Abstract

This thesis tends to identify the main motivations attracting tourists to visit dark tourism sites, and take a depth look into dark tourists' experiences by their visit. A main part of the study will be investigating the relationship between dark tourists' background and their motivation to visit dark tourism sites, in other words, is there is difference in motivation visiting dark tourism sites between visitors with different age, religion, origin and gender. The research method of this study will be literature review, followed by a self-designed questionnaire, in order to have both firsthand and second hand data.

One of the problems in this research is that the sample size of the survey is not large and not very equally distributed. The sample size is 105, the gender and religion are quite equally distributed. Meanwhile the education level (mostly undergraduate) and the age (mostly young people, around 18-30) are not distributed equally due to the way of sampling.

The first finding in the research is dark tourism motivations can be briefly concluded as five categories, including empathy, curiosity, educational, emotional and causal. The second finding is the religion of visitors does not make a great difference between their motivation to visit dark tourism sites. There is a minor difference in motivation between different genders' motivation, and between Asians and Europeans, Overall and in conclusion, the background of visitors is not an important factor to determine their motivation to visit dark tourism sites.