocide and warfare.					
11	I want to learn history through unique galleries at Jallianwala bagh and Partition Museum.					
12	I want to accept feeling of patriotism at Wagah border.					
13	I want to see a famous site associated with genocide.					
14	I was always Interested in history of sites.					
	Cognitive Experiences					

15	I want to Sympathizes with the innocent victims of these sites.					
16	I want to Sympathizes with the injured people of war, partition and massacre.					
17	I want to feel Sorrow for the people who suffered during massacre, war and partition.					
18	I want to Learn about significant historic events that led to the creation of two nations.					
19	I want to experience something new during this visit.					
20	I want to experience the places many people wish to visit.					
	Affective Experiences					
21	I felt Sympathy for innocent people who were killed, injured during war ,partition and massacre					
22	I feel very sad after visiting sites associated with warfare ,dark galleries and genocide					
23	I Appreciated the construction of Partition Museum					
24	I Appreciated the renovation of Jallianwala Bagh					
25	I felt affective empathy for the survivors					
	Learning benefits					
26	I learnt how miserable the massacre and partition was.					
27	I learnt about history of sites.					
28	I learnt that a large number of innocent people were killed during the massacre, war and partition.					
	Psychological benefits					
29	I Fulfilled my obligation towards sites.					
30	I satisfied my curiosity about death.					
31	I am satisfied with this travel experience.					

Thank you!!!