

**Motivations and intentions of tourists to visit dark tourism locations**

by

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The student author and the program of study committee are solely responsible for the content of this dissertation. The Graduate College will ensure this dissertation is globally accessible and will not permit alterations after a degree is conferred.

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## ABSTRACT

Dark tourism is an increasingly popular research topic for the tourism industry, however it has been lacking in empirical research contribution. This study provides empirical research to demonstrate and analyze the relationships between four dark tourism constructs (i.e., dark experience, engaging entertainment, unique learning experience, and casual interest) and the Theory of Planned Behavior (TPB) constructs (i.e., attitude, subjective norm, perceived behavioral control, and behavioral intentions). The purpose of the study was to gain a better understanding of the behaviors and intentions of tourists who have either previously visited or plan to visit a dark tourism location.

Utilizing a combination of the Push-Pull Factor Theory, the Theory of Planned Behavior, and dark tourism constructs, a new theoretical framework was created to determine the motivations and intentions of tourists visiting dark tourism locations. A total of 1068 usable questionnaires were sampled using Qualtrics Panels data collection service for data analysis purposes. Confirmatory factor analysis (CFA) was used to verify satisfactory levels of reliability and validity in regards to the measurement of model fit. After the model fit was adequate, structural equation modeling (SEM) was employed to test the validity of the model and determine the positive and negative relationships between dark tourism constructs and the Theory of Planned Behavior.

Keywords: Dark tourism, Thanatourism, Consumer behavior, Theory of Planned Behavior, Structural equation modeling

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## CHAPTER 1: INTRODUCTION

“Dark tourism” is academically known as thanatourism. Thanatourism is a relatively new area of tourism that has grown in interest over the past decade (Biran & Hyde, 2013; Lennon & Foley, 1999). Thanatourism is the “travel dimension of thanatopsis”, defined as “travel to a location wholly, or partially, motivated by the desire for actual or symbolic encounters with death, particularly, but not exclusively, violent death” (Seaton, 1996; Sharpley & Stone, 2009, p. 15). With a considerable amount of awareness being pushed to the masses through news outlets, television shows, and social media, tourists are flocking to locations that are primarily known for their ghoulish history. Visual media, such as television and film, are central to contemporary attraction treatments and in turn provide income generation, commodification, and entertainment value to locations (Lennon & Foley, 1999). Dark tourism is about more than a simple fascination with death, it is also a powerful lens that allows contemporary life and death to be witnessed and relationships with broader societies and culture recognized (Stone, 2013).

### Statement of the Problem

Currently there is a substantial amount of theoretical research available on thanatourism and dark tourism-related topics, but there are very few academic articles that provide any empirical research on the topic. Most research currently available explains possible motivations of tourists to dark locations; however, no empirical research has been completed to test these theories. The only documented empirical research found was an article examining the motivations of tourists to visit a post-disaster destination. It was determined from this research that tourists were trying to satisfy their curiosity in relationship to the natural disaster that took place there (Biran, Liu, Li, & Eichhorn, 2014). This research is needed due to the lack of strong

empirical research supporting actual consumer motivations driving individuals to visit dark tourism locations. Considering the lack of empirical research, researchers are unsure of what the driving motivations are for tourists to want to visit those locations. This research provides a bridge in the current knowledge gap that exists related to consumer behavior and dark tourism.

### **Purpose**

The primary purpose of this research is to utilize a combination of theoretical frameworks to determine the motivations and intentions of tourists to visit dark tourism locations. Through utilization of the Push-Pull Factor Theory, the motivational factors that drive tourists to dark tourism locations was determined. TPB serves as a framework for determining visitors' behavioral intentions for wanting to tour various dark tourism locations which allows for prediction of deliberate behavior since human actions are guided by three types of beliefs: behavioral beliefs, normative beliefs, and control beliefs (Ajzen, 1991).

Using the above mentioned theories in relationship to dark tourism allowed for the following research questions to be answered by this study: (a) What is the relationship between the motivations and intentions of tourists who have previously visited a dark tourism location within the past 24 months or plan to visit a dark tourism location in the next 12 months? and (b) Are there any significant differences in the relationships between theoretical constructs based on whether or not individuals have visited a dark tourism location within the past 24 months or plan to visit a dark tourism location in the next 12 months?

In addition to understanding motivations and intentions of visitors to various dark tourism locations, consideration of contemporary media influences such as television and film will also be included in this research study. It is believed that the media has caused an increase in interest in dark tourism locations or locations with increased paranormal activity associated with them.

This allows for the third and final research question to be answered: (3) What is the relationship between contemporary media and motivations and intentions of tourists to visit dark tourism destinations shown on a television show?

Hypothesis statements were formed as a new theoretical foundation was developed from the use of the Theory of Planned Behavior, push-pull factor theory, and dark tourism constructs that have been theoretically tested in a previous study (Bissell, 2009). These hypotheses allowed for exploration of consumer motivations and intentions of tourists in relationship to the dark tourism constructs. Each dark tourism construct focused on different reasons for wanting to visit a dark tourism location and therefore broad conclusions can be drawn to determine a person's reason for wanting to visit a dark tourism location. Based on the theoretical model framework located in Appendix B, there were a total of 11 different hypothesis statements created to support this research study and help answer the research questions previously stated.

### **Research Contribution**

This information is of importance to both academics and practitioners as this is exploratory empirical research in an increasingly popular tourism sector. Practitioners can use the information gained from this survey to better market their dark tourism location to future or potential tourists. Considering there were four different dark tourism constructs tested against their relationship to attitudes, perceived behavioral control, and subjective norms, practitioners can access a great deal of information to help promote their location to tourist groups.

Academically, this research contribution establishes that there is a relationship between the TPB and dark tourism. Previous research has utilized the push-pull theory of motivational factors in relationship to dark tourism (Biran, Liu, Li, & Eichhorn, 2014; Bissell, 2009). While this study also employed push-pull theory questions, additional questions were utilized to show

that the TPB is also applicable to this area of research. This research effort could be replicated by doing this study at specific dark tourism locations of varying levels of darkness (Sharpley, 2005) to determine if there are changes within the relationships based on how “dark” a location is. Also, this study could be utilized for future tourism research related to consumer motivations and intentions by adapting the theoretical framework for other unique tourism sectors (e.g., space or sports tourism).

### **Definition of Terms**

The following terms listed below are specific to this research application and relate to the motivation and intention of tourists to visit dark tourism locations:

*Dark Tourism*: the act of tourists traveling to sites of death, tragedy, and suffering (Foley & Lennon, 1996)

*Thanatourism*: a derivative of thanatopsis; death-related tourist activity (Seaton, 1996)

*Global Communication Technology*: technology mediums (e.g., radio, Internet, television) that allow events to be broadcast worldwide instantaneously (Sharpley, 2005)

*Paranormal Discovery*: the way in which paranormal is packaged, presented, and experienced by tourists; often serving as a mass tourist attraction (Molle & Bader, 2014)

*Dark Experience*: tourist experiences related to death, fascination with abnormal and/or bizarre events and locations, and emotional experiences with a connection to death (Bissell, 2009)

*Engaging Entertainment*: personal or emotional connections to locations; also, includes interactive experiences at dark tourism locations (Foley & Lennon, 1996)

*Unique Learning Experience*: tourist experiences related to the educational or historical values of a location; additionally, could indicate a new, unique tourist experience (Bissell, 2009)

*Casual Interest*: tourists wishing to visit dark tourism locations for the entertainment value but wanting a relaxing experience at the same time (Bissell, 2009; Raine, 2013)

*Attitude*: is known as “an individual’s cognitive and affective evaluation or appraisal of a behavior that determines the favorability or unfavorability of performing the behavior in question” (Ajzen, 1991, p. 188). For purposes of this study, attitude refers to a tourist’s attitudinal perception of visiting a dark tourism location. Also, attitude in this study relates to the tourist’s evaluation of the tourist’s desirability of visiting a dark tourism location.

*Subjective Norm*: defined as the “perceived pressures on a person to perform a specific behavior and one’s motivation to comply with those pressures” (Ajzen, 1991, p. 188). For purposes of this study, subjective norm refers to any sort of social pressure that would either enable or hinder a tourist from wanting to visit a dark tourism location.

*Perceived Behavioral Control*: known as “the people’s perception of the ease or difficulty of performing the behavior of interest” (Ajzen, 1991, p. 188). For this study, perceived behavioral control is recognized as the tourists’ perceptions of their personal capabilities of being able to visit a dark tourism location.

*Behavioral Intention*: defined as “the degree to which a person has formulated a conscious plan to perform or not perform some specified behavior in the future” (Warshaw & Davis, 1985, p. 214). Behavioral intention for this study is related to the tourists’ specifically planning to visit dark tourism locations.

### **Chapter Summary**

This chapter presents the background of this research study. The statement of problem and the purpose statement of the research study were described. Additionally, the contributions

from this research study were discussed to provide insight of how this study differs from previous research and how it will add to the body of knowledge currently available.

## CHAPTER 2: REVIEW OF LITERATURE

Dark tourism is a unique sector of the tourism industry and is under-researched. There have been numerous articles written to support the need for research in this area; however, only a few have focused on empirical research of the dark tourism industry. Within this chapter, several areas related to dark tourism and the theories that support this research study will be discussed.

### Dark Tourism

Numerous researchers have given slightly different, but essentially similar definitions and names for these terms. Dark tourism is the act of tourists traveling to sites of death, tragedy, and suffering (Foley & Lennon, 1996). Sharpley (2005) defined dark tourism as “motivated by a fascination/interest in death and/or tourism to sites associated with death, whether individual, mass, violent, natural, untimely, or otherwise” (p.220). Blom (2000) defined “morbid tourism” as tourism that “focuses on sudden violent death which quickly attracts large numbers of people” and “an attraction-focused artificial morbidity-related tourism” (p. 32). Rojek (1997) referred to dark tourism as “black spot tourism,” which can be categorized as “nostalgic” sites (e.g., national cemeteries) and disaster sites that he defines as “analytically distinct from Black Spots as sensation sites” (p.63).

The concept of thanatourism allows for the most insight on the change in attitudes and perception of dark tourism over time. Seaton (1996) referred to death-related tourist activity as “thanatourism,” which derives from thanatopsis, or the “contemplation of death.” Thanatourism is further defined by Seaton (1996) as “travel to a location wholly, or partially, motivated by the desire for actual or symbolic encounters with death,

particularly violent death” (p.240). Thanatourism is primarily focused on behaviors of the tourists and their motives for visiting the dark tourism location rather than the features of the travel destination (Seaton, 1996).

The purest form of thanatourism is travel inspired exclusively by fascination with death, regardless of the person(s) involved. On the opposite end of the spectrum, thanatourism is driven by tourists having knowledge of or connection to the location through the individual(s) who passed on (e.g., war memorials, cemeteries). Had it not been for complexities of the locations and activities that took place at those locations, thanatourism could simply be defined as “morbid fascination with death” (Seaton, 1996).

People have been traveling to and exploring places associated with death for centuries. Some examples of early “dark tourism” are Roman gladiator games, guided tours to watch hangings in England, and pilgrimages to medieval executions (Boorstin, 1964; Stone, 2005) Today some sites of death and tragedy that are fascinating to tourists are John F. Kennedy’s and Mother Theresa’s death sites, the New York World Trade Center disaster location, the United 93 crash site, the Dracula Experience in the United Kingdom, and graveyards (Alderman, 2002; Foley & Lennon, 1996; Seaton, 2007).

Abandoned prisons and sites of punishment and incarcerations are also popular tourist attractions. Some examples of prisons known to be dark tourism destinations are Pentridge in Melbourne, Australia and Eastern State Penitentiary in Philadelphia, Pennsylvania (Foley & Lennon, 1996; Watson, 1997). Sharpley (2005) argues that the perception of tourists’ increasing interest in death is simply because more tourists and more sites are now accessible as people come to pay their respects or reflect on the tragedy’s aftermath (Foote, 1997).



One must also understand the difference that exists between dark tourism locations created by natural and man-made disasters (Ryan & Kohli, 2006). Some locations became recognized as a dark tourism destination and became popular after a natural disaster struck that area causing death (e.g., earthquakes in Sichuan, China) (Biran, Liu, Li, & Eichhorn, 2014). Locations that draw tourist's attention because of death caused by man-made disasters are much different. These locations were sites of death at the hand of man (e.g., Auschwitz concentration camp and the Book Depository in Dallas, Texas where John F. Kennedy was shot) (Seaton, 1996).

Research in dark tourism is motivated to understand why tourists are drawn to these sites and signifies a shift in the way in which death and disaster are being handled by those that offer associated tourist products. Lennon and Foley (2000) linked the presentation and consumption of death at tourist sites to three factors: (a) global communications create an initial interest in both a death and the travel to a location to see where the death occurred, (b) the objects of dark tourism present anxiety and doubt, and (c) the sites have become commodified. Additionally, elements of ethics arise when the line between the meaning of the site and what transpired there have become blurred.

Researchers have been questioning several topic areas related to dark tourism in recent years. Lennon and Foley (2000) question if there has been measurable growth in "tourist interest in recent death, disaster, and atrocity" or if there is just an increasing supply of dark tourism locations and attractions (p.3). Strange and Kempa (2003) questioned if there are degrees or "shades of darkness" that can be related to the location or intensity of interest in death or macabre of the tourists. Lennon (2005) discussed the

popularity of dark sites because of fascination with death and the ethical issues surrounding the exploitation of tragic history.

Per Seaton (1996), there are five travel activities that can be incorporated into thanatourism. The first is travel to witness public enactments of death. This is the purest form of thanatourism. In European countries, gladiatorial combats to the death, Christian martyrdoms, and political executions and public hangings produced huge crowds that paid to watch death occur. Today, individuals can still witness death to a limited degree. Most are sightseers that flock to disaster scenes or slow their cars to stare at vehicle accidents on the highways (Seaton, 1996). This act is also called “rubbernecking,” to look around and stare with great curiosity (Merriam-Webster, n.d.). The second and most popular form of thanatourism travel is to visit locations of mass or individual deaths. Numerous locations could fall into this category; however, two specific locations are Auschwitz, a network of German Nazi concentration camps, and the Book Depository in Dallas, Texas from which John F. Kennedy was assassinated (Seaton, 1996). Third, individuals will travel to visit memorials of the dead (e.g., graveyards, catacombs, crypts, and war memorials). Some locations may be more popular than others depending on who is buried there. The fourth type of thanatourism travel activity is to view material evidence or symbolic representation of death in locations that are unconnected with their occurrence (Seaton, 1996). A prime example for this type of thanatourism location would be the U.S. Holocaust Museum in Washington, D.C., where articles of Holocaust victims can be viewed. Finally, the last tourist activity is to travel for re-enactment or simulation of death. Until the 20th century, this type of activity primarily consisted of religious presentations staging the death of Christ. Today, reenactments of similar nature can be

seen (typically around Easter holidays) with individuals being tied to crosses along major roadways. Additionally, many war battle scenes are reenacted, drawing large tourist crowds to witness battlefield activities.

During the Romantic period (1770-1830) there was a strong emphasis on European travel to visit locations of death and violence, primarily castles, prisons, graveyards, battlefields, and public executions. Walter's "*memento mori*" (or "reminders of death") conveyed the idea that society no longer has a way to make sense of life and death since old-religious meta-narratives no longer play such noteworthy roles in society (Raine, 2013; Stone, 2012). This shift has occurred due to the medicalization of death (Stone and Sharpley, 2008), and death has essentially become invisible to the public. Until the twentieth century, thanatopsis was heavily recognized within society and was an evident motivation for travel (Seaton, 1996). Because the act of death has been taken from the public, representations of death are now conveyed to the public via the media, only making individuals even more curious about the topic (Stone, 2012). Individuals have always been fascinated by death and this has not changed over time. Lennon and Foley (2000) linked the presentation and consumption of death at tourist sites to three factors: (a) global communications create an initial interest in both a death and the travel to a location to see where the death occurred, (b) the objects of dark tourism present anxiety and doubt, and (c) the sites have become abundant.

The ideas of dark tourism and thanatourism have always had an ethical underpinning associated with them. It is not uncommon for the topic of thanatourism to be somewhat taboo. Elements of ethics tend to arise when the line between the meaning of the site and what transpired there become blurred. It may be best said, "non-

controversial memorials themselves become invisible very quickly” (Lennon & Foley, 1999, p. 50). Therefore, it is often that locations of dark tourism are controversial to some degree, making them more popular for the morbidly curious. Dark tourism is a fascinating and controversial research area that allows us to address complex social, cultural, political, and moral issues (Stone, 2013).

### **Medicalization of Death**

When researching dark tourism, one must consider what is causing the rise of individuals interested in visiting locations that have a dark past associated with death in some way. One explanation to the increased curiosity about death related locations can perhaps be attributed to the medicalization of death.

Over time, the process and acceptance of death has changed considerably. Illich (1990) developed a theory that describes the views of health, healing, and death and dying over the course of the past 500 years in six distinct stages. In Stage 1 (15<sup>th</sup> century), “Dance of the Dead,” death became autonomous and part of human life; there was a drastic change in attitudes and death became a natural event (Illich, 1990). Stage 2 (16-17<sup>th</sup> century), “Dance of Death,” represented a change from death being autonomous, to death becoming independent (Illich, 1990). Doctors during this time could help with healing or help with assisting in a quicker death. Additionally, towards the late 17<sup>th</sup> century, corpses were no longer considered sacred as before and public dissection was the subject of paintings and carnivals (Illich, 1990). “Bourgeois Death,” or Stage 3 in Illich’s (1990) theory took place because of the Industrial Revolution beginning the movement to avoid death by paying doctors for medical treatment (Illich, 1990). Stage 4, “Clinical Death,” took place during the 19<sup>th</sup> century as scientific doctors become prevalent and

successful at treating specific diseases. The fifth stage, “Health as a Commodity” occurred in the 20<sup>th</sup> century when healthcare was a civil right. Additionally, during this stage doctors began to intervene between the patient and death (Illich, 1990).

Finally, in the 6<sup>th</sup> Stage (late 20<sup>th</sup> century), “Death and Intensive Care,” patients are placed in an intensive care facility where they are no longer able to set the scene for their own death as they are at the mercy of medical professionals (Illich, 1990). In 1990, the American Hospital Association estimated that seven out of ten deaths in the United States were somehow timed or negotiated by medical treatment and professionals (Kearl, n.d.). As medicine became a controller over death itself, cultural fears over time have shifted from dying and post-mortem judgement to fear of the act of death (O’Gorman, 1998). Culturally, we suffer from gerontophobia, which is a derivative of our cultural thanatophobia. To combat our fears, there have been a plethora of anti-aging products and services, potions, and rituals introduced to avoid death (O’Gorman, 1998).

A seventh step in Illich’s (1990) theory, “Social Death” discusses the changes in death and dying rituals. Because funeral services have been professionalized over time, it is argued that an individual can be socially dead before he/she is biologically dead, causing previous ritual processes to no longer be observed (Illich, 1990). In non-western societies, death is not an individual event but a process that occurs over a period of time. Within this, there are stages of rituals indicating biological death, rituals of mourning, and rituals of social death (Illich, 1990). In Western civilization, it is argued that we have foregone our rituals when we turned over our mortality to medicalization (Barley, 1995). Additionally, medicalized treatment has allowed for society to dissociate from the process of death and dying, allowing the funeral director to prepare the corpse to look as

natural as possible for viewing and ritual purposes (Illich, 1990). Aside from typical rituals associated with funeral services, little public acknowledgement of death is made in contemporary society (Illich, 1990). Denying individuals the natural death process and friends and family the ability to properly grieve the loss of loved ones due to the medicalization of death may be a probable cause of the increased curiosity of death and disaster.

### **Communication Technology and Dark Tourism**

Thanatourism has always depended on communication to establish dark tourism locations and draw attention to those activities. Global communication technology has allowed individuals to learn of tragic events as they happen (Sharpley, 2005). John F. Kennedy's (JFK) assassination and the September 11<sup>th</sup> terror attacks on the World Trade Center towers are both noteworthy examples of events being broadcasted via global communication technology, which has led to those sites becoming dark tourism locations. In regards to JFK's assassination, it can be noted that television brought information to individuals immediately—the shooting, scenes outside of the hospital, swearing in of President Johnson, the murder of Lee Harvey Oswald, and the funeral of JFK (Foley & Lennon, 1996). Similar to the assassination of JFK, the September 11<sup>th</sup> terror attacks were also broadcasted immediately. Because of the events on September 11<sup>th</sup>, a viewing platform was opened at Ground Zero and visitors flocked to New York in record numbers. Between the opening of the platform and the end of June 2002, more than 3.5 million visitors came to see the rubble of the World Trade Center towers. Prior to the attacks, in contrast, the WTC would only see approximately 1.8 million visitors to the observation deck each year (Lisle, 2004). This data alone shows that the WTC towers

were a stronger draw for tourism as a dark tourism site rather than a standard tourist location.

Technology has made us more aware of dark tourism locations and the additional media attention has drawn us to locations such as prisons, hotels, homes of brutal murders, etc. that many tourists would never visit otherwise. Many individuals will visit locations because the locations have been promoted on television shows as being “haunted.” Paranormal related content has become a popular topic for television shows (e.g., *Ghost Hunters*, *Paranormal Witness*, *Most Haunted*) over the past ten years making it an abundant feature of US popular culture. In 2011, there were at least 28 different paranormal television shows airing new episodes (Molle & Bader, 2014). Tourist attention to these locations allows for individuals to satisfy their curiosity about death, but an historical education is also often bestowed amongst the tourists given that most locations have a strong historical background.

Koven (2007) also utilized television media to better understand the convergence of folklore and popular media. To complete the study, a methodology was utilized to determine how the television series *Most Haunted* could be considered a form of ostension. Folklorists define ostension as the presentation of a legend text rather than a legendary narrative being told (Koven, 2007). It was determined from this study that the television show *Most Haunted* does depict and represent legend text. Additionally, the show engages the audience in debates about the status of its truthful claims, ultimately bringing the mass-educated popular culture text closer to folkloristic, legend-telling activities (Koven, 2007).

### **Paranormal Investigations**

There has been a spike in paranormal investigations, which has resulted in an increase in dark tourism. In the United States, most metro areas have either a ghost tour operation or a ghost investigation club or organization (Molle & Bader, 2014). Interestingly, most of the paranormal clubs are relatively young, most originating since 2007 or later (Molle & Bader, 2014).

Paranormal attractions are not new to the United States as many events of such nature have been around for years. What has changed is the way paranormal events are presented. Since 2000, there has been a developing form of paranormal culture that Molle and Bader (2014) describe as “paranormal discovery.” Paranormal discovery is the result of three factors: (a) increased scientific language used by paranormal enthusiasts, (b) democratization of paranormal investigation, (c) and increased availability of paranormal experiences (Molle & Bader, 2014). These three factors have increased awareness and created a tourism draw to these dark tourism destinations.

### **Dark Tourism Theories**

There are two primary theories that can be related to dark tourism: Sharpley’s (2005) shades of darkness typology and Stone’s (2006) dark tourism spectrum. These are the two most prominently used theories in the current scholarly and industry literature that is available. Sharpley’s (2005) shades of darkness typology is the more prominently used of the two theories in subsequent research (Bissell, 2009; Ryan and Kohli, 2006). However, Raine (2013) utilized Stone’s (2006) spectrum to evaluate levels of darkness at burial grounds.



### **Sharpley's (2005) Shades of Darkness Typology**

Sharpley (2005) developed the shades of darkness typology by combining the research efforts and developments of previous researchers. Primarily, he reviewed the work of Rojek (1997) which focused on the intention of visit, and whether it is based on “accidental” (e.g., churches, graveyards, memorials) or “interest” based (e.g., witnessing of death of others first hand or learning about the death of famous people). Sharpley also reviewed the work of Seaton (1996). Seaton’s five categories of thanatourism (noted in the first question response) led Sharpley to believe there was a “continuum of intensity” dependent on the motives of travelers visiting the site and their levels of interest in death.

To begin discussing the shades of darkness typology, one must understand that Sharpley (2005) considered two primary bases when analyzing dark tourism: the tourist as a consumer and the site/attraction as the object of consumption. Therefore, with consumer behavior in mind, there may exist differing levels of “shades of darkness” based on the consumers’ interest in death. Because dark tourism can be considered a function of supply and demand, Sharpley (2005) utilized Holt’s (1995) typology of consumption practices framework to analyze the consumption of tourism in general. This allowed Sharpley (2005) to transition Holt’s (1995) four metaphors to dark tourism: dark tourism as experience, play, integration, and classification. Additionally, he combined Seaton’s (1996) work to differentiate the levels of darkness in association to supply and demand. The “purest” form of dark tourism is the intense fascination with death on behalf of the tourist and an attempt to exploit or profit from this fascination from the supplier or tourism location. There are two ends of the spectrum in regards to the supplier as well. There are locations that become dark tourism locations unintentionally (e.g., churches,

battlefields, burial sites) and those that were intentionally established to exploit people's thanatopsis (e.g., Flight 93 tours) (Sharpley, 2005). These two variations of supply lead to a "continuum of purpose" which links locations to potential consumers' interest or fascination with death. In comparison of both supply and demand of dark tourism, Sharpley (2005) determined four "shades" of dark tourism:

1. Pale tourism—minimal or limited interest in death when visiting sites unintended to be tourist attractions.
2. Grey tourism demand—tourists have a fascination with death visiting unintended tourism sites.
3. Grey tourism supply—these sites are intentionally developed to exploit death, but attract visitors with some, but not dominant, interests in death.
4. Black tourism—"pure" dark tourism. There is a strong fascination with death, which is satisfied by purposeful supply of experiences intended to satisfy this fascination.

From a theoretical perspective, this is a sound theory and allows for future researchers to expand on the theory to adapt it to their research needs. It can be utilized to research both the consumer and tourism location or the supply and demand side of the tourism equation. Sharpley's (2005) shades of darkness typology would be very helpful to practitioners who are operating dark tourism locations. It would allow the operator to determine placement on the shades of darkness typology scale and then actively market their location to the appropriate tourist consumer in a manner that will fit their needs, interests, or desires. Sharpley's (2005) shades of darkness typology has fewer categories

to consider which should make it more understandable and easier for practitioners to utilize.

The first researchers to utilize Sharpley's (2005) shades of darkness typology were Ryan and Kohli (2006). They utilized Sharpley's (2005) shades of darkness typology to investigate the Buried Village, New Zealand. Ryan and Kohli (2006) confirmed that the Buried Village does successfully fit the framework of Sharpley (2005) as a grey tourism supply product. The only other empirical research utilizing Sharpley's (2005) typology was a thesis report completed by Bissell (2009). Bissell's (2009) research efforts focused on two locations in Winnipeg, Canada. Raine (2013) utilized a qualitative study and an adaptation of Stone's (2006) dark tourist spectrum to evaluate levels of darkness at tourism locations.

### **Stone's Dark Tourism Spectrum**

Stone developed a dark tourism spectrum framework to better understand the placement of supply or dark tourism locations according to their darkness levels. His theory was built on the works of Miles (2002), Sharpley (2005), and Strange & Kempa (2003). There is a crucial difference between locations associated with death and suffering and those locations that are of death and suffering (Miles, 2002). For example, there is a difference between the levels of darkness between visiting Auschwitz and the U.S. Holocaust Memorial Museum in Washington, D.C. due to the deaths actually occurring in Auschwitz. Based on this idea, Stone (2006) created a dark tourism spectrum with six levels of darkness: darkest, darker, dark, light, lighter, and lightest. On the darkest end are the locations that actual death and suffering took place. On the opposite, lightest end, are the locations just associated with death and suffering. Stone

(2006) highlights the “seven dark suppliers” which fall onto the dark tourism spectrum based on their darkness levels: dark fun factories, dark exhibitions, dark dungeons, dark resting places, dark shrines, dark conflict sites, and dark camps of genocide.

Theoretically, Stone’s (2006) dark tourism spectrum is similar to that of Sharpley’s (2005) shades of darkness typology. It allows researchers to utilize the model and form it to their research needs. Practitioners could utilize Stone’s (2006) dark tourism spectrum to appropriately market their location to tourists. It would allow them to place themselves on the spectrum and determine the tourist motivations for wanting to visit their location, and market to them accordingly. Unfortunately, since all locations vary, they will not likely fit the scale perfectly and it may be unclear where exactly the locations belong on the scale. Additionally, certain events and tourist perceptions may cause locations to move or shift along the scale changing the dynamic of the location making it more difficult to market to consumers.

Both Sharpley’s (2005) shades of darkness typology and Stone’s (2006) dark tourism spectrum are newer and are relatively untested theories. With only a few other researchers using their theories for scholarly research, there is room for other researchers to utilize their theories and test their accuracy and reliability. Additionally, neither theory addresses the issue of why tourists want to visit dark tourism locations. Both theories take into consideration tourists’ interest levels with death, but otherwise tourist or consumer motivation is not a focus.

### **Theory of Reasoned Action**

The Theory of Reasoned Action (TRA) is comprised of two major factors that are said to predict behavior: attitude and subjective norm. A pictorial depiction of TRA can

be found in Figure 1. A person's attitude toward an object is obtained by measuring his or her beliefs of salient attributes that an object has and the evaluation of each attribute (Fishbein & Ajzen, 1975). Attitude can be conceptualized as the overall positive or negative evaluation of a behavior and is a derivative of the salient behavioral beliefs of an individual, which can be considered the perceived likelihood of particular outcomes occurring (Lam & Hsu, 2004). An individual is more likely to partake in an activity or perform a specific behavior if they have a positive attitude about it.

Subjective norms refer to the perception of general social pressures to perform or not perform a particular behavior. There are two components that come together to form subjective norms. The first is social pressure from salient references; the second is the motivation to comply with those referents (Lam & Hsu, 2004).

Behavioral beliefs claim to be the underlying influence on individual attitudes toward performing a behavior while normative beliefs influence an individual's subjective norm regarding the behavior (Madden, Ellen, & Ajzen, 1992). Subjective norms become important with this specific topic since the idea of dark tourism and paranormal activity can be heavily impacted by individuals' beliefs of the topic and how individuals will view the behavior in question.

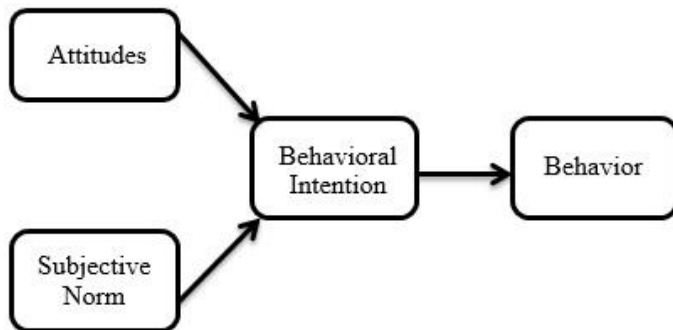


Figure 1. Theory of Reasoned Action

Due to the power of the TRA model, it has been widely used to predict behavioral intentions regarding topics of related to marketing and consumer behavior. Kim, Kim, & Goh (2011) used their own modified version of TRA to determine revisit intentions of tourists to a Low-Country Oyster Festival in Charleston, South Carolina. The food tourists' intention to revisit could be explained and predicted using the perceived value and satisfaction constructs of the modified TRA model. This also lends strong support to the relationship between affective and cognitive relationship variables (Kim, Kim, & Goh, 2011).

### **Theory of Planned Behavior**

The Theory of Planned Behavior (TPB) is an extension of the Theory of Reasoned Action to predict deliberate behavior (Ajzen, 1988, 1991). TRA was developed to deal explicitly with purely volitional behaviors; TPB is to be utilized to predict behaviors that are not under complete volitional control (Ajzen, 1988). The primary difference between the models is that TPB incorporates an additional dimension of perceived behavioral control as the primary determinant of behavioral intention (Han, Hsu, & Sheu, 2010). TPB predicts two possible effects of perceived behavioral control on behavior: (a) perceived behavioral control reflects motivational factors that have indirect effect on behavior through intentions; (b) perceived behavioral control reflects actual control and has a direct link to behavior not mediated by intentions (Madden, Ellen, & Ajzen, 1992). TPB expands on TRA to include a belief factor that encompasses the possession of required resources and opportunities to perform a specific behavior (Madden, Ellen, & Ajzen, 1992). Figure 2 illustrates the TPB.

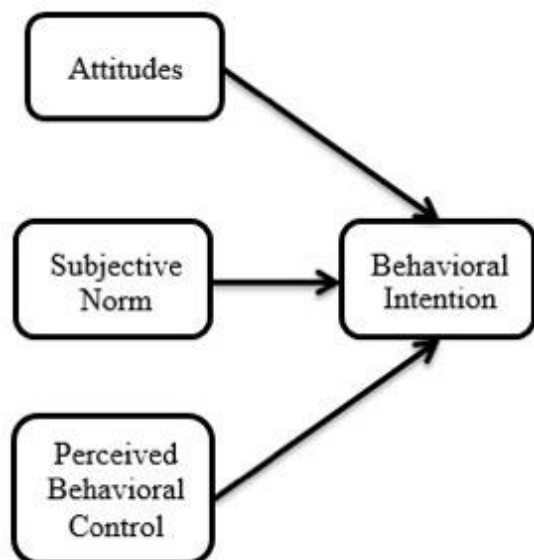


Figure 2. Theory of Planned Behavior Model

If individuals are not confident in their ability to perform the behavior due to inadequate resources, their intentions to perform the behavior may be low, however they may still have a favorable attitude toward the performance of the behavior. Most tourism service purchases are high-involvement decisions, possibly requiring more resources than other behaviors. Decision making choices are extensive due to the relatively high-costs, monetary and non-monetary involved with travel decisions (Sirakaya & Woodside, 2005).

Due to the increased flexibility and adaptation, TPB has been widely used to support numerous research efforts related to tourism and tourist behaviors (Ajzen & Driver, 1992; Han, et al., 2010; Han & Kim, 2010; Lam & Hsu, 2004, 2006). Lam & Hsu (2004) utilized the TPB to determine tourist motivations of travelers from China visiting Hong Kong. These researchers determined from their study using the TPB that attitude, perceived behavioral control, and past behaviors were directly related to the survey participants' travel intentions.

Similarly, Lam and Hsu (2006) modified the TPB to incorporate the construct of past behavior in addition to the standard constructs of TPB to determine intention of Taiwanese travelers to visit Hong Kong. They also modified the TPB model to combine the intention and behavior constructs to make one construct representing behavioral intention. The TPB module used by Lam & Hsu (2006) showed that the more times Taiwanese travelers visited Hong Kong, the intention to re-visit Hong Kong became stronger. This was due to the travelers experiencing good things while in Hong Kong, increasing their likelihood to re-visit and encourage other Taiwanese tourists to visit Hong Kong. Because this study was also attempting to determine behavioral intentions of tourists to visit dark tourism locations, the theoretical model represents the behavioral intention construct as well.

Cheng, Lam, and Hsu (2006) used the TPB to determine the negative word-of-mouth communication intentions of Chinese consumers visiting high-class Chinese restaurants. Additionally, they wanted to determine the influence of attitude, subjective norm, and perceived behavioral control on the intention of spreading negative word-of-mouth communications.

Han and Kim (2010) modified the TPB to allow them a more comprehensive explanation of customers' intention to revisit environmentally friendly, green hotels. The results yielded that the modified TPB study was well supported in determining intention to revisit green hotels. Based on their study, it was determined that past behavior was a significant predictor of intention: the more times a customer stays at a green hotel, the more likely their intention to revisit again.



### **Push - Pull Factor Theory**

The sign-gestalt paradigm designed by Tolman (1959) was later adjusted by Dann (1977) and is best known as the push-pull factor compendium theory. This theory is one of the most highly recognized theories utilized within tourism research (Uysal, Li, & Sirakaya-Turk, 2008). The push-pull factor theory stands on the idea that a motivated individual will act on psychological or physiological stimuli to satisfy a need or to achieve an anticipated goal (Dunn & Iso-Ahola, 1991; Fodness, 1994; Uysal et al., 2008). Push and pull factors of tourist motivation are known to have a significant impact on travel related decisions. Locations with desirable attributes will pull tourists to visit them over competing destinations with less desirable attributes. Tourists will typically select destinations that are more likely to satisfy their needs and expectations. In marketing, it is known that people do not typically purchase products or services; they are buying the expectation of benefits that satisfy a need (Crompton & McKay, 1997).

Using the push-pull theory for this study will assist in the marketing efforts, for both developmental and promotional aspects of the dark tourism locations. Iso-Ahola (1980, 1982) stated that motivation is one of the most important deciding factors for leisure travelers. Having a solid understanding of what motivates dark tourism travelers will allow researchers and marketers to predict tourist behavior and travel patterns to dark tourism locations. This study utilized the push-pull factor theory to develop questions utilized in the survey questionnaire to gain a better understanding of what motivates tourists to visit dark tourism destinations.

To use the push-pull factor theory we must understand what each of the factors represent. Push factors are based on the needs and wants of the individual travelers; these

are the reasons that people want to leave their normal residence and escape to the tourist destination. Pull factors are factors that attract a tourist to a specific location; these factors are typically associated with the attractiveness of a location and consist of tangible assets (e.g. beaches, recreational facilities, etc.) (Uysal et al., 2008).

Push factors may or may not change as tourists attempt to find a destination to meet their individual travel needs and expectations. However, pull factors will vary by dark tourism location, and this is of significance because it will allow this study to show the importance of individual settings that allow activities and specific experiences to occur (Uysal et al., 2008). This supports the idea that decision-making is heavily influenced by the location settings and the attributes of specific locations are helpful in creating the desired outcome of a vacation or visit to the location.

Iso-Ahola (1982) developed an escape-seeking dichotomy that is closely related to the push-pull factor theory. The only difference is that the “push” concept is considered to be escaping, “the desire to leave the everyday environment behind oneself” (p.261). The “pull” factor is the seeking forces or “the desire to obtain psychological (intrinsic) rewards through travel in a contrasting (new or old) environment” (Iso-Ahola, 1982, p. 261).

Crompton and McKay (1997) utilized a combination of Iso-Ahola’s (1982) escape-seeking dichotomy and the push-pull factor theory to determine the motives of visitors to festival events. Using Crompton’s (1979) framework that embraces seven socio-psychological motivational domains, they created a survey model. The seven socio-psychological motivational domains included: novelty, socialization, prestige and status, rest and relaxation, education value and intellectual enrichment, enhancing kinship and

relations/family togetherness, and regression. Some of these categories are more appropriate for this survey than others (novelty, educational value and intellectual enrichment, and regression). Even though the entirety of Crompton's (1979) framework does not apply, some of the questions utilized for Crompton and McKay's (1997) study of festival-goers work well for this study related to dark tourism locations.

Dann (1981) noted that tourist motivation could be examined using a two-tier framework of 'push' and 'pull' domains. This particular framework viewed push factors being categorized by motivations, socioeconomic and demographic factors, and market knowledge. Pull factors were categorized by Dann (1981) as destination attributes and type of facilities, accessibility, maintenance or situational factors, and marketed image. This two-tiered framework will be utilized for the formation of this research survey.

### **Theoretical Framework**

To add to the TPB model, this research will focus on four additional constructs that will potentially affect the attitudes, subjective norms, and perceived behavior control elements of the original TPB model. Those four constructs are: dark experience, engaging entertainment, unique learning experience, and casual interest. These constructs were originally tested and developed in the thesis completed by Bissell (2009). After thoroughly reviewing the literature available, these four constructs are strong and supported by previous dark tourism research studies. A pictorial representation of the theoretical framework is in Appendix B. Based on the theoretical framework, the following hypotheses statements listed in Table 1 will be tested.

## Dark Experience

Dark tourism has been defined as visiting locations associated with death, tragedy, suffering (Foley & Lennon, 1996) due to motivations of fascination or interest in death or sites of death (Sharpley, 2005). Western society has a contemporary fascination with death, real or fictional, media inspired or otherwise that leads to increases in interest of dark tourism locations (Stone, 2006).

Raine's (2013) dark tourist spectrum study of tourists visiting burial grounds and graveyards concluded that mourners and pilgrims had personal and spiritual connections to the different sites being studied. Mourners visited specific gravesites and usually would perform meditations for the dead. Pilgrims had a personal connection to specific burial sites in some way, whether it is a religious connection to the individual or they served as a personal hero (Raine, 2013). Death rites are often performed as a ritual not necessarily to mark the passing of the deceased but rather to heal the wounds of families, communities, societies, and/or nations by the deceased's passing (Bowman & Pezzullo, 2009).

Additionally, Raine's (2013) study discovered another subset of tourists—the morbidly curious and thrill seekers. Those classified as morbidly curious or thrill seekers were visiting burial sites to confront and experience death. Whether a mourner or pilgrim or the morbidly curious thrill seeker, the tourists had a strong connection to the dead they were there to visit which could categorize them as seeking a dark experience.

To take dark tourism to the extreme, Miller and Gonzalez (2013) completed a study on death tourism. Death tourism occurs when individuals travel to a location to end their lives, often through a means of assisted medical suicide. It was determined that this

is still a taboo topic for some countries where it is not legalized, however it is gaining more publicity. It was determined that death tourism is typically the result of one of four reasons; the primary reason death tourism is planned is because of assisted suicide being illegal in the traveler's home country (Miller & Gonzalez, 2013). While death tourism does not directly apply to this particular study, it is an offspring of dark tourism and is a tourist activity that is related to dark experience.

“Dark Experience” for purposes of this study was tested using statements related to death, fascination with abnormal and/or bizarre events and locations, and emotional experiences with a connection to death. This is the first of four constructs that was tested in combination with the Theory of Planned Behavior. Based on previous research, the following hypotheses statements were created:

*Hypothesis 1:* Dark Experience will have a positive relationship with Attitudes

*Hypothesis 2:* Dark Experience will have a positive relationship with Subjective Norm

### **Engaging Entertainment**

Visitors motivated to experience dark tourism locations might want to see the reality behind the media images or may have a personal connection to the location or individuals associated to the location. Either way, the fascination with dark tourism locations has raised several ethical dilemmas over the years (Foley & Lennon, 1996). Individuals will often gain an emotional connection to celebrities. Therefore, tours of Elvis' home, Graceland, and the accurate reenactment of James Dean's funeral procession offer visitors an experience that is different to that of everyday life and has been systematized and socially organized (Foley & Lennon, 1996).

Cheal and Griffin (2013) performed a qualitative study of Australian tourists visiting Gallipoli. Their primary goal was to understand how tourists approach and engage with battlefield sites. Three primary themes emerged reflecting emotional experiences at Gallipoli: being moved, being proud, and feeling a sense of loss. Overall it was concluded that the experience of visiting a battlefield is memorable and transforming, especially when tourists have a national or personal connection to the site. There was no evidence from their study that tourists were motivated by morbid curiosity of death to visit Gallipoli (Cheal & Griffin, 2013).

Poria, Butler, and Airey (2004) conducted a study to determine links between tourists, their heritage, and why they visited heritage sites. It was determined that heritage and emotional experience was of importance to English-speaking international travelers departing Israel. The results showed that reasons for visiting heritage sites were directly linked to tourists' perceptions of the site visited in relationship to their own heritage and their willingness to be exposed emotionally (Poria, Butler, & Airey, 2004). While this study is not directly linked to dark tourism, it does show relevance through testing emotional connections to locations through quantitative statistical measures. It has been found that when tourists perceive a site to be part of their own heritage, they will show greater interest in learning, feeling emotional involvement, and being connected to their personal heritage (Poria, Reichel, & Biran, 2006). Dark tourism sites are often connected to individuals' personal heritage that are visited for various reasons; Auschwitz, Ground Zero, and war battlefields are a few examples of dark tourism sites that would be considered heritage sites.

“Engaging Entertainment” was tested using statements that inquire about the personal or emotional connection to the location they have visited or wish to visit in the future. As a result of previous research, the following hypotheses statements were made in regards to Engaging Entertainment:

*Hypothesis 3:* Engaging Entertainment will have a positive relationship with  
Attitudes

*Hypothesis 4:* Engaging Entertainment will have a positive relationship with  
Subjective Norm

### **Unique Learning Experience**

Raine’s (2013) study of dark tourists led to the classifications of tourists as information seekers and hobbyists. These individuals were at burial sites and graveyards to explore and make discoveries. Often, they were there for educational purposes and might not engage with the site as a burial ground; usually they are emotionally detached and only visiting for a pleasurable experience (Raine, 2013). For example, hobbyists may be a photographer taking photos of the location because of their hobby of photography rather than their connection to death and disaster at a specific location.

Farmaki (2013) completed exploratory research by interviewing twelve museum personnel workers, policymakers, and members of the association of travel agents and tour guides to determine supply and demand motivations of tourists to dark heritage sites in Cyprus. It was determined from Farmaki’s (2013) study that the museum in the study was primarily for educational and memorial purposes, however the concept of death was incorporated to enhance the tourists’ experience. Overall, it was found that museums become places of commemoration, admiration, and learning (Farmaki, 2013).

The third construct tested was “Unique Learning Experience.” This construct focused on learning about the history of the location being visited or trying something that is different and out of the ordinary. In connection with the Unique Learning Experience construct, the following hypotheses statements were concluded:

*Hypothesis 5:* Unique Learning Experience will have a positive relationship with  
Attitudes

*Hypothesis 6:* Unique Learning Experience will have a positive relationship with  
Subjective Norm

### **Casual Interest**

Raine (2013) also discovered a group of tourists in her study that was classified as sightseers, retreaters, and passive recreationalists. These individuals were themed as “incidental” because the nature of their visits were often unplanned and they were visiting the site for reasons other than to experience events related to death and burials. These visits were of interest to sightseers because of the general interest in the area and retreaters wanted to experience the location for reasons of escape from stresses of everyday life (Raine, 2013).

The final construct tested was “Casual Interest.” This particular construct focuses on individuals who want to visit a dark tourism location for the entertainment value but want to have a relaxing time while doing so. As a result of previous research, the following hypotheses statements were created to test casual interest:

*Hypothesis 7:* Casual Interest will have a positive relationship with Attitudes

*Hypothesis 8:* Casual Interest will have a positive relationship with Subjective  
Norm



## Theory of Planned Behavior

In regards to understanding intentions of tourists to dark tourism locations, we must understand the “relative importance of attitude, subjective norm, and perceived behavioral control in the prediction of intention is expected to vary across behaviors and situations” (Ajzen, 1991, p. 188). Typically, individuals will tend to be more likely to engage in behaviors that are believed to be achievable (Armitage & Conner, 2001; Bandura, 1997). The perceived behavioral control is what actually influences the tourists’ intentions and their perception of their ability to perform a specific behavior. With the idea in mind that many individuals are curious or intrigued by locations known to host paranormal activity; this will heighten specific behaviors in tourists leading to the following research question: Will individuals who are curious or intrigued by paranormal activity be more likely to visit dark tourism locations than individuals who are not interested in paranormal activity?

Concluded from previous research, the following hypotheses statements have been developed to test the relationships of the Theory of Planned Behavior:

*Hypothesis 9:* Attitudes will have a positive relationship with Intention

*Hypothesis 10:* Subjective Norm will have a negative relationship with Intention

*Hypothesis 11:* Perceived Behavioral Control will have a positive relationship with Intention

Table 1.

*Hypotheses of Tourist Motivations and Intentions to Visit Dark Tourism Locations*

Hypotheses	Relationships
H1:	Dark Experience will have a positive relationship with Attitudes
H2:	Dark Experience will have a positive relationship with Subjective
H3:	Engaging Entertainment will have a positive relationship with
H4:	Engaging Entertainment will have a positive relationship with
H5:	Unique Learning Experience will have a positive relationship with Attitudes
H6:	Unique Learning Experience will have a positive relationship with Subjective Norm
H7:	Casual Interest will have a positive relationship with Attitudes
H8:	Casual Interest will have a positive relationship with Subjective Norm
H9:	Attitudes will have a positive relationship with Intention
H10:	Subjective Norm will have a negative relationship with Intention
H11:	Perceived Behavioral Control will have a positive relationship with Intention

**Chapter Summary**

The purpose of this chapter was to: (a) provide information related to dark tourism and the importance of this research effort, (b) allow for understanding of how the medicalization of death and communication technology has played a part in the growth of dark tourism, (c) provide an overview of the dark tourism theories currently available, and finally (d) explore the theoretical framework of the TRA, the TPB, Push-Pull theory, and the adaptations of those theories to fit this study.

## CHAPTER 3: METHODOLOGY

Chapter 3 will focus on the research methods utilized to test the hypotheses statements discussed in Chapter 2. Within this chapter, the development of the survey instrument will be explained. Additionally, the second section of this chapter will examine the key terms and discuss the variables being tested. The third section of Chapter 3 will focus on the sampling and data collection procedure. Finally, the fourth section will describe the statistical analysis processes utilized for this research study.

### Survey Instrument

The survey questionnaire was developed upon the conclusion of a comprehensive literature review to measure the assessment items related to dark tourism and the TPB. To complete this study, measurement items that were previously developed and validated were adapted to fit this study (Ajzen, 1991; Biran, et al., 2014; Bissell, 2009; Lam & Hsu, 2006; Molle & Bader, 2014; Sharpley, 2005). The construct items utilized in this study were developed to determine the relationships of consumer behaviors and motivations of tourists traveling to dark tourism locations. The dark tourism constructs: dark experience (DE), engaging entertainment (EE), unique learning experience (ULE), and casual interest (CI) were tested in relationship to the TPB constructs: attitudes, subjective norms, perceived behavioral controls, and behavioral intentions.

### Dark Tourism Construct Measurements

All survey questions related to the dark tourism constructs were adapted from previous studies (Biran, et al., 2014; Bissell, 2009; Lam & Hsu, 2006; Molle & Bader, 2014). Each question was effectively modified to best fit the topic of this research study. Items used to test the four dark tourism constructs can be found in Table 2.

Table 2.

*Dark Tourism Construct Measurement Items*

Construct	Scale Item
Engaging Entertainment	(EE_1) To travel
	(EE_2) To have a hobby
	(EE_3) To change pace and get away from routine
	(EE_4) To meet people with similar interests
	(EE_5) To be emotionally refreshed
	(EE_6) To be physically refreshed
	(EE_7) To have some entertainment
	(EE_8) To see the improvement/changes of the dark tourism location
	(EE_9) Has been featured on television shows
Dark Experience	(DE_1) To reconnect with individual(s) that were somehow associated to the dark tourism location
	(DE_2) To satisfy personal curiosity about how the victims died
	(DE_3) To witness the act of death and dying
	(DE_4) To satisfy my fascination of abnormal and bizarre events
	(DE_5) To experience paranormal activity
	(DE_6) To experience paranormal activity as seen on main-stream media
	(DE_7) To seek out stories related to the dark tourism location
	(DE_8) To see the wreckage/debris of the dark tourism location
	(DE_9) To visit well-recognized location that are known to be home to paranormal activity
	(DE_10) Well-known for paranormal activity
Unique Learning Experience	(ULE_1) To try something new
	(ULE_2) To try something “out of the ordinary”
	(ULE_3) To experience place(s) many people have not been to or wish to visit
	(ULE_4) To increase knowledge
Engaging Entertainment	(ULE_5) To experience a part of my own heritage
	(ULE_6) To visit historical/cultural sites
	(ULE_7) Originality of facilities
	(ULE_8) Well-known for historical heritage
Casual Interest	(CI_1) To have an enjoyable time with family/friends
	(CI_2) Natural scenery
	(CI_3) Service quality
	(CI_4) Personal safety
	(CI_5) Value of tours
	(CI_6) Special tour promotions

A total of 33 measurable items were asked of each survey participant. Ten questions were used to measure dark experience (Biran, et al., 2014; Bissell, 2009; Molle & Bader, 2014), nine questions were used to measure engaging entertainment (Biran, et al., 2014; Bissell, 2009), eight questions measured the unique learning experience construct (Biran, et al., 2014; Bissell, 2009), and six questions measured the casual interest construct (Biran, et al., 2014). All questions related to the dark tourism constructs were Likert scale questions, with 1 representing extremely unimportant and 5 representing extremely important.

### **Theory of Planned Behavior (TPB) Construct Measurements**

The survey was built to ask questions related to the attitudes, subjective norms, perceived behavioral control, and behavioral intentions associated with visiting dark tourism locations. All questions related to behavioral intentions, attitude, and perceived behavioral control were measured using a 5-point Likert scale with answers ranging from 1 being strongly disagree to 5 being strongly agree. There were 5 questions utilized to measure both behavioral intention and attitude constructs. There were 3 questions utilized to measure both subjective norms and perceived behavioral control constructs. Questions used to measure the subjective norm construct also used a 5-point Likert scale. One question had responses that were based on 1 (strongly disagree) and 5 (strongly agree). The second question had responses that ranged from 1 (should not) to 5 (should). Finally, the third question used to test perceived behavioral control had answers that ranged from 1 (disapprove) to 5 (approve). All questions used to measure the TPB constructs can be found in Table 3.

### **Dark Tourism Location and Demographic Variables**

The survey instrument included several questions related to dark tourism to allow for correlations to be made between motivations and intentions and the level of darkness of the

locations being visited. Additionally, information related to the survey participants was gained through seven demographic variables. A list of these variables is available in Table 4.

Table 3.

*Measurement of Theory of Planned Behavior (TPB) Constructs*

Construct	Scale Item
Behavioral Intentions	(BI_1) I will visit a dark tourism location in the next 12 months
	(BI_2) I want to visit a dark tourism location in the next 12 months
	(BI_3) I would revisit the most recent dark tourism location I visited/plan to visit again in the future
	(BI_4) I would recommend visiting the most recent dark tourism location I visited/plan to visit to a friend or family member
	(BI_5) I would recommend visiting any dark tourism location to a friend or family member
Attitude	(A_1) Enjoyable
	(A_2) Pleasant
	(A_3) Exciting
	(A_4) Fun
	(A_5) Positive
Subjective Norm	(SN_1) Most people I know would choose a dark tourism location for vacation purposes
	(SN_2) People who are important to me think I... choose a dark tourism location to visit
	(SN_3) People who are important to me would... of my visit to a dark tourism location
Perceived Behavioral Control	(PBC_1) I am in control of whether or not I visit a dark tourism location
	(PBC_2) If I wanted, I could easily afford to visit a dark tourism location
	(PBC_3) There are dark tourism locations within reasonable driving distance of my home

Table 4.

*Measurement of Demographic Variables*

Variable	Measurement
Gender	Male, Female, Prefer not to answer
Age	Indicated by numerical value
Education	Less than high school degree, High school graduate, Some college but no degree, Associate degree, Bachelor's degree, Master's degree, Doctoral degree, Professional degree (JD, MD), I prefer not to say
Marital Status	Single, Married, Divorced/Separated, Widow/Widower, I prefer not to say
Income	Indicated by selecting personal income levels from choices beginning at Less than \$20,000 and increasing in \$20,000 increments to More than \$200,00
Country of Residence	Indicated by selection of country
State of Residence	Indicated by selection of state if residing within the United States

### Survey Questionnaire Development

Qualtrics, a web-based survey software company, was used to administer this questionnaire to participants. The initial page of the survey included a description of the research study being completed and an informed consent document that participants were required to acknowledge and agree to participation. If the potential participants selected "I Agree" then they proceeded with the survey questions. If they selected "I Do Not Agree" they were removed from the survey and did not continue with any further questions.

Qualtrics has an electronic database of survey candidates, called panels, that was solicited to take the survey if they answered appropriately to the pre-qualification questions utilized to prescreen the candidates. Each participant to fully complete the survey questionnaire was paid \$4.50 for their time and participation. Utilization of Qualtrics over other survey collection methods was selected due to the ability to collect a larger quantity of data in a short time span.

After responding to the initial consent question, the participants were then asked two screening questions to determine eligibility of participation in this research study. Since the goal of the study was to determine behaviors and intentions of tourists who plan to visit or have visited a dark tourism location two basic qualification questions were asked of all potential participants: (1) Have you visited a dark tourism location within the past 24 months? and (2) Do you plan to visit a dark tourism location within the next 12 months?

Prior to any questions being asked, a definition of dark tourism was presented to the participants. There were specific instructions presented at the beginning of the survey indicating that all questions should be answered based off their visit or plan to visit an actual dark tourism location rather than a temporary dark tourism location. Temporary dark tourism locations are typically visited around the Halloween holiday season. Examples of these locations include haunted houses or haunted corn mazes built for temporary entertainment purposes.

### **Pilot Test**

To increase the levels of reliability and validity of this research effort, a pilot study was utilized. A small group of industry professionals currently working at locations recognized for being dark tourism locations and other academic researchers were invited to critique the initial draft of the survey. Forty-one individuals reviewed the pilot study and provided their feedback related to the questionnaire. These individuals took the survey instrument and gave suggestions on how the instrument may be improved. The primary feedback received was related to minor wording issues of questions. For example, one question related to unique learning experience was initially written as “To try something new and out of the ordinary.” This was revised to ask two questions rather than one single question. After all suggestions were considered and minor changes were made, the survey instrument was launched to the Qualtrics panels.



### **Data Collection Procedure**

Prior to releasing the pilot test and survey questionnaire, the consent form, questionnaire, and data collection procedure were approved by the Institutional Review Board (IRB) of Iowa State University. A copy of the IRB approval form is in Appendix A. After receiving full approval from the IRB, the pilot study was released to the small group of industry professionals to be completed. After revisions from the pilot study were completed, the survey was launched and data was collected from November 4-27, 2016.

### **Questionnaire Response**

Based on various study guidelines, the recommended sample size for a study utilizing SEM should be at least 200, but preferably more than 400 observations (Reinartz, Haenlein & Henseler, 2009; Gay & Airasain, 2003). This survey was developed to be answered from two participating groups: those who have visited a dark tourism location within the last 24 months and those who plan to visit a dark tourism location within the next 12 months. Whether if participants have visited or plan to visit a dark tourism location determined the exact wording of the question set that they answered. From the pre-qualification questions, the participants were appropriately filtered into either the “have visited” or “plan to visit” question sets.

A total of 44,270 invitations were sent to Qualtrics panel participants requesting participation in this study. Of the 44,270 individuals to receive the invitation to participate, 3907 total individuals attempted to complete the survey resulting in a participation rate of 8.8%. This percentage does not represent an accurate completion rate as 1,235 responses were halted after failing to accurately respond to an attention check question, 996 were terminated due to being over the response needed quota for a specific group—either have visited or plan to visit; and 449 participants self-terminated partially through the survey, resulting in an incomplete questionnaire

submission. The average completion time for each participant was 14.9 minutes. A total of 1227 participants completed the questionnaire, resulting in a completion rate of 2.8%. After screening the responses, 159 responses were eliminated due to incomplete data leaving the final sample size as 1068 participants. Individuals who had indicated they had previously visited a dark tourism location within the last 24 months represented 651 of the 1068 usable survey responses. The remaining 417 responses collected were from individuals who plan to visit a dark tourism location within the next 12 months. In addition to checking for incomplete data in the individual responses, the participants were forced to answer two attention check questions as they moved through the survey. This ensured that the participants were fully reading and answering the questions to the best of their abilities. An example of an attention check question would read “to ensure that participants are thoroughly reading each question, please click Somewhat Disagree.”

After all validity checks were completed, a combined structural equation model (SEM) test with both have visited and plan to visit participants included, created an overall sample size of 1068. Depending on previous research, some have suggested that a minimum requirement of sample size for SEM analyses be 400 participants when the number of the population is greater than 5,000 (Gay & Airasain, 2003). Realizing there are more than 5,000 individuals who fall into the population of considering themselves dark tourists, sample sizes for both the combined SEM and individual SEM tests of tourists who have previously been to dark tourism locations and tourists who plan to visit are of adequate size.

### **Statistical Analysis Procedures**

To analyze the data collected from this study, the Statistical Program for Social Sciences (SPSS) version 23 and AMOS 22 were employed. The data were analyzed through two phases of analysis. The first phase was to determine descriptive statistics for all variables. Secondly, the

two-step Structural Equation Modeling (SEM) approach (Anderson & Gerbing, 1988) was used to determine if any positive or negative relationships exist between constructs. SPSS 23 was utilized for housing the data sets and processing of descriptive statistics of all variables. To test the conceptual model and hypotheses statements, the two-step approach was completed using AMOS 22. The first step was to perform a Confirmatory Factor Analysis (CFA). Results from the CFA testing allowed for evaluation of the model fit and reliability and validity of the variables (Hair, Black, Babin, & Anderson, 2010). For the second step, SEM was utilized to test the strength and relationship of the proposed model structural hypotheses (Kline, 2005).

### **Confirmatory Factor Analysis**

It can be seen that the dark tourism variables are connected either positively or negatively to the constructs of the TPB. These variables were selected as a reflection of the *a priori* hypotheses. Confirmatory factor analysis (CFA) was completed first and then Cronbach's *alpha* scores were computed and analyzed to determine the reliability of the survey instrument being utilized for this study. CFA was utilized to evaluate the measurement model, demonstrate adequate model fit, and ensure satisfactory levels of reliability and validity of underlying variables and their respective factors. Individual reliability of observed latent variables was measured by analyzing the standardized regression weighted values, also referred to as standardized factor loadings. Factor loadings greater than 0.70 indicated that the constructs are appropriately represented and considered acceptable (Hair et al., 2010). When Cronbach's *alpha* was utilized to determine the consistency and reliability, the ranges fell between 0.0 and 1.0. For purposes of this study, Cronbach's *alpha* values needed to be a minimum of 0.70 to be considered adequate (Peterson, 1994).

To confirm measurement model validity, the chi-squared ( $\chi^2$ ) statistic, Root-Mean-Square-Error of Approximation (RMSEA), Comparative Fit Index (CFI), and the Standardized Root Mean Square Residual (SRMR) values were reviewed. Chi-squared values are used for evaluating overall model fit to conclude the extent of discrepancies between the sample covariance matrix and the actual covariance matrix (Hooper, Coughlan, & Mullen, 2008). A non-significant chi-square ( $p > .01$ ) value indicates adequate model fit and the null-hypothesis is not rejected, while a significant chi-squared test ( $\chi^2$ ) indicates a poor fit. Due to the complexity of the model and large sample size (Kline, 2005), additional fit indices were utilized to further test reliability of variables to the constructs. RMSEA is the index of absolute fit and was used to evaluate model fit for this study. For RMSEA to indicate a strong fit, the RMSEA score should be below 0.08 (Byrne, 1998). Along with the evaluation of RMSEA index values, CFI scores were also reviewed. CFI scores should be greater than 0.90 to indicate satisfactory model fit (Kline, 2005). SRMR values should be less than 0.08 to indicate a good fit (Hu & Bentler, 1999).

After further testing for convergent and discriminant validity, it was determined that all constructs met the composite reliability 0.70 or greater standard in regards to the 3-parcel hypothesized model (Hair, et al., 2010). Additionally, the average variance extracted was calculated and proved to be less than the composite reliability for each construct indicating convergent reliability of the constructs. The average variance extracted was greater than the 0.50 standard for Dark Experience, Engaging Entertainment, Unique Learning Experience, Attitude, and Subjective Norm constructs. Behavioral Intention (0.49) and Casual Interest (0.48) had values that were borderline acceptable in regards to convergent validity. The only construct that did not meet the standards of convergent validity testing was Perceived Behavioral Control (0.23). When testing for divergent validity, all square-root of average variance extracted

calculations were greater than the inter-construct correlations indicating divergent validity was present in this study.

### **Structural Equation Modeling (SEM)**

After CFA testing, a structural equation model was developed to analyze and estimate causal relationships. The purpose of a structural model is to examine relationships between one or more independent variables, discrete or continuous, and one or more dependent variables, either discrete or continuous (Ulman, 1996). For purposes of this research study, the SEM was utilized to investigate the relationships between all dark tourism constructs and attitude, subjective norm, and perceived behavioral control. Additionally, the SEM was used to determine the relationships existing between the TPB constructs: attitude, subjective norm, and perceived behavioral control to behavioral intentions. Similar to the CFA testing, the SEM will also use the chi-squared ( $\chi^2$ ), RMSEA, SRMR, and CFI to determine overall model fit and relationships for this particular research study.

Data were collected based on whether a tourist has previously visited a dark tourism location within the past 24 months or a tourist plans to visit a dark tourism location within the next 12 months. The data can safely be broken down into two distinct groupings of participants. Since the data could be broken into two groups, three separate SEM tests were completed: with both groups combined and the plan to visit tourists and have visited tourists' responses separated. This allowed for an interesting comparison of the views of tourists who have already visited a dark tourism location versus tourists who have never visited but wish to visit in the future.

### **Chapter Summary**

The purpose of this chapter was to discuss the methodology utilized for this research study. This included survey questionnaire development, defining of the variables and constructs

being tested, and discussion of the sampling methods and data collection process. Additionally, this chapter was meant to inform about reliability and validity measures taken to show this is a strong research study. Finally, this chapter discussed the actual statistical analysis methods utilized to process the data that were collected. In the following chapter, a full analysis of the data collected will be discussed in detail.

## CHAPTER 4: RESULTS AND DISCUSSION

Chapter 4 includes a full report of all statistical analyses, including sample demographic descriptions as well as a full explanation of CFA and SEM tests and results. This chapter will also give the results to the hypotheses testing to support this research effort.

### Combined Sample Demographic Description

Of the full sample group of 1,068, both have visited and plan to visit participants included, 65.4% were female and 34.5% were male; the remaining 0.2% of participants preferred not to respond regarding their gender. The majority of participants were between the ages of 25 and 34 (44.2%), followed by 35 to 44 years of age (21%). Many of the participants had a Bachelor's degree in college (30.5%) and the next largest grouping of participants had taken some college courses but did not complete their degree (25.3%). The majority of participants reported being married (54.5%) and 37.6% classified themselves as being single. In regards to personal annual income, 19.5% reported earning between \$20,001 and \$40,000. Questions related to the geographic location of participants was asked to see what country and state the participants resided in. Interestingly, all individuals who participated in this research study indicated they were residents of the United States of America. A full summary of the combined sample demographics can be found in Table 5.

Similar analysis was performed to determine the demographic characteristics of just the individuals who declared that they had previously visited a dark tourism location within the last 24 months. Again, many tourists who had noted visiting a dark tourism location within the last 24 months were female (61.6%) and the remainder were either 38.2% male or 0.2% preferred not to declare their gender. The bulk of tourists who had previously visited a dark tourism location were between the ages of 25 to 34 years of age (45%). Many had a Bachelor's degree in college

(32%) or have completed some college but had not received a college degree (23%). The majority of participants responded that they were married (57.1%) and 35.2% said they were single. In regards to annual income, responses were very similar between \$20,001-\$40,000 (16.7%) and \$40,001-\$60,000 (16.3%). A full summary of demographic characteristics of tourists responding to the questionnaire stating they have previously visited a dark tourism location within the last 24 months is listed in detail in Table 6.

Demographic characteristics of tourists who plan to visit a dark tourism location within the next 12 months were consistent with the analysis of tourists who have visited a dark tourism location. Results remained consistent with the other two groupings of participants. The participants who identified themselves as planning to visit a dark tourism location were 71.2% female. The majority of this participation group were between 25-34 years of age (42.9%). Slightly different results showed for the level of education of plan-to-visit dark tourism location survey participants. 28.8% indicated they had completed some college and 28.3% had completed a bachelor's degree. Most of the participants who plan to visit a dark tourism location are married (50.4%). Finally, the most popular response for annual income of the plan-to-visit participants was \$20,001-\$40,000 (23.7%). A full listing of all demographic variables and analysis for tourists who plan to visit a dark tourism location within the next 12 months can be located in Table 7.



Table 5.

*Combined Sample Demographic Characteristics*

Demographic Characteristics		Frequency	Percentage
Gender	Male	368	34.5
	Female	698	65.4
	Prefer not to answer	2	0.2
Age	18-24 years	223	20.9
	25-34 years	472	44.2
	35-44 years	224	21.0
	45-54 years	78	7.3
	55-64 years	43	4.0
	65-74 years	26	2.4
	Over 75 years	2	0.2
	Level of Education	Less than high school degree	9
High school graduate (diploma or GED equivalent)		116	10.9
Some college but no degree		270	25.3
Associate degree in college (2-year)		98	9.2
Bachelor's degree in college (4-year)		326	30.5
Master's degree		155	14.5
Doctoral degree		35	3.3
Professional degree (JD, MD)		56	5.2
Marital Status	I prefer not to say	3	0.3
	Single	402	37.6
	Married	582	54.5
	Divorced/Separated	72	6.7
	Widow/Widower	8	0.7
Annual Income	I prefer not to say	4	0.4
	Less than \$20,000	177	16.6
	\$20,001 to \$40,000	208	19.5
	\$40,001 to \$60,000	172	16.1
	\$60,001 to \$80,000	153	14.3
	\$80,001 to \$100,000	143	13.4
	\$100,001 to \$120,000	55	5.1
	\$120,001 to \$140,000	36	3.4
	\$140,001 to \$160,000	39	3.7
	\$160,001 to \$180,000	10	0.9
	\$180,001 to \$200,000	12	1.1
More than \$200,000	20	1.9	
I prefer not to say	43	4.0	

Table 6.

*Demographic Characteristics of Tourists Who Have Visited a Dark Tourism Location*

Demographic Characteristics		Frequency	Percentage
Gender	Male	249	38.2
	Female	401	61.6
	Prefer not to answer	1	0.2
Age	18-24 years	125	19.2
	25-34 years	293	45.0
	35-44 years	148	22.7
	45-54 years	39	6.0
	55-64 years	30	4.6
	65-74 years	14	2.2
	Over 75 years	2	0.3
Level of Education	Less than high school degree	4	0.6
	High school graduate (diploma or GED equivalent)	57	8.8
	Some college but no degree	150	23.0
	Associate degree in college (2-year)	63	9.7
	Bachelor's degree in college (4-year)	208	32.0
	Master's degree	101	15.5
	Doctoral degree	24	3.7
	Professional degree (JD, MD)	42	6.5
I prefer not to say	2	0.3	
Marital Status	Single	229	35.2
	Married	372	57.1
	Divorced/Separated	41	6.3
	Widow/Widower	6	0.9
	I prefer not to say	3	0.5
Annual Income	Less than \$20,000	97	14.9
	\$20,001 to \$40,000	109	16.7
	\$40,001 to \$60,000	106	16.3
	\$60,001 to \$80,000	97	14.9
	\$80,001 to \$100,000	94	14.4
	\$100,001 to \$120,000	42	6.5
	\$120,001 to \$140,000	28	4.3
	\$140,001 to \$160,000	22	3.4
	\$160,001 to \$180,000	5	0.8
	\$180,001 to \$200,000	10	1.5
More than \$200,000	13	2.0	
I prefer not to say	28	4.3	

Table 7.

*Demographic Characteristics of Tourists Who Plan to Visit a Dark Tourism Location*

Demographic Characteristics		Frequency	Percentage
Gender	Male	119	28.5
	Female	297	71.2
	Prefer not to answer	1	0.2
Age	18-24 years	98	23.5
	25-34 years	179	42.9
	35-44 years	76	18.2
	45-54 years	39	9.4
	55-64 years	13	3.1
	65-74 years	12	2.9
	Over 75 years	0.0	0.0
Level of Education	Less than high school degree	5	1.2
	High school graduate (diploma or GED equivalent)	59	14.1
	Some college but no degree	120	28.8
	Associate degree in college (2-year)	35	8.4
	Bachelor's degree in college (4-year)	118	28.3
	Master's degree	54	12.9
	Doctoral degree	11	2.6
	Professional degree (JD, MD)	14	3.4
I prefer not to say	1	0.2	
Marital Status	Single	173	41.5
	Married	210	50.4
	Divorced/Separated	31	7.4
	Widow/Widower	2	0.5
	I prefer not to say	1	0.2
Annual Income	Less than \$20,000	80	19.2
	\$20,001 to \$40,000	99	23.7
	\$40,001 to \$60,000	66	15.8
	\$60,001 to \$80,000	56	13.4
	\$80,001 to \$100,000	49	11.8
	\$100,001 to \$120,000	13	3.1
	\$120,001 to \$140,000	8	1.9
	\$140,001 to \$160,000	17	4.1
	\$160,001 to \$180,000	5	1.2
	\$180,001 to \$200,000	2	0.5
More than \$200,000	7	1.7	
I prefer not to say	15	3.6	

### **Confirmatory Factor Analysis**

Confirmatory Factor Analysis (CFA) was used to measure the overall fit of measurement items in the conceptual model (Anderson & Gerbing, 1992), by using AMOS 22. The hypothesized measurement model contains 49 observed variables that reflect 9 latent variables. The latent variables are as follows: (a) Engaging Entertainment (EE), (b) Dark Experience (DE), (c) Unique Learning Experience (ULE), (d) Casual Interest (CI), (e) Attitudes (A), (f) Subjective Norm (SN), (g) Perceived Behavioral Control (PBC), and (h) Behavioral Intentions (BI).

Initial CFA testing of the hypothesized measurement model demonstrated that it was not a good fit. Results of the CFA resulted in a  $\chi^2$  value of 8283.79 with 1099 degrees of freedom proved to be statistically significant at  $p < .001$  indicating the model is not a perfect fit for the data. The CFI (0.691) score was lower than the acceptable score of 0.90 (Kline, 2005), also indicating the fit of the model is not a good fit. The RMSEA value (0.078) was below the acceptable score of 0.08 (Byrne, 1998), lending itself to be the only indicator of the model being of good fit. The SRMR value (0.09) was also above the acceptable score of 0.08 indicating poor model fit (Hu & Bentler, 1999). Since the initial measurement model did not allow for acceptable model fit with the data collected, additional investigation and the use of disaggregation parceling was implemented to improve the overall model fit.

### **Parceling of Variables**

Parceling is a measurement practice that is typically utilized with multivariate approaches, primarily for use with latent-variable analysis techniques (Little, Cunningham, & Shahar, 2002). Parcels are aggregate-level indicators comprised of the average of two or more items, responses, or behaviors (Little et al., 2002). Parceling can be completed through partial disaggregation and total aggregation with reliability correction. Pros and cons have been argued

often regarding the use of parceled data for CFA and SEM testing (Little et al., 2002). Using parcels typically results in higher reliability, higher communality, and a larger ratio of common-to-unique factor variances, and less likelihood of distributional violations (Little et al., 2002).

There are two different ways to perform CFA and SEM testing when parceling is used. Before parceling is considered, a full, total disaggregation testing must be completed. This method does not parcel any of the variables. The first method for parceling is total aggregation with reliability correction; this method combines all variables associated to a construct into one single parcel. The second method for parceling variables is through partial disaggregation. When partial disaggregation is used, three new parcels are created from the variables related to each construct (Little et al., 2002).

### **Total Aggregation with Reliability Correction**

By using total aggregation with reliability correction, a new variable was created for each construct. Eight new variables were created and they represented the average value of all questions related to each individual construct. To perform the single item parceling of variables for this study, the descriptive statistics and Cronbach's alpha score for the average of each construct was also determined. A new error term, serving as the reliability correction, needed to be determined for all constructs to properly run the CFA. To determine the new error terms, the following equation was employed  $(1 - rel_s) \sigma_s^2$  (Williams & O'Boyle, 2008).

CFA testing with a single item parcel was initially completed after testing the full model with all individual variables included. This test proved that single item parceling did not improve the overall model fit. When all measurement items were combined into one item, the RMSEA score was 0.55, and CFI was 0.89 proving this was not a successful attempt at improving overall

model fit. Additionally, the  $\chi^2$  value of 318.10 with 1 degree of freedom indicated the data to be statistically significant at  $p < .001$  indicating the model is not a perfect fit for the data.

### **Partial Disaggregation of Measurement Model**

Since the single item parcel method was unsuccessful, the data was also tested using a 3-parcel method. There are six different ways of parceling the variables into the three groupings: random assignment, item-to-construct balance, priori questionnaire construction, correlational algorithm, radial algorithm, and correlated uniqueness approach (Williams & O'Boyle, 2008). The item-to-construct balance method of parceling was the best fit for this particular study considering the SEM model was large in size and the goal was to have parcels that were balanced in terms of difficulty and discrimination (Little et al., 2002).

To develop the parcels, standardized regression weights were evaluated and the three highest scores were used to anchor the three parcels with the highest value associated to parcel 1, next highest to parcel 2, and then the next highest to parcel 3. The remainder of the variables were placed into parcels continuing with the 4<sup>th</sup> highest value also going to the third parcel and working through the parcels in an inverted order to keep the parcels as equal as possible. Once the variables for each construct were placed into appropriate parcel groupings, averages of the questions associated to the new parceled variables were calculated prior to the CFA and SEM analysis. The attitude and behavioral intention constructs had five variable questions, while subjective norm and perceived behavioral control only had three questions. In those situations, one individual variable question served as the parcel item. Table 8 shows the variables and the parcels in which they were grouped.

Table 8.

*Partial Disaggregation Parcel Groupings*

Construct	Parcel	Variable	Factor Loading
Dark Experience	1	(DE_5) To experience paranormal activity	0.86
		(DE_7) To seek out stories related to the DT location	0.55
		(DE_2) To satisfy personal curiosity about how Victims died	0.51
	2	(DE_9) To visit well-recognized locations known to be home to paranormal activity	0.81
		(DE_4) To satisfy my fascination with abnormal or bizarre events	0.60
		(DE_3) To witness the act of death and dying	0.48
	3	(DE_6) To experience paranormal activity as seen on main-stream media (i.e. TV, Internet)	0.80
		(DE_10) Well-known for paranormal activity	0.79
		(DE_1) To reconnect with individual(s) that were	0.48
		(DE_8) To see the wreckage/debris of the DT	0.43
Engaging Entertainment	1	(EE_6) To be physically refreshed	0.75
		(EE_8) To see improvements/changes of DT location	0.57
		(EE_1) To travel	0.56
	2	(EE_5) To be emotionally refreshed	0.73
		(EE_3) To change pace and get away from routine	0.58
		(EE_7) To have some entertainment	0.48
	3	(EE_2) To have a hobby	0.69
		(EE_4) To meet people with similar interests	0.67
		(EE_9) Has been featured on television shows	0.48
Unique Learning Experience	1	(ULE_2) To try something "out of the ordinary"	0.73
		(ULE_7) Originality of facilities	0.45
		(ULE_8) Well-known historical heritage	0.45
	2	(ULE_1) To try something new	0.70
		(ULE_6) To visit historical/cultural sites	0.46
		(ULE_5) To experience part of my own heritage	0.33
	3	(ULE_3) To experience place(s) many people have not been to or wish to visit	0.68
		(ULE_4) To increase knowledge	0.64
Casual Interest	1	(CI_6) Special tour promotions	0.68
		(CI_1) To have an enjoyable time with family/friends	0.44
	2	(CI_5) Value of tours	0.66
		(CI_2) Natural scenery	0.44
	3	(CI_3) Service quality	0.64
		(CI_4) Personal safety	0.58

Table 8 (Continued)

Construct	Parcel	Variable	Factor Loading
Attitude	1	(ATT_4) Fun	0.79
	2	(ATT_1) Enjoyable	0.79
		(ATT_5) Positive	0.57
	3	(ATT_3) Exciting (ATT_2) Pleasant	0.71 0.67
Behavioral Intention	1	(BI_1) I will visit a DT location in the next 12 mos.	0.69
		(BI_4) I would recommend visiting the most recent DT location I visited to a friend/family member	0.65
	2	(BI_3) I would revisit the most recent DT location I visited again in the future	0.54
	3	(BI_2) I want to visit a DT location in the next 12	0.62
		(BI_5) I would recommend visiting any DT location to a friend/family member	0.58
Subjective Norms	1	(SN_2) People who are important to me think I should/should not choose a DT location to visit	0.84
	2	(SN_3) People who are important to me would approve/disapprove of my visit to a DT location	0.77
	3	(SN_1) Most people I know would choose a DT location for vacation purposes	0.52
Perceived Behavioral Control	1	(PBC_1) I am in control of whether or not I visit a DT location	0.52
	2	(PBC_3) There are DT location(s) within reasonable driving distance from my home	0.46
	3	(PBC_2) If I wanted, I could easily afford to visit a DT location	0.45

Partial disaggregation of the variables resulted in a much stronger overall model fit. The RMSEA value was 0.08 indicating a strong model fit and the CFI (.891) value was acceptable indicating a good model fit. The  $\chi^2$  value of 1560.20 with 224 degrees of freedom still indicated the data to be statistically significant at  $p < .001$  indicating the model is not a perfect fit. The



SRMR value (0.06) also showed a strong model fit. A full comparison of measurement model fit results can be found in Table 9.

Table 9.

*CFAs of Nested Models*

Model	df	$\chi^2$	CFI	RMSEA	SRMR	90% CI
8-factor 3-parcel hypothesized model	224	1560.20	0.89	0.08	0.06	[.071, .078]
8-factor single-parcel hypothesized model	1	318.10	0.89	0.55	0.13	[.496, .596]
8-factor full hypothesized model	1099	8283.79	0.69	0.08	0.09	[.077, .080]
7-factor model (DE, EE combined)	231	2141.38	0.84	0.09	0.06	[.085, .091]
7-factor model (ULE, CI combined)	237	1831.23	0.87	0.08	0.06	[.076, .083]
6-factor model (DE, EE combined; ULE, CI combined)	237	2314.35	0.83	0.09	0.07	[.087, .094]
5-factor model (all DT constructs combined)	246	3076.99	0.77	0.10	0.08	[.101, .107]

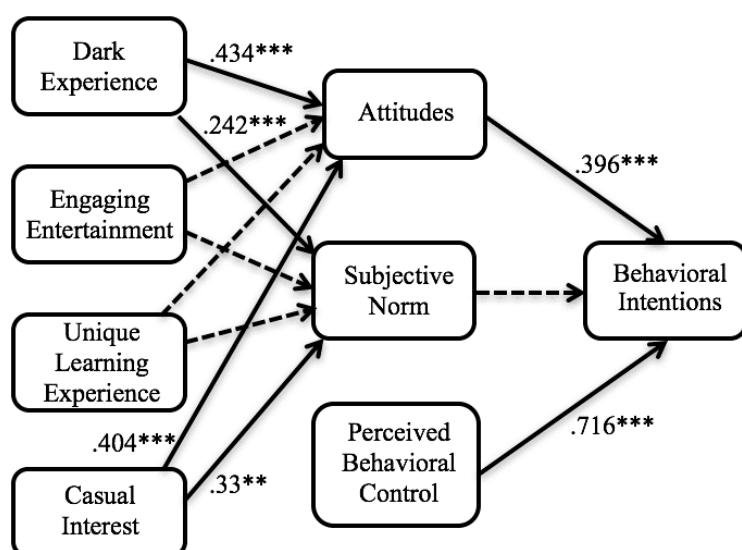
### Structural Equation Model

At the conclusion of the CFA testing, the overall model fit appeared to be most acceptable with the 3-parcel model values at  $\chi^2 = 1560.20$ , CFI = 0.89, RMSEA = 0.08, and SRMR = 0.06. Based on the findings from the CFA testing, a structural equation model test was performed to determine the positive or negative relationships with the proposed hypotheses statements. A summarized listing of the SEM results can be located in Table 10 which shows the relationships and the levels of significance to either support or not support the relationship between latent variables. A drawn representation of the estimates and significance relationships for the combined data set latent variables can be found in Figure 3.

Table 10.

*Full-Data Set Hypothesis Testing Results*

Hypothesis	Path	Estimate	Significant	Result
H1	DE → Attitudes	.434	$p < .001$	Supported
H2	DE → SN	.242	$p < .001$	Supported
H3	EE → Attitudes	-.080	N.S.	Not supported
H4	EE → SN	.152	N.S.	Not supported
H5	ULE → Attitudes	-.217	N.S.	Not supported
H6	ULE → SN	-.247	N.S.	Not supported
H7	CI → Attitudes	.404	$p < .001$	Supported
H8	CI → SN	.330	$p < .01$	Supported
H9	Attitudes → Intention	.396	$p < .001$	Supported
H10	SN → Intention	.058	N.S.	Not supported
H11	PBC → Intention	.716	$p < .001$	Supported



Note. \*\* $p < .01$ , \*\*\* $p < .001$ ; solid line: significant relationship; dashed line: non-significant relationship

Figure 3. Graphic Representation of Hypothesis Testing for the Combined Data Set

**Post-Analysis Testing**

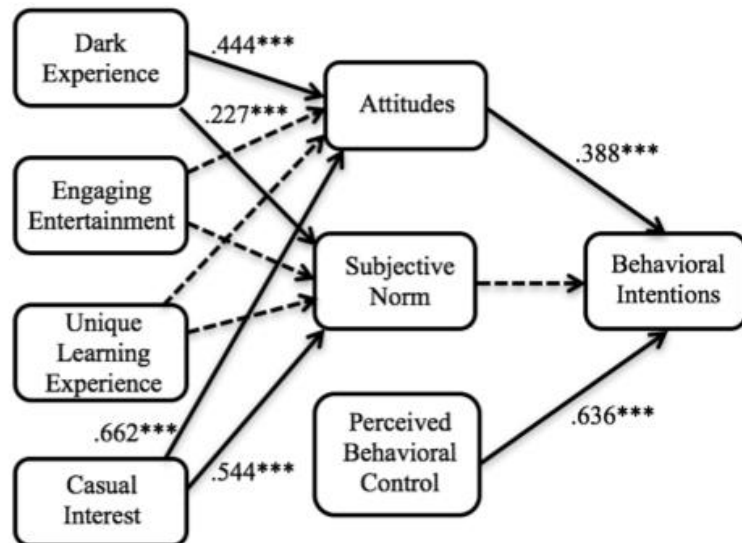
In addition to the primary analysis of the data set including all participants, SEM testing was completed separately for the tourists who have visited a dark tourism location and tourists

who plan to visit a dark tourism location. The results of these tests are in Table 11 and Table 12 for comparison. Theoretical models have also been included to show a graphic representation of the relationships based on the findings from the data analysis in Figures 4 and 5.

Table 11.

*Have-Visited Hypothesis Testing Results*

Hypothesis	Path	Estimate	Significant	Result
H1	DE → Attitudes	.444	$p < .001$	Supported
H2	DE → SN	.227	$p < .001$	Supported
H3	EE → Attitudes	-.270	N.S.	Not supported
H4	EE → SN	-.095	N.S.	Not supported
H5	ULE → Attitudes	-.276	N.S.	Not supported
H6	ULE → SN	-.206	N.S.	Not supported
H7	CI → Attitudes	.662	$p < .001$	Supported
H8	CI → SN	.544	$p < .001$	Supported
H9	Attitudes → Intention	.388	$p < .001$	Supported
H10	SN → Intention	.001	N.S.	Not supported
H11	PBC → Intention	.636	$p < .001$	Supported



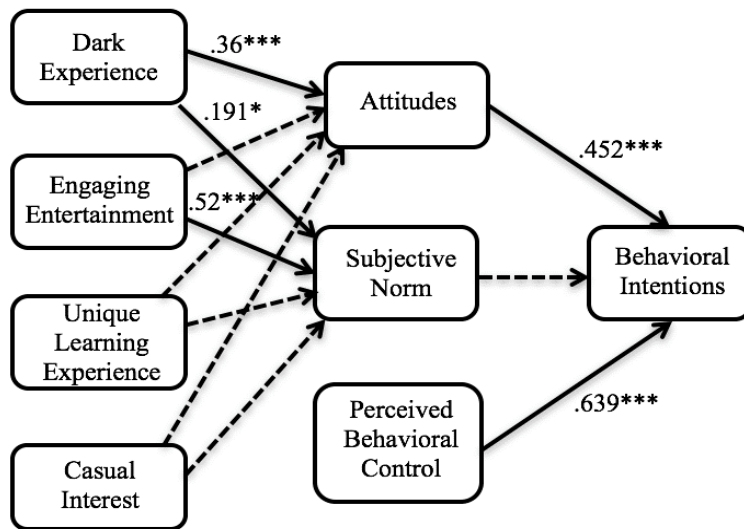
Note. \*\*\* $p < .001$ ; solid line: significant relationship; dashed line: non-significant relationship

Figure 4. Graphic Representation of Hypothesis Testing for the Have Visited Data Set

Table 12.

*Plan to Visit Hypothesis Testing Results*

Hypothesis	Path	Estimate	Significant	Result
H1	DE → Attitudes	.360	$p < .001$	Supported
H2	DE → SN	.191	$p < .05$	Supported
H3	EE → Attitudes	.126	N.S.	Not supported
H4	EE → SN	.520	$p < .001$	Supported
H5	ULE → Attitudes	-.182	N.S.	Not supported
H6	ULE → SN	-.374	N.S.	Not supported
H7	CI → Attitudes	.200	N.S.	Not supported
H8	CI → SN	.098	N.S.	Not supported
H9	Attitudes → Intention	.452	$p < .001$	Supported
H10	SN → Intention	.136	N.S.	Not supported
H11	PBC → Intention	.639	$p < .001$	Supported



Note. \* $p < .05$ , \*\*\* $p < .001$ ; solid line: significant relationship; dashed line: non-significant relationship

Figure 5. Graphic Representation of Hypothesis Testing for the Plan to Visit Data Set

It is clear to see from the figures and tables that the relationships differ between the tourists who plan to visit a dark tourism location and those who have previously visited a dark tourism location in the past. In addition to the significant and insignificant relationships indicated

by the SEM testing, to answer some of the specific research questions asked by this study one must review the distinct question factor loadings to get those answers. A full set of the factor loadings of survey questions asked in regards to dark tourism and TPB constructs are located in Table 13.

Table 13.

*Factor Loadings for Dark Tourism Variables*

	Dark Experience	Engaging Entertainment	Unique Learning Experience	Casual Interest
To experience paranormal activity	0.86			
To visit well-recognized locations that are known to be home to paranormal activity	0.81			
To experience paranormal activity as seen on main-stream media	0.80			
Well-known for paranormal activity	0.79			
To satisfy my fascination of abnormal and bizarre events	0.60			
To seek out stories related to the DT location	0.55			
To satisfy personal curiosity about how the victims died	0.51			
To witness the act of death and dying	0.48			
To reconnect with individual(s) that were somehow associated to the DT location	0.48			
To see the wreckage/debris of the DT location	0.43			
To be physically refreshed		0.75		
To be emotionally refreshed		0.73		
To have a hobby		0.69		
To meet people with similar interests		0.67		
To change pace and get away from routine		0.58		
To see the improvement/changes of the DT location		0.57		
To travel		0.56		
To have some entertainment		0.48		
Has been featured on television shows		0.48		
To try something “out of the ordinary”			0.73	

Table 13 (Continued)

	Dark Experience	Engaging Entertainment	Unique Learning Experience	Casual Interest
To try something new			0.70	
To experience place(s) many people have not been to or wish to visit			0.68	
To increase knowledge			0.64	
To visit historical/cultural sites			0.46	
Originality of facilities			0.45	
Well-known for historical heritage			0.45	
To experience a part of my own heritage			0.33	
Special tour promotions				0.68
Value of tours				0.66
Service quality				0.64
Personal safety				0.58
To have an enjoyable time with family or friends				0.44
Natural scenery				0.44

### Discussion of Findings

It was determined from this research study that dark experience has a positive relationship with attitudes in regards to tourists visiting a dark tourism location. This result supports Hypothesis 1 and was consistently supported in the additional testing of have visited and plan to visit tourists. This result indicates that tourists are curious, interested, or intrigued by dark experiences with paranormal. This result is not surprising as the dark experience construct was also heavily supported in other previous research efforts and from this a suggestion could be made that there are dark motives typically found across all dark tourism experiences (Bissell, 2009).

Hypothesis 2 was also supported by the results of this study. Dark experience was also found to have a positive relationship with subjective norms. Like Hypothesis 1, this was also found to be supported across all three testing methods. This result indicates that tourists do not

necessarily mind or care about what others think of their tourism choices and will continue to make choices based on their personal beliefs or preferences.

Interestingly, the results for Hypothesis 3 and 4 were not supported in the overall data set, indicating that there is no significant relationship between engaging entertainment and attitudes or subjective norms. When reviewing the results of the have visited SEM testing, the data did not support Hypothesis 3 because it signaled a negative relationship instead of positive relationship. Adversely, with Hypothesis 4, the combined data set and have visited tourists' data proved there was not a supported relationship between engaging entertainment and subjective norms. However, the plan to visit data set showed a positive relationship between engaging entertainment and subjective norms supporting Hypothesis 4.

The results proved that Hypothesis 5 was not supported when reviewing the combined and have visited data sets; instead of it indicating a positive relationship as predicted, it supported a negative relationship between unique learning experience and attitudes. The plan to visit data set did not support this relationship.

Similarly to that of Hypothesis 5, Hypothesis 6 was also not supported with a negative relationship between unique learning environment and subjective norm. This differs from the initial hypothesized prediction of unique learning experience and subjective norm having a positive relationship. Both have visited and plan to visit data sets indicated that the relationship between unique learning experience and subjective norm was not strong enough to be supported.

Positive relationships between casual interest and attitudes and subjective norms proved Hypotheses statements 7 and 8 to be supported for testing of the combined data set and the have visited data set. The plan to visit data set resulted in relationships between casual interest and attitudes and subjective norm not being supported.

The results of this study indicated that attitudes have a positive relationship with intention. This supports Hypothesis 9 for testing of all data sets. Hypothesis 10 was not supported for any of the data sets tested. Results from the study indicate that there is a positive relationship between subjective norm and intention, rather than the hypothesized prediction of it being a negative relationship. Dark tourism is typically considered to be somewhat taboo (Stone, 2013), therefore it was expected that a negative relationship would present itself in the findings. It was found through the results of the SEM testing that a positive relationship also exists between planned behavioral control and intention. This supports Hypothesis 11 for all three testing methods. Overall, it can be seen that the majority of the relationships between the dark tourism constructs and the TPB constructs were well matched and proved to be significant.

In addition to the hypotheses statements asked, there were four research questions that was to be answered through the efforts of this research study. The first two questions, were related to the relationship differences between have visited and plan to visit tourists and can be answered through the testing of hypotheses statements. The third question posed asked, what is the relationship between contemporary media and motivations and intentions of tourists to visit dark tourism destinations shown on a television show? In reviewing the hypothesis statements and relationship results, the limited support of the engaging entertainment construct would signal that there is not a relationship between contemporary media and motivations and intentions of tourists to visit dark tourism locations. However, this could be debated when the factor loadings of those particular questions asked are reviewed. The specific question asked of participants relating to their desire to visit a location known for paranormal activity as seen on television had the third highest factor loading (0.80) of all questions asked.



The fourth research question developed for this research study inquired to determine if individuals who are curious or intrigued by paranormal activity be more likely to visit dark tourism locations than individuals who are not interested in paranormal activity. Based on the overall relationships determined from this study, overwhelmingly the strongest relationships were that of dark experience and attitudes and subjective norm. All three data testing efforts proved that individuals are intrigued by the idea of experiencing paranormal activity when visiting dark tourism locations. Also by reviewing the factor loadings in Table 13, the strongest of all factor loadings was associated to the question inquiring to see if individuals visited a location to experience paranormal activity.

### **Chapter Summary**

Within this chapter, all statistical analysis results were reported and reviewed to discuss findings. Initially, the CFA results and findings were discussed and then utilized to perform the SEM testing. Relationships between dark tourism and the TPB constructs was either noted as being supported or not supported by the findings of the SEM and potential reasoning for these findings was cited.

## **CHAPTER 5: CONCLUSIONS**

The purpose of Chapter 5 is to discuss the major research findings and review the overall research objectives of this study. Implications of this research study will be addressed from both a theoretical and a practical perspective. Finally, this chapter will discuss the various limitations and opportunities for potential future research.

### **Summary of Research Findings**

The dark tourism segment of the tourism industry has been gaining interest over the past decade (Bissell, 2009). It is an interesting tourism concept that allows tourists to visit a part of their personal heritage, explore meaningful locations in history, satisfy personal curiosities, or possibly even interact with paranormal entities.

The overall purpose of this research study was to develop a new theoretical framework to help determine motivations and intentions of tourists visiting dark tourism locations. With eleven hypotheses statements as a guide, this research was shaped from Bissell's (2009) thesis research, as well as Biran, et al.(2014), and Lam & Hsu (2004) research efforts. By utilizing the TPB as a proven theoretical model, the dark tourism constructs: dark experience, engaging entertainment, unique learning experience, and casual interest were tested to determine if any significant, positive or negative, relationships existed.

### **Theoretical Implications**

There were four research questions presented that were to be answered by this research study. The first question was to determine if there are any significant relationships between the dark tourism constructs and the TPB that would lead to behavioral intention. This question was answered through the use of SEM. It was determined that there were positive relationships between dark experience and casual interest to both attitudes and subjective norms, leading to

behavioral intention. Also there were negative relationships that showed significance leading to both attitudes and subjective norms, leading to a positive relationship with behavioral intention. No significant relationships were developed between engaging entertainment and any of the TPB constructs.

From this we can conclude that tourists seek specific characteristics when choosing to visit a dark tourism location. Like Bissell (2009), the reasons for visiting: *I want to try something new and out of the ordinary (0.73)* as well as *I am fascinated with abnormal and bizarre events (0.60)* both had strong factor loadings. Alone these two variables do not constitute wanting to experience dark tourism, but suggest a curiosity about dark tourism and a desire for new experiences (Seaton & Lennon, 2004). Of all the factor loadings displayed in Table 13, the top four strongest factor loadings fall under the dark experience construct with individuals answering favorably to all questions related to interest in experiencing paranormal activity. It should also be noted that Sharpley (2005) presented the idea of “fascination with death” in his research as a potential motive for tourists to visit dark tourism locations. Questions specifically related to death, *to witness the act of death and dying (0.48)* and *to satisfy personal curiosity about how the victims died (.51)*, did not result in strong factor loadings leading us to believe that fascination with death and dying was not a strong motivating factor for the tourists’ who participated in this research study.

With hypotheses 1 and 2 being supported and showing positive relationships between dark experience and attitude and subjective norm, it can be implied that tourists are seeking experiences that satisfy curiosity or they are seeking interaction with the paranormal. It can be said that they are seeking a fun and enjoyable tourist experience by visiting dark tourism

locations. It could also be said that they do not feel pressured by societal norms of their friends and family, which may prevent them from visiting dark tourism locations.

The construct of engaging entertainment was not supported in this research study. This was interesting considering the questions related to engaging entertainment were developed to determine the importance of the tourists connecting with the information presented at the location while still having an enjoyable experience. Since the engaging entertainment construct was not significant through SEM testing, hypotheses three and four were not supported by this research.

Unique learning experience questions were built around the idea of learning about the history and heritage related to a location. Like Raine (2013), this study considered the construct of unique learning experience to include individuals who are hobbyists and are typically visiting these locations solely for educational purposes and to not engage with the location as a dark tourism site. To present an alternative consideration to the construct of unique learning experience, Seaton (1996) determined that the more attached a person was to a location, the less likely they would be fascinated with death, resulting in the tourists not viewing the dark tourism location as being “dark”. This thought process may be a possibility of explanation for why the relationships were negative between unique learning experience and the TPB constructs. Farmaki (2013) strengthens this argument by determining that many tourists visit museums for the purpose of education but museums will incorporate the concept of death to enhance the tourist experience.

This research study proved that hypotheses five and six were both not supported by having significant negative relationships instead of the anticipated positive relationships. It was predicted that positive relationships would be found, indicating tourists who would be motivated

to travel to dark tourism locations with the intention to try new things and visit for an educational purpose. This was not the case as the relationships between unique learning experience and attitudes, as well as unique learning experience and subjective norms, were deemed to be negative. This signifies that participants of this study were not traveling to dark tourism locations for educational purposes. Also, it indicates that individuals who were perhaps traveling for the purposes of unique learning experience had negative feelings or experiences with subjective norms, lending the belief that their family and friends were not supportive of their choice to visit a dark tourism location.

Casual interest variables were presented to determine if the motivating factors for tourists to visit dark tourism locations were simple in nature—have a relaxing time while still enjoying valuable entertainment. Raine (2013) discovered a group of tourists she classified as sightseers and passive recreationalists. These tourists can be themed as “incidental” as they were likely not seeking a dark tourism location related to death and burials, but instead were looking for a location to escape from everyday life. These statements can easily be supported by this research study as hypotheses seven and eight were both positively supported. The questions asked in this study specifically relate to value of tours, special promotions, and enjoying time with friends and family.

The final three hypotheses statements positively relate directly to the TPB constructs: attitude, subjective norm, and perceived behavioral control have a positive influence on behavioral intentions. Due to the positive relationship between subjective norm and behavioral intentions, hypotheses 10 was not supported because a negative relationship was predicted. From this, it can be concluded that individuals were seeking attitudinal experiences through their visits to dark tourism locations. Unlike the results from Lam & Hsu (2004), subjective norms do play a

role in behavioral intentions. This research can conclude that the influence of societal norms and pressures do influence tourists' intention to visit dark tourism locations. Regarding perceived behavioral control, when tourists feel capable and in control of their tourism choices, it will positively impact their behavioral intention or likelihood of visiting a dark tourism location.

### **Have Visited vs. Plan to Visit Theoretical Implications**

The second question asked of this research study was to determine differences in relationships between theoretical constructs based on whether the tourists have previously visited a location or plan to visit in the future. Even though the theoretical model employed for this study did not take into consideration past behavior as a TPB construct, previous research has supported the construct as being a positive influence on behavioral intentions (Lam & Hsu, 2004). Taking this into consideration, would lend us to believe that individuals who have previously visited a location will perceive dark tourism locations differently than individuals who have never experienced a location as such.

More relationships prove to be of significance for tourists who have previously visited a dark tourism location than those who have never visited but plan to visit in the future. All dark tourism constructs have at least one significant relationship (either positive or negative) represented from the data analysis. Interestingly, there was not a significant relationship between subjective norm and behavioral intentions for individuals who had previously visited a dark tourism location. This shows that these tourists do not care or allow societal norms to influence their decisions to visit dark tourism locations.

The only dark tourism constructs that show positive, significant relationships for respondents who plan to visit a dark tourism location are dark experience to attitudes and dark experience and engaging entertainment to subjective norm. This shows that the tourists who plan

to visit dark tourism locations are considering the social pressures from other individuals when considering their travel choices. All constructs of TPB served to have very strong, significant positive relationships leading to behavioral intentions.

### **Practical Implications**

Practitioners working in a dark tourism location or attraction can greatly benefit from this research study. Managers of dark tourism locations must realize first and foremost that travelers visit dark tourism locations for many reasons (Bissell, 2009), not simply because they are fascinated by death or paranormal activity. While this research does not focus on individual motivating factors that influence behavioral intention for tourists to visit dark tourism locations, certain attributes were determined to influence behavioral intention more than others. Since there were significant positive relationships found between dark experience, unique learning experience, and casual interest, dark tourism location managers should attempt to offer a variety of attractions and tours to visitors. Additionally, managers should be sensitive in how they display or present information so it does not come across as being insensitive or offensive to tourists in the event they have strong emotional ties to the location or individual(s) who may have been a victim at the location.

Since this research study was broad based in its data collection efforts, the dark tourism locations visited by the participants varied greatly. It can be concluded that the use of television and contemporary media featuring dark tourism locations does positively influence tourists' behavioral intentions to visit. The variables related to a dark tourism location being featured on a television show were more strongly favored in relationship to the dark experience construct than engaging entertainment. This indicates that tourists are curious about what they have seen on television shows and want to experience similar paranormal activity themselves. If managers are

overseeing a location that has been featured on a paranormal television show, it would be advised that they market their location accordingly to increase interest and tourist traffic. They may also want to start offering paranormal tours if those are not currently available to patrons.

Marketing of these locations can be done in many different ways. Social media and website advertisements are great to draw traffic to your location and constantly keep tourists informed of events taking place at your location. Additionally, there are dark tourism websites available (e.g., [www.dark-tourism.com](http://www.dark-tourism.com)) that serve as a registry for dark tourism locations worldwide that tour promoters utilize for planning group trips. It would be recommended for managers to include their location on similar registry lists so tourists seeking dark experiences can easily locate them and learn more about their facilities and tour offerings. If they do offer tours, it would be advised that the managers also work to get their location listed on [tripadvisor.com](http://tripadvisor.com) and similar websites to serve as a medium for ticket sales and tourist reviews. Making information readily available to tourists will help continue to strengthen the relationship between perceived behavioral control and behavioral intention. Considering societal norms had a positive relationship with dark tourism constructs, this may be due to the taboo nature of dark tourism and tourists wanting to satisfy their rebellious curiosity. Practitioners could utilize this information and solicit to this unique tourist niche.

### **Limitations and Future Research Opportunities**

The findings of this study have several limitations which must be discussed for the benefit of future research studies of similar nature. The most considerable limitation is that this is exploratory research and it is paving the way for future research in thanatourism in relationship to determining tourists' motivations and intentions for visiting. There have been a limited



number of empirical research studies to analyze the motivations and intentions of tourists to locations associated with dark tourism (Bissell, 2009; Lam & Hsu, 2004).

Due to uniqueness of the research topic, the data collection time frame may have played a role in the responses of the survey participants. The data was collected in mid-November. Had the data been collected in the month of October around the Halloween holiday, the response rate and survey responses may have differed, making this a limitation. If this study was to be replicated, it would be suggested to plan for survey collection to be done earlier in the year to accommodate the Halloween holiday tourists.

Since the data was collected using Qualtrics Panels, one could argue the validity of the responses; responses were collected using anonymous panels. The data was thoroughly combed for inadequate responses but there is still room for erroneous responses considering it was completed anonymously online. It would be recommended that if time and resources permit, that data collection be completed on-site at dark tourism locations prior to the tourists' completing their tours to get more reliable data sampling. The researcher could pre-qualify participants as either having visited or plan to visit with this method of data collection as well.

Another limitation that may have impacted the data analysis would be that once the "have visited" survey quota was met, those same individuals were given the opportunity to answer the "plan to visit" qualifying question. If they responded that they were planning to visit a dark tourism location within the next 12 months, they were permitted to take the survey. The motivations and intentions of those individuals may be different than an individual planning to visit a dark tourism for the first time.

This research study did not take into consideration the dark tourism location that was visited by the respondent. Dark tourism locations vary in the levels of violence and death that are

associated with them (Seaton, 1996; Stone, 2006). Because of this, future research could be completed to determine additional motivational factors of tourists to visit dark tourism locations with varying levels of darkness associated to them. Sharpley's (2005) shades of darkness spectrum would be a recommended tool to consider for future research of such nature.

Additionally, the purpose of the tourist's visit was also not considered with this research study. Many individuals may have visited a dark tourism location not realizing that the location was a dark tourism attraction. Should this research study be replicated in the future, more information should be presented to the participants to make them more aware of how to classify or recognize a dark tourism location. Questions should also be incorporated into the survey to determine the original purpose of their visit to the dark tourism location.

Another area of future research to be considered would be to investigate the relationship of importance and influence from contemporary media on the dark tourism industry. This research effort examined this to a very limited degree. Further research could be used to determine which media mediums provide the most influence on behaviors and intentions of tourists' to visit dark tourism locations. Also, contemporary media could be utilized to determine any potential influxes of income to local hotels, restaurants, and other businesses as a result of nearby dark tourism locations being featured on a television show.

Also, since two categories of data was collected (have visited and plan to visit) for this research study, one could more thoroughly compare the groupings to see differences or correlations between the motivations of tourists who have previously visited and those who plan to visit a dark tourism location. Consideration of participant's location of residency and demographic characteristics could also be examined to determine any trends and correlations to see who is visiting dark tourism locations.

The data collected for this research study could be utilized in many different ways for future research related to consumer behaviors and dark tourism. Intensive evaluation of demographic groupings could also be evaluated to determine any potential changes in motivations and intentions of tourists. Additionally, it would be of interest to know which demographic groupings are more likely to visit dark tourism locations based on Sharpley's (2005) shades of darkness scale.

### **Chapter Summary**

The information included in this chapter summarizes the theoretical implications of the data analysis and results. Further discussion explained the results and differences in the individuals who had responded to the questionnaire as have-visited participants and plan-to-visit participants. Also, practical implications were shared to help individuals working within the dark tourism locations better serve the tourists visiting their attractions. Limitations were discussed and suggestions were made to better this study should it be replicated or utilized for future research efforts. Lastly, future research opportunities were shared in relationship to the information gathered from this study and how this study could be altered or expanded to explain in greater detail the dark tourism motivations and intentions of tourists.

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## APPENDIX A: IRB APPROVAL

**IOWA STATE UNIVERSITY**  
OF SCIENCE AND TECHNOLOGY

Institutional Review Board  
Office for Responsible Research  
Vice President for Research  
1138 Pearson Hall  
Ames, Iowa 50011-2207  
515 294-4566  
FAX 515 294-4267

**Date:** 6/30/2016

**To:** Heather R. Allman  
1330 Hunters Mountain Parkway  
Troy, AL 36079

**CC:** Dr. Thomas Schrier  
5 MacKay Hall

**From:** Office for Responsible Research

**Title:** Motivations and Intentions of Tourists to Visit Dark Tourism Locations

**IRB ID:** 16-303

**Study Review Date:** 6/30/2016

The project referenced above has been declared exempt from the requirements of the human subject protections regulations as described in 45 CFR 46.101(b) because it meets the following federal requirements for exemption:

- (2) Research involving the use of educational tests (cognitive, diagnostic, aptitude, achievement), survey or interview procedures with adults or observation of public behavior where
  - Information obtained is recorded in such a manner that human subjects cannot be identified directly or through identifiers linked to the subjects; or
  - Any disclosure of the human subjects' responses outside the research could not reasonably place the subject at risk of criminal or civil liability or be damaging to their financial standing, employability, or reputation.

The determination of exemption means that:

- **You do not need to submit an application for annual continuing review.**
- **You must carry out the research as described in the IRB application.** Review by IRB staff is required prior to implementing modifications that may change the exempt status of the research. In general, review is required for any modifications to the research procedures (e.g., method of data collection, nature or scope of information to be collected, changes in confidentiality measures, etc.), modifications that result in the inclusion of participants from vulnerable populations, and/or any change that may increase the risk or discomfort to participants. Changes to key personnel must also be approved. The purpose of review is to determine if the project still meets the federal criteria for exemption.

Non-exempt research is subject to many regulatory requirements that must be addressed prior to implementation of the study. Conducting non-exempt research without IRB review and approval may constitute non-compliance with federal regulations and/or academic misconduct according to ISU policy.

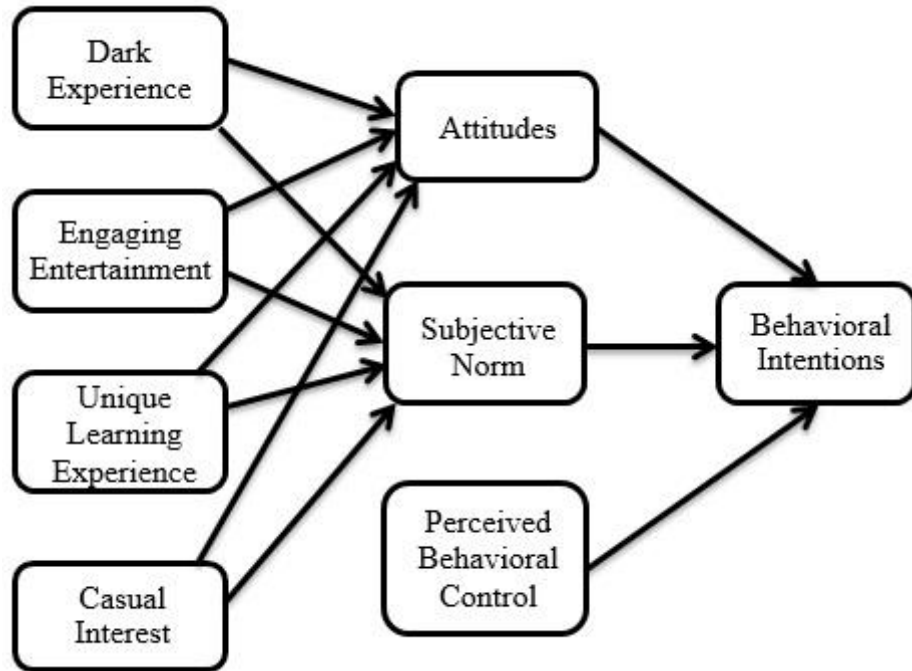
**Detailed information about requirements for submission of modifications can be found on the Exempt Study Modification Form.** A Personnel Change Form may be submitted when the only modification involves changes in study staff. If it is determined that exemption is no longer warranted, then an Application for Approval of Research Involving Humans Form will need to be submitted and approved before proceeding with data collection.

Please note that you must submit all research involving human participants for review. **Only the IRB or designees may make the determination of exemption, even if you conduct a study in the future that is exactly like this study.**

Please be aware that **approval from other entities may also be needed.** For example, access to data from private records (e.g. student, medical, or employment records, etc.) that are protected by FERPA, HIPAA, or other confidentiality policies requires permission from the holders of those records. Similarly, for research conducted in institutions other than ISU (e.g., schools, other colleges or universities, medical facilities, companies, etc.), investigators must obtain permission from the institution(s) as required by their policies. **An IRB determination of exemption in no way implies or guarantees that permission from these other entities will be granted.**

Please don't hesitate to contact us if you have questions or concerns at 515-294-4566 or [IRB@iastate.edu](mailto:IRB@iastate.edu).

## APPENDIX B: THEORETICAL RESEARCH MODEL



## APPENDIX C: SURVEY CONSENT

Thank you for your interest in this research study. The research topic of this study is dark tourism. Dark tourism is the act of tourists traveling to sites recognized for their affiliation with death, tragedy, and suffering. These locations may have varying levels of association to death, tragedy, and suffering. For example, these locations may include battlefields, historical museums, abandoned prisons, mental hospitals, or other locations that may be known for paranormal activity. Sometimes, but not always, the locations may promote themselves as a dark tourism site by offering tours for visitors.

You are invited to participate in this project focusing on the motivations and intentions of tourists to visit dark tourism locations.

**To participate in this survey, you must be at least 18 years of age.** This survey will take approximately 15-20 minutes to complete. If you agree to participate, you will be asked to answer a set of questions about your personal motivations, desires, ideas, and intentions related to traveling to and visiting dark tourism locations. Please answer the survey questions to the best of your knowledge.

There are not any foreseeable risks to you for participating in this survey. It is hoped that the information you provide can be used to help strengthen the scholarly research in this field of study. Additionally, the results of this study will be used to help practitioners improve tourists' experiences at dark tourism locations.

Your participation is voluntary. You may refuse to participate in this study or in any part of this study, if you feel uncomfortable. All your answers will be solely used for the purpose of this study. All the information collected in this survey will be kept completely anonymous and confidential in a password-protected system.

Thank you for your time and consideration. Your participation is greatly appreciated.

**By clicking on the "I AGREE" button below you verify that you have read the above information and agree to participate in this survey.**

- I agree  
 I do not agree

## APPENDIX D: PRE-SURVEY QUESTIONS ASKED OF ALL PARTICIPANTS

As previously stated, dark tourism is the act of tourists traveling to sites recognized for their affiliation with death, tragedy, and suffering. These locations may have varying levels of association to death, tragedy, and suffering. For example, these locations may include battlefields, historical museums, abandoned prisons, mental hospitals, or other locations that may be known for paranormal activity. Sometimes, but not always, the locations may promote themselves as a dark tourism site by offering tours for visitors. Please note that temporary attractions created for the sole purpose of Halloween entertainment are not considered a dark tourism location.

---

Have you visited a dark tourism location within the past 24 months?

- Yes
- No
- 

Do you plan to visit a dark tourism location within the next 12 months?

- Yes
- No

## APPENDIX E: HAVE-VISITED TOURIST SURVEY QUESTIONNAIRE

Please carefully read each of the statements below and rate the level of importance of each reason for your decision to travel to a dark tourism location.

I visit dark tourism locations:

	Extremely Unimportant	Somewhat Unimportant	Neutral	Somewhat Important	Extremely Important
To travel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To have a hobby	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To change pace and get away from routine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To meet new people with similar interests	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To be emotionally refreshed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To be physically refreshed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To try something new	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To try something "out of the ordinary"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To experience place(s) many people have not been to or wish to visit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To increase knowledge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To have an enjoyable time with family/friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please carefully read each of the statements below and rate the level of importance of each reason for your decision to travel to a dark tourism location.

I visit dark tourism locations:

	Extremely Unimportant	Somewhat Unimportant	Neutral	Somewhat Important	Extremely Important
To reconnect with individual(s) that were somehow associated to the dark tourism location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To experience a part of my own heritage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To satisfy personal curiosity about how the victims died	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To witness the act of death and dying	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To satisfy my fascination of abnormal and bizarre events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To have some entertainment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To experience paranormal activity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To experience paranormal activity as seen on main-stream media (i.e. television shows, internet, social media)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please carefully read each of the statements below and rate the level of importance of each reason for your decision to travel to a dark tourism location.

I have visited dark tourism locations:

	Extremely Unimportant	Somewhat Unimportant	Neutral	Somewhat Important	Extremely Important
To seek out stories related to the dark tourism location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To see improvements/ changes of the dark tourism location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To visit historical/cultural sites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To see the wreckage/debris of the dark tourism location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To ensure that participants are thoroughly reading each question, please click Somewhat Important	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To visit well-recognized locations that are known to be home to paranormal activity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Please carefully read each of the statements below and rate the importance of each of the attributes of the destination that would affect your decision to travel to a dark tourism location.

	Extremely Unimportant	Somewhat Unimportant	Neutral	Somewhat Important	Extremely Important
Natural Scenery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Originality of Facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Service Quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personal Safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Value of Tours	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Special Tour Promotions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Well-known Historical Heritage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Well-known for Paranormal Activity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has been Featured on Television Shows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please select your level of agreement with each of the statements below.

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
I <b>will visit</b> a dark tourism location in the next 12 months.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I <b>want to visit</b> a dark tourism location in the next 12 months.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would revisit <b>the most recent</b> dark tourism location I visited again in the future.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would recommend visiting <b>the most recent</b> dark tourism location I visited to a friend or family member.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would recommend visiting <b>any</b> dark tourism location to a friend or family member.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Based on the attributes listed below, please select your level of agreement with the following statement:

"Visiting a dark tourism location is..."

Strongly Disagree    Somewhat Disagree    Neither Agree nor Disagree    Somewhat Agree    Strongly Agree

Enjoyable

Pleasant

Exciting

Fun

Positive

Most people I know would choose a dark tourism location for vacation purposes.

Strongly Disagree    Somewhat Disagree    Neither Agree nor Disagree    Somewhat Agree    Strongly Agree

People who are important to me think I \_\_\_\_\_ choose a dark tourism location to visit.

- Definitely Should Not
- Probably Should Not
- People important to me have no preference over my dark tourism visit choices
- Probably Should
- Definitely Should

People who are important to me would \_\_\_\_\_ of my visit to a dark tourism location.

- Definitely Disapprove
- Probably Disapprove
- People important to me have no preference over my dark tourism visit choices
- Probably Approve
- Definitely Approve

Please rate your level of agreement with the following statements:

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
I am in control of whether or not I visit a dark tourism location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I wanted, I could easily afford to visit a dark tourism location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To ensure that participants are thoroughly reading each question, please click Somewhat Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There are dark tourism location(s) within a reasonable driving distance of my home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## APPENDIX F: PLAN-TO-VISIT TOURIST SURVEY QUESTIONNAIRE

Please carefully read each of the statements below and rate the level of importance of each reason for your decision to travel to a dark tourism location.

I plan to visit dark tourism locations:

	Extremely Unimportant	Somewhat Unimportant	Neutral	Somewhat Important	Extremely Important
To travel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To have a hobby	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To change pace and get away from routine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To meet new people with similar interests	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To be emotionally refreshed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To be physically refreshed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To try something new	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To try something "out of the ordinary"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To experience place(s) many people have not been to or wish to visit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To increase knowledge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To have an enjoyable time with family/friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please carefully read each of the statements below and rate the level of importance of each reason for your decision to travel to a dark tourism location.

I plan to visit dark tourism locations:

	Extremely Unimportant	Somewhat Unimportant	Neutral	Somewhat Important	Extremely Important
To reconnect with individual(s) that were somehow associated to the dark tourism location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To experience a part of my own heritage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To satisfy personal curiosity about how the victims died	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To witness the act of death and dying	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To satisfy my fascination of abnormal and bizarre events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To have some entertainment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To experience paranormal activity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To experience paranormal activity as seen on main-stream media (i.e. television shows, internet, social media)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please carefully read each of the statements below and rate the level of importance of each reason for your decision to travel to a dark tourism location.

I plan to visit dark tourism locations:

	Extremely Unimportant	Somewhat Unimportant	Neutral	Somewhat Important	Extremely Important
To seek out stories related to the dark tourism location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To see improvements/changes of the dark tourism location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To visit historical/cultural sites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To see the wreckage/debris of the dark tourism location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To ensure that participants are thoroughly reading each question, please click Somewhat Important	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To visit well-recognized locations that are known to be home to paranormal activity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please carefully read each of the statements below and rate the importance of each of the attributes of the destination that would affect your decision to travel to a dark tourism location.

	Extremely Unimportant	Somewhat Unimportant	Neutral	Somewhat Important	Extremely Important
Natural Scenery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Originality of Facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Service Quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personal Safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Value of Tours	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Special Tour Promotions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Well-known Historical Heritage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Well-known for Paranormal Activity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has been Featured on Television Shows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please select your level of agreement with each of the statements below.

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
I <b>will visit</b> a dark tourism location in the next 12 months.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I <b>want to visit</b> a dark tourism location in the next 12 months.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I plan to <b>revisit the same</b> dark tourism location multiple times in the future.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would recommend visiting the dark tourism location I am <b>planning to visit</b> to a friend or family member.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would recommend visiting <b>any</b> dark tourism location to a friend or family member.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Based on the attributes listed below, please select your level of agreement with the following statement:

"I think visiting a dark tourism location would be..."

	Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
Enjoyable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pleasant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Exciting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fun	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Positive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Most people I know would choose a dark tourism location for vacation purposes.

Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

People who are important to me think I \_\_\_\_\_ choose a dark tourism location to visit.

- Definitely Should Not
- Probably Should Not
- People important to me have no preference over my dark tourism visit choices
- Probably Should
- Definitely Should

People who are important to me would \_\_\_\_\_ of me visiting to a dark tourism location.

- Definitely Disapprove
- Probably Disapprove
- People important to me have no preference over my dark tourism visit choices
- Probably Approve
- Definitely Approve



Please rate your level of agreement with the following statements:

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
I am in control of whether or not I visit a dark tourism location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I wanted, I could easily afford to visit a dark tourism location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To ensure that participants are thoroughly reading each question, please click Somewhat Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There are dark tourism location(s) within a reasonable driving distance of my home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

APPENDIX G : DEMOGRAPHIC SURVEY QUESTIONNAIRE ASKED OF ALL PARTICIPANTS

What is your gender?

- Male
- Female
- I prefer not to answer

What is your current age?

What is the highest level of school you have completed or the highest degree you have received?

- Less than high school degree
- High school graduate (high school diploma or equivalent including GED)
- Some college but no degree
- Associate degree in college (2-year)
- Bachelor's degree in college (4-year)
- Master's degree
- Doctoral degree
- Professional degree (JD, MD)
- I prefer not to say

What is your current marital status?

- Single
- Married
- Divorced/Separated
- Widow/Widower
- I prefer not to say

What is your personal annual income?

- |  |  |
|--|--|
| <input type="radio"/> Less than \$20,000     | <input type="radio"/> \$120,001 to \$140,000 |
| <input type="radio"/> \$20,001 to \$40,000   | <input type="radio"/> \$140,001 to \$160,000 |
| <input type="radio"/> \$40,001 to \$60,000   | <input type="radio"/> \$160,001 to \$180,000 |
| <input type="radio"/> \$60,001 to \$80,000   | <input type="radio"/> \$180,001 to \$200,000 |
| <input type="radio"/> \$80,001 to \$100,000  | <input type="radio"/> More than \$200,000    |
| <input type="radio"/> \$100,001 to \$120,000 | <input type="radio"/> I prefer not to say    |

In which country do you currently reside?

United States of America

In which state do you currently reside?

Alabama