

## Dark Tourism Motivations, Experience, Emotions and Behaviour of Tourists

### Abstract

The purpose of this study is to explore travel motivations at dark tourism sites and the impact of dark tourism motivations on tourist experience. The study also tried to examine the impact of experience on tourist emotions and behaviour at dark tourism sites. The study was concluded by randomly surveying 400 respondents' responses to the study instrument at Jallianwala Bagh, Amritsar-India. The study results revealed that curiosity, remembrance and knowledge are key travel motivations of tourists at dark tourism sites. Regression analysis determined that these travel motivations have a significant impact on cognitive and affirmative travel experiences of tourists. Further, the results showed that the cognitive and affirmative travel experiences of tourists positively influence tourist emotions and behaviour. These findings signify the importance of Jallianwala Bagh's historical massacre among the visitors. This study enhances the existing knowledge of dark tourism as no such prior research was available to showcase the connotation among motivations, cognitive and affirmative experience, emotions and behaviour of tourists. The planners can use this study for destination development, marketing, and community engagement as well.

**Keywords:** Affirmative experience, cognitive experience, dark tourism, travel motivations, tourist behaviour

**How to cite this article:** Dar, H. & Kaur, A. (2024). Dark Tourism Motivations, Experience, Emotions and Behaviour of Tourists. African Journal of Hospitality, Tourism and Leisure, 13(3):515-522. DOI: <https://doi.org/10.46222/ajhtl.19770720.535>

### Introduction

Since mid-1990 the term dark tourism attained scholar's attention to explain the phenomenon of fascination with macabre and morbid (Hartmann et al., 2018). Dark tourism involves visiting places associated with death, horror, atrocity, or depravity that have impacted public consciousness and include both real and recreated locations (Biran & Stone, 2013). Touristic depictions of deaths, disasters, and atrocities are becoming more common, offering spiritual journeys for those seeking to witness real or recreated death. However, as more official arrangements were made to accommodate visiting voyeurs, public executions began to resemble spectator events. Similarly, the supposed first guided tour in England occurred in 1838 during a railway excursion in Cornwall, where two convicted murderers were hanged (Stone, 2006). The term dark tourism was considered an umbrella term that encompassed many subfields. Various scholars described the dark tourism phenomenon by different names including genocide, prison, grief and disaster (Sharma et al., 2018), Thana tourism (Duncan, 2017), war tourism (Bigley et al., 2010; Dunkley et al., 2011), Morbid Tourism (Bloom, 2003). In all areas of dark tourism, a lot of debate exists on the definitions of what to include. Instead, many authors believed that certain fields that some considered dark tourism should have their own tourism category (Mitchell et al., 2020). Despite the growing interest in tourism, the concept of Dark Tourism remains relatively novel in academic research. The present study is conducted in Jallianwala Bagh, Amritsar, Punjab – India. Jallianwala Bagh is known for its blood bath and massacre of people by the British military in 1919. There is empirical research evidence showcasing the motivations, experience, and behaviour of dark tourism tourists visiting Jallianwala Bagh. Therefore, the study tries to examine the travel motivating factors, cognitive and affirmative experience, emotional attachment and behaviour of dark tourism tourists in Jallianwala Bagh. This study is helpful for the planners with respect to destination and site management ensuring tourist safety, respect to the site, and careful interpretation of the historical importance of the destination. They can also use it to involve the local community in tourism development to ensure destination sustainability. For academicians, this study augments dark tourism travel motivations, experience, emotion, and behavioural theories by revealing intentions behind visiting places connected with tragedy. Specifically, this study theorizes the association of dark travel motivations, experience, emotions and behaviour in a systematic way.

### Literature review

#### *Dark tourism*

Over the past decade, there has been a growing interest in dark tourism, which can be attributed to individuals' intense fascination with death. This phenomenon has gradually captured the attention of people, who are drawn to sites associated with death and tragedy (Lennon & Foley, 1996). The reasons for this attraction are multifaceted and complex and may include a desire to confront mortality, a fascination with the macabre, or a need to understand the darker aspects of human history. As such, dark tourism has become an increasingly popular area of study, with scholars seeking to understand the motivations and implications of this unique form of tourism. However, the exploration of Dark Tourism is still in its infancy, with limited empirical studies and theoretical frameworks. As such, there is a need for further investigation into the motivations, impacts, and ethical considerations of this type of tourism.

#### *Dark tourism motivations*

Understanding travel motivation is crucial for developing tourism products, enhancing destination image, and improving competitiveness in the industry. Therefore, destination managers must understand the reasons why tourists travel in order to customise products and promotional messages that meet their needs (Mapingure, 2018). Since 1940 motivation has been considered as an important determinant of tourist behavior. In the context of visiting dark sites tourists' motivations vary, as



dark tourists are frequently driven by the desire for a novel experience or an adventure that will help them learn and comprehend things they have never known before. According to Mangwane et al. (2019), there is no homogeneity among dark sites because each site is unique and tourists have different motivations for visiting these sites. Farmaki (2013) concluded there are numerous motivations for visiting dark tourism sites, and interest in death cannot be the primary reason for visiting death-related sites. Several studies have been conducted on tourist motivations and experiences when visiting dark tourism sites (Mangwane et al., 2019; Light, 2017; Lewis, et al., 2021; Scott, 2010; Zheng, 2016; Sharma and Nayak, 2019; Min et al., 2021; Isaac & Cakmak, 2013). However, very few studies are conducted on motives for visiting death-related sites thereby providing only a weak conception of the phenomenon, experience quality of tourists and benefits gained. Past research has highlighted different motives like curiosity, obligation, remembrance and knowledge in the context of dark tourism (Min et al., 2021; Isaac & Cakmak, 2013; Tang, 2014). Mangwane et al. (2019) conducted research that identified three main motives for visiting Hector Pieterse Memorial and Museum was Novelty and knowledge seeking, remembrance and curiosity. Similarly, Isaac & Çakmak (2013) described motives of self-understanding, 'curiosity', 'conscience', 'a must-see place' and 'exclusiveness' factor with first-hand evidence. Similarly, Iliev (2020) asserted that many visitors instead of visiting dark sites for death and suffering were aspiring for education, learning, and understanding about what happened at the dark sites. Çakar (2020) conducted a study on battlefield tourism in the context of dark tourism. He opined that motivators for visiting the Gallipoli Peninsula varied among domestic and international tourists, but also showed some similarities. He identified nine motivators categorized into push and pull motivations i.e. pull motivational: education/learning, history knowledge/awareness, participation in commemoration events and becoming a nation-state and cultural identity and the push motivational factors: family ties, curiosity, patriotism, and desire to know a different culture, media and reference group. Based on relevant literature and personal observations, the following motivational factors for tourists were identified.

*Motivation of curiosity:* Although tourism motivation is a well-established and widely discussed concept in tourism research, dark tourism, and Thana tourism research are slow to explain why people visit death-related destinations. Visits to areas associated with violence or suffering may be motivated by curiosity (Light, 2017). Tourists visit places associated with grief, and the pain of the past tragedy elicits the same experiences and many travellers visit these sites with motives of curiosity (Sharma & Nayak, 2019). According to Winter (2011), visitors without any personal connection to the locations are typically drawn by their interest in death and the tragedies that happened there. According to Cakar (2020), curiosity is frequently cited as the primary driving force behind dark tourism and trips to locations where a high death toll has been recorded. *Motivation of Remembrance:* According to Light (2017), the primary motives for studying tragic events include curiosity, learning, remembering victims, affirming collective identities, connecting with tragic events, and feeling a sense of obligation, rather than solely focusing on curiosity. Farmaki (2013) emphasized the role of education, remembering, and national identity in driving dark heritage site visits, with museums adopting themes to enhance educational experiences and connect visitors to their personal heritage. *Motivation of knowledge:* Podoshen (2013) revealed that dark tourism often stems from the desire to compare real and imagined landscapes, with an element of education always present in the experiences of tourists. According to the study of Mangwane et al. (2019), the most significant motives for visitors to HPMM were novelty and knowledge seeking, indicating a desire to acquire new knowledge and experiences.

### **Dark travel experience**

Experience was defined as the physiological and psychological perception of past experiences in various recreational opportunities (Chang, 2014). According to Gohary et al. (2018), experience encompasses perceptions, cognitions, and emotions a tourist goes through at their location are significant determinants of a tourist's behavioural intention. In the context of tourism, the experience encompasses all aspects of a tourist's encounter at a destination, including behavioural and perceptual, cognitive and emotional, as well as explicit and implicit manifestations (Amoah et al., 2016). Dark tourist experiences were of different types but among all of them, emotional and cognitive experiences acquired the most attention from researchers in the field of dark tourism. According to Kang et al. (2012), dark tourism provides a balanced cognitive and affective tourism experience. All emotional experiences at dark sites were not only limited to dark tourism, even tourists who visited other forms of niche tourism also gained emotional experiences and in terms of cognitive experiences, educational experience was most important. He further determined that curiosity-driven travelers have both emotional and cognitive experiences. The same dark site might have varied emotional and cognitive experiences for various visitors, resulting in varying perceptions of what is dark (Iliev, 2020). Dark tourism experiences can vary among different visitors as the same dark site evokes different experiences. Boateng, et al. (2018) also argued that tourists' encounters with a dark tourist site can be regarded from three perspectives: emotional experience, cognitive experience, and a third dimension slavery Experience. *Emotions* are commonly defined as "affective states" that comprise acute emotional episodes connected to a specific subject (person, thing, or event) that elicit particular behaviours in response (Cohen & Areni, 1991). Visitors to dark tourism attractions may experience pleasant emotions, negative emotions, or a combination of both positive and negative emotions at the same time (Larsen & McGraw, 2011; Nawijn et al., 2016; Nawijn & Biran, 2019). Because diverse emotions result in different tendencies and behaviours, it is vital to investigate the assessments and repercussions of limited, specific emotions (Nawijn & Biran, 2019; Nawijn et al., 2015). Individual visitors may experience a range of emotions during their visit, ranging from curiosity about the unusual and unfamiliar to empathetic grief and sorrow to offence and anger wherever directed. Research on holocaust memorials indicates that tourists' emotions during a visit to a concentration camp memorial persist even after the visit, with feelings of sadness, depression, anger, and existential questions persisting for several years (Sherry, et al., 2015). *Behaviour:* Understanding visitor behaviour begins with understanding the reasons for their travel (Crompton, 1979; Kim et al., 2011). According to Ajzen & Fishbein (1980),

behavioural intention refers to the likelihood of a person repeating a specific behaviour. Tourist motives (for example, excitement, relaxation, and curiosity) have been shown to have a direct positive effect on their behavioural intentions (Yoon & Uysal, 2005).

**Relationship between dark tourism motivations and experience**

Duncan (2017) established the relationship between tourist motivation and experiences that tourists visit to London Dungeon for escape/relax, novelty, relationship, and self-development. Tourists and destinations respond to each other in some way as before visiting the destination, there were certain kinds of motivations, expectations and experiences evoked in the tourist. Travel motivations are crucial in travel decision making which are more related to emotions and eternity (Dar, 2020; Dar & Kashyap, 2022). Researchers have studied the relationship between the motivations and experiences of tourists (Biran et al., 2010) and narrated that the motives for visiting dark tourism sites could be learning and understanding, famous death attractions or it could be seen to believe it. Lennon & Foley (2000) developed the relationship between motives and experience and said that empathy leads to an emotional experience of the tourist. Yan et al. (2016) conducted a study on the association between dark tourism motives and dark travel experiences in which the authors concluded that visitors with curious motives gained both emotional and conscious experiences. Tang (2014) in his study on Chinese domestic tourists visiting seismic memorials opined that the visits lead to an interpretation of on-site cognitive and emotive experiences in terms of visitor experiences. The cognitive experiences lead most respondents, on the one hand, to self-reflection, sympathising with the victims, reconciling imagined landscapes with topographical reality and thinking critically about the earthquake. Therefore, on the basis of existing literature, the following hypotheses are proposed:

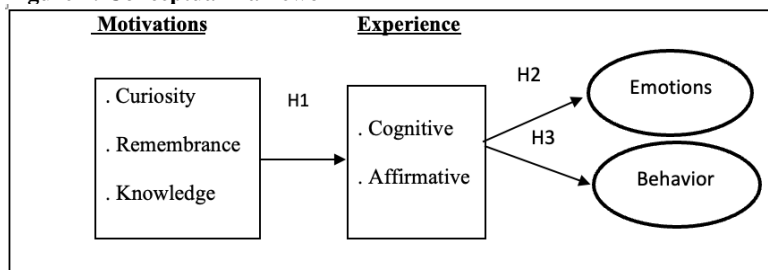
H1: Dark travel motivations have positive impact on tourist experience

**Relationship between dark travel experience, tourist emotions and behaviour**

The likelihood that tourists will visit a specific location was referred to as visit intention. Visit intention is the combination of a consumer's interest in and likelihood of visiting a location (Luo & Ye, 2020). Numerous studies have revealed that people's attitudes and preferences influence their intention to visit. Emotional responses predicted future visits to other concentration camp memorials as well as positive word of mouth. Some researchers have also investigated tourists' intention to return to dark tourist destinations, for example, Nawijn & Fricke (2013) discussed the relationship between visitors' emotional experiences at concentration camps, their intention to return, and positive word of mouth. Zhang et al. (2016) conducted a study on the role of past experiences, intrapersonal constraints and visit intentions where authors opined those Cognitive experiences had a significant positive effect on revisit intention, either directly or through the mediating variable of intrapersonal constraints. As the memorial's "shades of darkness," the dominant part of the affective experiences was negative emotional experiences. As a result, the affective experiences had a negative indirect effect due to intrapersonal constraints. Zheng et al. (2019) conducted another study where they suggested that respondents who were unwilling to revisit dark sites cited 'nightmares,' 'endless recalling of traumatic images,' 'unbearable feelings,' and a 'psychological shadow,' as well as the response 'visiting once was enough and respondents who were willing to return dark sites cited the following reasons: 'rich value in learning history,' 'visual shock stimulates a deep change in mind,' 'new opportunity for self-reflection,' 'meaningfulness,' 'worthwhile despite being depressed,' 'inspiration for more active living,' and a 'sense of identity. Hence the following hypothesis is proposed:

H2: Tourist experience has a positive impact on emotions.  
 H3: Tourist experience has a positive impact on behaviour.

**Figure 1: Conceptual framework**



**Research methodology**

Amritsar is a city of great virtue, with a remarkable past that has shaped the present. This holy city honor's its ancestors' sacrifices by commemorating their heroism and hardship. The city is well-known for its vibrant rich culture, magnificent sites, fertile soil, and delectable food. Jallianwala Bagh serves as a reminder of the tragic historical incident that occurred there when British soldiers opened fire on a crowd of men, women, and children who had gathered there for a fair during the Vaisakhi festival. The Partition Museum is dedicated to the victims, survivors, and enduring legacy of the 1947 subcontinent partition. The Wagah Border Beating Retreat ceremony is a riveting experience that is full of pride and patriotism. Tourists visiting Jallianwala Bagh are considered the research population in the present study. Jallianwala Bagh remains a popular destination



for tourists worldwide due to its deep historical importance as approximately 2000 individuals were brutally massacred by British Brigadier-General Reginald Dyer on April 13, 1919, as documented by Kuortti (2014) and Sharma & Nayak (2018). This site holds various meanings, serving as a somber reminder of tragedy and loss, making it a prime example of 'dark tourism.' It also serves as a place of remembrance and cultural significance, fitting into the category of memorial tourism. Moreover, Jallianwala Bagh plays a vital role in shaping and upholding national identity, making it an integral part of important national conversations (Jamalian et al., 2020). After the tragic events of April 13, 1919, Jallianwala Bagh has emerged as a prominent location of somber historical significance, drawing in visitors seeking to acknowledge and pay tribute to the past suffering (Dandotiya et al., 2023). A total of 445 visitors were surveyed to respond to the study instrument by following a simple random sampling approach. Out of 445 collected responses, only 400 were found usable for final analysis.

### Questionnaire design

A questionnaire (Table 1) was constructed based on previous research on dark tourism to analyse motives and experiences.

**Table 2: Study questionnaire**

Variable	Label	Items	References
Curiosity	CUR1	I want to satisfy my personal curiosity to know what happened in Jallianwala bagh	Isaac, et al. (2013)
	CUR2	I wanted to visit this place because of my aroused curiosity	Mangwane et. al. (2019)
	CUR3	I wanted to fulfill my curiosity about the genocide happened in Jallianwala Bagh	Kang, et al. (2012)
Remembrance	REM1	I wanted to commemorate Jallianwala bagh Massacre	Mangwane et. al. (2019)
	REM2	I wanted to pay respect to victims of massacre	Rachael and Raine (2013)
	REM3	I wanted to visit this site as a desire for remembrance	Light (2017)
	REM4	I wanted to remember this as a famous genocide site	Light (2017)
Knowledge	KNG1	I wanted to increase knowledge about sites of human tragedies	Mangwane et. al. (2019)
	KNG2	I wanted to learn more about the genocide of the people in Jallianwala bagh	Isaac, et al. (2013)
	KNG3	I wanted to learn more about the history associated with this site	Prayag, et al. (2018)
Cognitive experience	COE1	I wanted to improve my knowledge by visiting Jallianwala bagh as dark site	Zhang, et al. (2016)
	COE2	I wanted to learn how innocent people were killed	
	COE3	I wanted to learn the issues that led to massacre	Kang, et al. (2012)
Affirmative experience	AFE1	I felt shocked by the dehumanizing nature of General Dyer	Kang, et al. (2012)
	AFE2	I felt sad after visiting Jallianwala bagh	
	AFE3	I felt sorrow for the innocent victims	Zhang, et al. (2016)
Emotions	EMO1	I felt grief that large numbers of innocent people were killed	
	EMO2	I felt anger at the cruel nature of general Dyer	Ashworth, et al. (2015)
	EMO3	I felt surprise with the preservation of Jallianwala Bagh	
Behaviour	BHR1	I will revisit this site in future	Zhang, et al. (2016)
	BHR2	I feel good about my decision to visit this site	Prayag, et al. (2018)
	BHR3	I will recommend friends and family to visit this site	Min, et al. (2021)

Responses for all the items in the scale are taken on a five-point Likert scale as suggested by Chen (2017), Lewis et al. (2021), and Prayag et al. (2018) ranging from 1 to 5 as strongly disagree to strongly agree. A dark tourism motivation construct was developed based on previous studies (Kang et al., 2012., Light,2017; Mangwane et.al., 2019), and used to query motives and experiences, emotions and intentions for visit. This motivation construct consists of 10-item statements. Dark Cognitive experiences consisted of three statements (Kang et al., 2012; Zhang et al., 2016) and three statements of affective experiences. Emotional connection to the destination is measured with three items they have visited. Three item statements were used to measure dark tourists' behavioural intentions (Min et al., 2021; Zhang et al., 2016).

### Data analysis

#### Descriptive statistics

Table 3 depicts the demographic results of tourist. The majorities of the respondents were female, aged between 21-30 years old, and are postgraduates.

**Table 3: Respondents demographics**

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

#### Data analysis

Table 4 indicates the results of exploratory factor analysis (EFA). Factor loadings range from 0.550 to 0.943 across the items. From EFA, 7 factors are identified as CUR, REM, KNG, COE, AFE, EMO and BHR respectively. According to Hair et al. (2014), the composite reliability and average variance should be above 0.70 and 0.50 respectively. The composite reliability of all the study variables has ranged from 0.77 to 0.86. For each latent construct, the range of average variance extracted was from 0.52 to 0.73. Thus the results are consistent.

### Hypotheses testing

*Impact of dark travel motivations on cognitive experience of tourists*





Table 5, the R value (0.728) indicates a high degree of correlation of *CUR*, *REM* and *KNG* with *COE*. The R<sup>2</sup> value (0.529) indicates 52.9% of variation for *COE* by *CUR*, *REM* and *KNG* which is greater than 0.5 and good. Besides, adjusted R<sup>2</sup> value (.524) is less than R<sup>2</sup> (.529) which is good for model fitness.

**Table 4: Measurement evaluation model (EFA)**

Construct	Label	FL	Mean	S. D	Cronbach's α	CR	AVE
Curiosity (CUR)	CUR1	0.936	3.84	1.037	0.849	0.86	0.68
	CUR2	0.550					
	CUR3	0.943					
Remembrance (REM)	REM1	0.735	3.78	1.079	0.710	0.79	0.52
	REM2	0.725					
	REM3	0.730					
	REM4	0.600					
Knowledge (KNG)	KNG1	0.752	3.80	1.102	0.764	0.80	0.58
	KNG2	0.764					
	KNG3	0.776					
Cognitive Experience (COE)	COE1	0.784	3.82	1.034	0.728	0.82	0.61
	COE2	0.792					
	COE3	0.782					
Affective Experience (AFE)	AFE1	0.924	4.26	0.787	0.834	0.88	0.73
	AFE2	0.918					
	AFE3	0.705					
Emotions (EMO)	EMO1	0.704	4.08	0.845	0.610	0.78	0.54
	EMO2	0.771					
	EMO3	0.743					
Behavior (BHR)	BHR1	0.919	3.75	0.957	0.826	0.87	0.69
	BHR2	0.911					
	BHR3	0.645					

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

**Table 5: Model summary**

R	R Square	Adjusted R Square	Std. Error of the Estimate
.728 <sup>a</sup>	.529	.524	.69215

a. Predictors: (Constant), CUR, REM, KNG  
 b. Dependent Variable: COE

According to Table 6 results, P value is less than .05 and equal to 0.000, and F value (60.631) is greater than 1 which indicates the model applied is significantly good enough in predicting the outcome.

**Table 6: ANOVA**

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

a. Dependent Variable: COE

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

The regression output reproduced in Table6 shows that *CUR*, *REM*, *KNG* have significance level less than 0.05 which reflects this variable has a significant impact on *COE* of tourists visiting dark tourism sites. Therefore, *H<sub>1a</sub>*, *H<sub>1c</sub>* and *H<sub>1e</sub>* hypotheses are supported.

**Table 7: Variable coefficient results**

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

a. Dependent variable: COE

*Impact of dark travel motivations on affirmative experience of tourists*

In Table 8, the R value (.897) indicates a high degree of correlation of *CUR*, *REM*, and *KNG* with *AFE*. The R<sup>2</sup> value (0.804) indicates 80.4% of the variation for *AFE* by *CUR*, *REM*, and *KNG* which is greater than 0.5 and good. Besides, the adjusted R<sup>2</sup> value (.799) is less than R<sup>2</sup> (.804) which is good for model fitness.

**Table 8: Model summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.897 <sup>a</sup>	.804	.799	.75279

a. Dependent: AFE

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

According to Table 9 results, P value is less than .05 and equal to 0.000, and F value (80.316) is greater than 1 which indicates the model applied is good enough and significantly predicts the outcome variable, *AFE* in the study.

**Table 9: ANOVA<sup>a</sup>**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	45.514	1	45.514	80.316	.000 <sup>b</sup>
	Residual	225.541	398	.567		



<b>Total</b>	<b>271.055</b>	<b>399</b>
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a. Dependent Variable: AFE  
 b. Predictors: (Constant), CUR, REM, KNG

The regression output reproduced in Table 10 shows that *CUR*, *REM*, and *KNG* significance levels less than 0.05 which reflects this variable has a significant impact on AFE of tourists visiting dark tourism sites. Therefore,  $H1_b$ ,  $H1_d$  and  $H1_h$  hypotheses are supported.

**Table 10: Variable coefficient result**

Model	Unstandardized Coefficients		Std. Error	Standardized Coefficients Beta	T	Sig.
	B					
1	(Constant)	2.200	.177		12.427	.000
	CUR	.405	.045	.410	8.962	.000
	REM	.120	.042	.155	3.702	.003
	KNG	.068	.042	0.88	1.618	.000

a. Dependent Variable: AFE

*Impact of tourist experience on emotions*

In Table 11, the R value (0.853) indicates a high degree of correlation of *COE* and *AFE* with *EM*. The  $R^2$  value (0.727) indicates 72.7% of variation for *EM* by *COE* and *AFE* which is greater than 0.5 and good. Besides, adjusted  $R^2$  value (.720) is less than  $R^2$  (.726) which is good for model fitness.

**Table 11: Model summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.853 <sup>a</sup>	.727	.720	.68855

a. Predictors: (Constant), COE and AFE  
 b. Dependent: EMO

According to Table 12 results, P value is less than .05 and equal to 0.000, and F value (6.703) is greater than 1 which indicates the model applied is good enough and significantly predicts the outcome variable, *EMO* in the study.

**Table 12: ANOVA**

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

a. Dependent Variable: EMO  
 b. Predictors: (Constant), COE and AFE

The regression output, reproduced in Table 13 *COE* and *AFE* has a significance level of less than 0.05 which reflects that this variable has a significant impact on *EMO* of tourists while visiting dark sites. Therefore,  $H2_a$  and  $H2_b$  hypothesis are supported.

**Table 13: Variable coefficient results**

Model	Unstandardized Coefficients		Std. Error	Standardized Coefficients Beta	T	Sig.
	B					
1	(Constant)	4.214	.205		20.520	.000
	COE	.217	.127	.200	2.876	.004
	AFE	.045	.405	.186	8.962	.002

a. Dependent Variable: EMO

*Impact of tourist experience on behavior*

In Table 14, the R value (0.786) indicates a high degree of correlation of *COE* and *AFE* with *BHR*. The  $R^2$  value (0.617) indicates 61.7% of variation for *BHR* by *COE* and *AFE* which is greater than 0.5 and good. Besides, adjusted  $R^2$  value (.605) is less than  $R^2$  (.617) which is good for model fitness.

**Table 14: Model summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.786 <sup>a</sup>	.617	.605	.63739

a. Predictors: (Constant), COE and AFE  
 b. Dependent Variable: BHR

According to table 14 results, P value is less than .05 and equal to 0.004, and F value (5.705) is greater than 1 which indicates the model applied is good enough and significantly predicts the outcome variable *BHR* in the study.

**Table 15: ANOVA<sup>a</sup>**

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

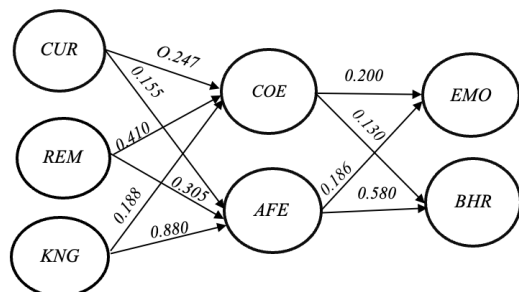
a. Dependent Variable: BHR  
 b. Predictors: (Constant), COE and AFE

The regression output, reproduced in Table 16 *COE* and *AFE* has significance level less than 0.05 which reflects that this variable has significant impact on *BHR* while visiting dark sites. Therefore,  $H3_a$  and  $H3_b$  hypothesis are supported.

**Table 16: Variable coefficient results**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.045	.150		26.984	.000
	COE	.010	.038	.013	.265	.002
	AFE	.069	.059	.058	1.169	.001

a. Dependent Variable: BHR  
 b. Predictors: (Constant) COE and AFE



**Figure 2: Hypotheses path model - Motivations experiences**

### Discussion and conclusion

The purpose of the study was to study dark tourism travel motivations and the impact of motivations on the tourist experience. Further, the study examined the impact of the tourist experience on the emotions and behaviour of tourists in Jallianwala Bagh. The study tested the hypotheses by following its conceptual model based on several latent variables. In this research study findings identified curiosity, remembrance and seeking knowledge as key dark tourism motivations in Jallianwala Bagh. The findings of tourist motivation in this study are supported by extant studies (see Tang, 2014; Isaac & Cakmak, 2014; Mangwane et al., 2019). The study findings confirmed that curiosity, remembrance and knowledge as dark tourism motivations are significantly influencing the tourists' cognition in Jallianwala Bagh. Similarly, the results also indicated that dark tourism motivations significantly predict the affirmative travel experience of tourists at dark tourism sites. Curiosity is found more associated with the cognitive experience of tourists than affirmative experience. The results of hypothesis H1 is consistent with the viewpoint of Zhang et al. (2015) that motives of curiosity have a significant impact on the cognitive experiences of the tourist. On the other hand, remembrances and knowledge, both factors are significantly associated with, both, the cognitive and affective experiences of the tourists visiting dark sites. The results of the regression analysis established a strong association among experiences and emotions of the tourists visiting dark sites that indicates that they may feel positive and negative emotions concerning place attachment. According to the results, both cognitive and affirmative experiences of tourists at dark sites are strongly impacting tourist emotions. The results of hypothesis H2 supported the study of (Prayag et al; 2018; Sun & Lv ,2020). In the present study results, tourist cognitive perception was found to have a positive significant impact on emotions. Tourists' emotional value is significantly impacted by the portrayal of suffering, death, or tragedy in dark tourism experiences, as curiosity and remembrance of such events trigger uncontrollable emotions (Sharma & Nayak,2019). Same view was proposed by Boateng, et al.,2018) that when tourists visit a dark tourist attraction, they express a wide range of emotions.

The results of the Regression model predicted the impact of experiences on the behaviour intentions of the tourist significantly well. The present study results indicated that the tourist experience has a positive and significant impact on their behavioural intentions. Previous studies confirmed that Cognitive experiences had a significant positive effect on revisit intention, either directly or through the mediating variable of intrapersonal constraints (Zhang et al.,2016). The results confirm Ugwuanyi et al's (2021) study, indicating that both practical and personal aspects of guest experience greatly influence overall satisfaction. The results of the hypotheses i.e. impact of tourist experience on behaviour align with the study of Mandina et al. (2022) who suggested that cognitive evaluations shaped by personal beliefs and emotional assessments based on feelings have a favourable impact on travelers' likelihood to visit a specific destination. Furthermore, these aspects play a crucial role in determining the likelihood of a return visit. This indicates that tourists are likely to visit these sites and similar sites in future. Similarly, study results supported the conceptual model that cognitive and affective experiences, the emotions and behaviour of the tourist are positively influenced by motivations.

### Limitations, implications and future research

The current study has some limitations as results were concluded based on domestic and NRI tourist responses and their responses were not differentiated in the context of motives and experiences. Some respondents were reluctant to fill out the questionnaire, so their responses may be biased. Theoretical implications of dark tourism lie in exploring how tourists' motivations and experiences influence their emotions and behaviour in an integrated manner. Understanding the intricate interplay between dark tourism motivations—such as curiosity, remembrance and knowledge and the subsequent emotional and affirmative responses can shed light on visitor behaviour within dark tourism sites. Examining how these emotions manifest in tourists' behaviour provides insights into the deeper psychological processes at the said interplay. This research contributes to the broader understanding of human behaviour in the context of tourism and its societal implications. From the practical point of view, the study findings will help stakeholders to target dark tourists specifically visiting sites associated with darkness



by positioning dark sites in the context of Raine's spectrum. In addition, findings can also help the government to formulate policy on developing and marketing dark tourism destinations. Future research could explore how the community perceives dark tourism for their overall betterment and sustainable management strategies for destination and niche tourism. Further, the intersection of technology and visitor experience, socio-cultural implications, and the ethical dimensions of commodifying tragedy pave the way for future research on dark tourism in Amritsar.

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