INTO THE DARK:
MARKETING STRATEGIES FOR DARK TOURISM MANAGEMENT

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ABSTRACT

Most people have never heard the term dark tourism, but they likely have been to a dark tourist site. War museums, prisons, battlefields, and memorials are just a handful of tourism categories that fall within the morbid realm of dark tourism. This shadowy corner of tourism has drawn increasing interest recently among researchers in hospitality and psychology practices, providing various theories and frameworks about the types of dark sites and the motivations of their dark tourists. The types of sites are broad, and the motivations are broader, but this paper reaches past the current understandings in the field in an attempt to apply marketing knowledge to the unique dark tourism industry. Specifically, the roles of the key marketing factors of awareness and message appeal are studied and applied to dark tourism. A study was conducted to gain statistical understandings of these key marketing implications for dark tourism. This thesis contains results and analysis of the survey experiment, looking at the effects and interactions of site awareness, message appeal, and product-mix strategies on visit intent and anticipated satisfaction with dark tourism sites.
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Chapter 1

Review of Dark Tourism Literature

For most, dark tourism is not a familiar term, but it is likely a familiar concept. Those school field trips to old battlefields, family visits to famous memorials, and even the old prison-turned-haunted house you visit every October are all considered part of dark tourism. It is an old subject, but rising global mobility and increased interest in tourism due to technological advances has made it a hot topic for researchers in hospitality and psychology. This chapter will introduce dark tourism through the exploration of the current literature, before discussing the greater purpose of marketing dark tourism.

The Dark Side: What is Dark Tourism?

Definitions and Perspectives. Also known as Thanatourism, dark tourism is simply defined as “the act of travel to sites associated with death, suffering and the seemingly macabre” (Stone, 2006, p. 146). In analyzing dark tourism, there is both a supply and a demand perspective to consider. The basic definition provided by Stone (2006) is the basis for the supply perspective, emphasizing the presence of the visitor in spaces associated with death. The dark tourism occurs because the dark site is there, rather than because the people want to see something dark. This concept ignores the diversity of individual’s inner experience, which likely motivates the tourism.

The opposing thought, the demand perspective, argues, “Dark tourism is essentially a behavioural phenomenon, defined by tourist’s motives as opposed to particular characteristics of a site or attraction” (Seaton, 1996, p. 240). Considering the dark element of the tourism to be only
through the tourist’s motivations, however, overlooks motivations not inspired by the desire for “actual or symbolic encounters with death” (Seaton, 1996, p. 240).

Therefore, an integrated supply-demand perspective must be utilized for a holistic understanding of the dark tourism phenomenon. It is the perception of the site as dark, rather than the site’s attributes per se, which determines whether tourists are motivated to visit by dark motives (Smith & Croy, 2005). Not all tourists to sites presenting death are indeed engaged in a dark experience. Some might be seeking education on a topic, while others might just be enjoying the scenery. Often, tourists visit dark sites without even realizing the morbidity associated with it, such as the Roman Colosseum. The integrated model highlights the experiential nature of tourism, linking the site’s attributes with the experience sought into what Richard Sharpley refers to as a “Continuum of purpose.”

Frameworks. The concept of a continuum is prevalent in trying to categorize and assess dark tourist sites. There are a number of frameworks for shading the darkness of the tourism and categorizing the various types of dark tourism. To best represent the integration of consumer motivations and the breadth of site categories, this paper will outline the models provided by Sharpley and Stone. First, Sharpley’s Shades of Grey is the key integrated framework (Sharpley, Shedding Light on Dark Tourism: An Introduction, 2009). Pale Tourism features tourists with minimal interest in death who visit accidental dark sites (sites not originally formed as for-profit tourist attractions). Next, Grey Tourism Supply describes when sites initially established to exploit death are visited by tourists with little interest in death. The opposite is true of Grey Tourism Demand, where tourists motivated by fascination with death visit unintended dark tourism sites. And, predictably, Black Tourism is the pure, dark tourism experience in which fascination with death is satisfied by purposeful supply. While examples are difficult to provide because the classification is based partially on the individual tourist, one might consider the visits to graves of celebrities (motivated by their lives, not their deaths) to be Pale Tourism, while “the
$65 per person ‘Flight 93 Tour’ to the Pennsylvania crash site of United Airlines 93—one of the 9/11 hijacked aircraft—established and run by a local farmer,” would be seen as Black Tourism (Stone & Sharpley, 2008, p. 579).

Stone provides a more in depth spectrum, further considering the variables from both the supply and demand perspectives. Using this framework, Stone divides thanatourism sites into loose groups called the seven dark suppliers (Stone, 2006).

The first and lightest are the Dark Fun Factories: visitor sites, attractions and tours which predominately have an entertainment focus and commercial ethic, and which present real or fictional death and macabre events. An example given for this category is the Dracula Park in Romania. This is obviously an unauthentic and highly touristic creation, but it is based on the real-life Transylvanian Count ‘Vlad the Impaler’.

The second type of dark tourism site is known as the Dark Exhibition, referring to those exhibitions and sites that essentially blend the product design to reflect education and potential learning opportunities. These offer products that revolve around death, suffering or the macabre with an often commemorative, educational and reflective message. Most war museums fall within this category, since the topic is dark, but still on the lighter end of the spectrum because they encompass a degree of tourism infrastructure and some commercial focus.

Moving darker on the scale is the category of Dark Dungeons. These sites and attractions present former penal and justice codes to the present day consumer, and revolve around prisons and courthouses. These essentially have a combination of entertainment and education as a main merchandise focus, but occupy sites which were originally non-purposeful for tourism. An example is Robben Island, the former prison of Nelson Mandela located off the Cape Town coast in South Africa.
In the center of the spectrum lie Dark Resting Places, with a focus on the cemetery or grave markers as potential products for dark tourism. People basically visit the gravesites of famous people, or just tour through graveyards.

Next, Dark Shrines are sites where people pay respects and take remembrance of recently deceased. These are often constructed, formally or informally, very close to the site of death and within a very short time period of the death occurring. They are usually places where people place flowers after a passing. Most do not exactly have much tourism infrastructure, but there are exceptions, which fall in the more permanent category of dark shrines, such as Ground Zero in New York.

When most people think of dark tourism, they think of battlefields first. These fall in the group called Dark Conflict sites. They have an educational and commemorative focus, are history-centric and are originally non-purposeful in the dark tourism context.

At the far, darkest end of the spectrum, we find the Dark Camps of Genocide. With a product design revolving around education and commemoration, and unlike Dark Exhibitions, location at the actual site of the death-event, Dark Camps of Genocide tell the terrible tales of human suffering and infliction and have a high degree of political ideology attached to them. The emotions invoked when a visitor is standing in the place where such awful events occurred are unlike any other. The most famed examples are Holocaust Concentration Camps.

Considering the detail and depth of Stone’s spectrum, the current paper will draw out four key variables for further analysis: time, place, structure, and occasion. While these are variables of thanatourism supply, they assume interacting variables from the demand perspective on the level of individual tourists. From a tourism management standpoint, these are the variables to consider. Table 1-1 considers the variables as applied to Stone’s seven dark suppliers.
**Table 1-1. Key Variables of the Seven Dark Suppliers**

<table>
<thead>
<tr>
<th></th>
<th>Dark Fun Factories</th>
<th>Dark Exhibition</th>
<th>Dark Dungeons</th>
<th>Dark Resting Places</th>
<th>Dark Shrines</th>
<th>Dark Conflict Sites</th>
<th>Dark Camps of Genocide</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time</td>
<td>Distant</td>
<td>Varies</td>
<td>Varies</td>
<td>Varies</td>
<td>Recent</td>
<td>Varies</td>
<td>Varies</td>
</tr>
<tr>
<td>Place</td>
<td>Not authentic</td>
<td>Varies</td>
<td>Authentic</td>
<td>Authentic</td>
<td>Near authentic</td>
<td>Authentic</td>
<td>Authentic</td>
</tr>
<tr>
<td>Structure</td>
<td>Entertainment (Park)</td>
<td>Tourism Infrastructure (Museum)</td>
<td>Combination of original and created</td>
<td>Original (Cemetery)</td>
<td>Created (Memorial)</td>
<td>Original (battlefield)</td>
<td>Original</td>
</tr>
<tr>
<td>Occasion</td>
<td>Lighter, Varies</td>
<td>Varies, typically war</td>
<td>Penal/justice</td>
<td>Famous deaths</td>
<td>Recent Death</td>
<td>War/Conflict</td>
<td>Genocide, Political</td>
</tr>
</tbody>
</table>

Time, referred to as “chronological distance” in literature by Lennon and Foley (2000), is relative to the morbid occurrence of what made the site what it is today, be it built for dark purposes or turned that way by tragedy. Therefore, this variable is ever changing, as time does not stand still, which affects the inherent darkness. This is for the same reason someone might say “too soon” after a joke about a dire subject.

Place is an axis accounting for how close the site is to the actual event. For instance, a Holocaust museum in Washington D.C. is different than a Holocaust museum in Poland. Exact location is even more important than country of residence for a site. If the morbid event occurred at the same place where tourists will visit, then it is innately darker than even a site located in the same country or city.

The structure of a dark tourism site refers to what type site it is today. Was it constructed for tourism purposes, like a monument or commemorative museum? Or does it occupy a site which was originally non-purposeful for tourism, like a graveyard, prison, or battlefield?

Finally, the occasion factor is based on what historic event actually caused the site to be dark. This is the most difficult variable to assess because its darkness is not entirely objective, as it is based on perceived morbidity aspects such as heritage, history, media attention, and public categorization as dark. Therefore, occasion can change based on relative importance of the site to
each individual. Occasion is interwoven with the marketing concept of awareness, which is a key variable in the current research. Since each of the four factors could largely impact the consumer response and marketing for dark sites, they will be held constant for the current study. However, while the occasion type is held constant, the actual historic event varies in the study in order to test the awareness variable.

\textit{Ethics.} In addition to those key factors, it is important to consider ethics in the management of dark sites. A subject like dark tourism obviously comes with some dispute over ethical issues. The basic controversy of dark sites is “whether it is ethical to develop, promote or offer them for touristic consumption” (Sharpley & Stone, (Re)presenting the Macabre: Interpretation, Kitschification and Authenticity, 2009, p. 8). One must consider the effect of tourism on those who were affected by the occasion that created the site, both living and dead. Related, tourism has arguably both positive and negative impacts on a site’s surrounding community. While tourism brings in necessary economic gains for many of those communities, it may also lead to unwanted traffic and disrespectful visitors at the least.

The management of a site often treads in dangerous ethical gray areas. The way a site is developed (or redeveloped) for tourism represents the events that occurred and thus, in essence, writes the history for visitors. These interpretations can cause ethical questions due to biases. While the traditional practice is to present only facts and permit the visitors to define the significance on their own, Freeman Tilden changed that in the 1950s. Since then, Tilden’s principles for interpretation have been, “universally adopted as a means of presenting, representing or explaining heritage, and of encouraging a connection with and response to that heritage on the part of visitors” (Sharpley & Stone, (Re)presenting the Macabre: Interpretation, Kitschification and Authenticity, 2009, p. 114). Tilden implied that it should not only inform, but provoke, stating interpretation is “an educational activity which aims to reveal meanings and relationships through the use of original objects, by firsthand experience, and by illustrative
media, rather than simply to communicate factual information” (Sharpley & Stone, (Re)presenting the Macabre: Interpretation, Kitschification and Authenticity, 2009, p. 114). While these are likely more interesting, they are also more biased and more likely to misrepresent events.

Particularly in line with the purpose of this paper are the ethical issues tied to marketing of the dark sites. As examined by the initial question of the ethics of touristic consumption of these sites, marketing and promoting them leads to controversy over the “business activities”. Past the lighter end of the spectrum with Dark Fun Factories, it can be assumed that most people are uncomfortable with the idea of anyone profiting off of the dark tourism sites. This must be considered by marketing managers in order to keep patrons content and will be discussed later in this paper. Advertising itself is a practice ridden with ethical controversy, and thus advertising dark tourism is particularly delicate ground. The advertising message, which is discussed for the purpose of this study, should be chosen under careful scrutiny in order not to seem offensive to any parties. The advertising should suppress ethical complexities while highlighting aspects that engage potential visitors.

**Dark Tourists: But Who Would Want to See That?**

The answer to the question, *But who would want to see that?*, of course is many people. That is why dark tourism has become such a phenomenon as of recent. Although it has been a popular draw to travelers for centuries, new technologies make it easier for the public to learn about sites and to travel the world in general. So, the question is really not *who*, but *why*.

*Current Theories of Motivation.* This is the subject of a large portion of published works on dark tourism. Understanding the motivations of visitors is the foundation for understanding how to market these sites to them. Seaton proposed that dark tourists must be motivated by, “the
desire for actual or symbolic encounters with death” (Seaton, 1996, p. 240). Later research, however, has provided more varied lists of potential motivators. Like any product or service, there are a number of different motivators, which are often combined to move a person toward a purchase decision.

Ashworth defines four main arguments for the motivations of dark tourists, placing atrocity “within a much more familiar and generally unexceptional context,” than the more morbid desire proposed by Seaton (Ashworth G., 2004, p. 97). The first motivation discussed is curiosity, which simply states that people are intrigued by the unusual or unique. This may drive consumers to seek out sites that are out of the ordinary for entertainment. The second argument is that of identity. This motivation speaks to what is called heritage tourism, where a tourist may seek self-understanding and personal insights. This may be to connect with family history, or may have pilgrimage characteristics. For example, Jews throughout the world visit Holocaust memorials and sites as a form of identity connection. On a darker note, the third motivation outlined by Ashworth is the horror argument. The concept of horror as an entertaining quality in tourism may seem strange, but really is no different than gore in movies, and dates far back to spectators of gladiatorial games in the Roman Colosseum.

The link between portrayals of violence and amusement may be only an extreme form of a more general and socially acceptable attraction to the dramatic. The deliberate evocation of a mix of the emotions of fascination and fear through a voyeuristic contact with horror is a staple product of not just many tourism sites and trails but much of literature, folk stories, art and more recently film and television production. (Ashworth G., 2004, p. 98)

Drawing upon a very different emotional response, Ashworth’s fourth motivation argument is empathy. Although it is possible empathy is just a more acceptable version of the horror argument, it relies more on the personal identification (although not necessarily with a
heritage approach) with the atrocity narrative, and generally with the victims in particular. These four arguments could be divided into two groups, cognitive and emotional (for the purposes of the current study), where curiosity and horror might be considered cognitive, while heritage and empathy are emotional.

As mentioned previously, these motivations are not mutually exclusive, and may all be driving forces for consumers. Ashworth also provides more specific motivations outside of the four arguments. These include,

- Pilgrimage of penance and repentance for an assumed complicity (a ‘mea culpa tourism’), through a quest for identity (‘roots’ tourism), a less personally engaged search for knowledge, understanding and enlightenment (‘edutourism’), a social mission to shape more desirable or responsible futures (‘lest we forget’ or ‘never again tourism’), to much darker and less socially acceptable emotions where gratification is obtained from violence and suffering, becoming in its extreme form a ‘sado-masochistic pornographic tourism’. (Ashworth G., 2004, p. 96)

Preece and Price used in-depth interviewing to create broad motivation themes, which are somewhat consistent with the findings of Ashworth: learning, historical interest, and fascination with the abnormal or bizarre. Within these themes, sub-categories are identified, as explained in Figure 1-1 (Preece & Price, 2005).

Later findings by Biran, Poria, and Oren use factor analysis to identify four common dimensions of consumer motives (Biran, Poria,
The first dimension is called *see it to believe it*, referring to consumer interest in visiting a site in order to believe such atrocities took place. Next, is *learning and understanding*, which is similar to the edutourism discussed by Ashworth. The third factor is a compilation of motives, wholly considered *famous death tourist attractions*. This category is made up of the motivation to visit because it is a famous site, because of general interest in sites of death, because of a willingness to see the real site, as well as because of a desire to feel empathy with the victims. The final dimension is *emotional heritage experience*, relating to the yearning for connection with one’s heritage or just with having an emotional visiting experience.

One objective of the current research attempts to understand what advertising message appeals are most effective for driving dark tourism. For this study, the motivations are reported as *see it to believe it, educational, empathy, social responsibility, and heritage*, summarizing and building from the motivations provided by the literature. With a better knowledge of the sites and the motivations of consumers, we can begin to predict and reason how marketers might effectively reach those consumers to promote tourism through relevant advertising based on awareness and message.
Chapter 2

Key Marketing Factors for Study

This chapter will focus on the key marketing elements of awareness and message, as well as bundling, to understand how they may apply for dark tourism advertising. Both awareness and message are tied closely to the broader marketing concept of brand equity.

Brand equity is the value of a brand held in the mind of consumers, which is influenced by marketing and external factors. This includes, for service industries in particular, “the attributes and functional consequences and the symbolic meanings consumers associate with a specific service. Such meanings are attached to a service through a combination of personal experience, communication with other people, and advertising” (Padgett & Allen, 1997, p. 50).

Awareness

The occasion factor discussed previously in the dark tourism literature relates to the event that caused the site to take on its dark nature. A major impact of this dimension is the public awareness of the dark event, and therefore awareness of the site. According to the Hierarchy of Effects communication model, consumers pass through a series of steps in sequential order from initial awareness of a product or service to knowledge, liking, and, finally, purchase over a period of time (Belch & Belch, 2011). As such, awareness increases purchase, or visitation for tourism purposes.

Some dark events have high awareness due to historical prominence and media, but others that are lesser known require additional efforts to spread awareness. Awareness may also change over time as news coverage subsides. Advertising attempts to push consumers through the
Hierarchy of Effects funnel. In order to get to purchase, or visitation for tourism purposes, one must first have awareness, and then can acquire information and preference. As such, it would seem a site of higher awareness would be preferred due to its further position in the process. The experiment conducted for the present research aimed to test the verity of that assumption for dark tourism. Accordingly, my hypothesis is as follows (where consumer response refers to visitation intent and anticipated satisfaction).

\[ H_1: \text{Greater site awareness will increase consumer response when compared to lesser site awareness.} \]

**Message**

When consumers have base awareness, they likely have associations and images tied to the idea of the site. Those associations, likely linked to personal exposures and understandings of the occasion or site, may or may not be in line with what the brand marketers intend to portray. Marketers should aim to manage those concepts as part of the brand equity, informing consumers and shaping their associations through the marketing message.

The message in advertising is the point where the source (brand) and receiver (consumer) meet because the source uses the message to convey information, and the receiver decodes the message to understand that information conveyed (Belch & Belch, 2011). The main factors of the message are the structure and appeal. While message structure considerations, including placement, conclusions, and sidedness, are important, this research focuses on the effects of message appeal because of its importance in building brand equity. Message appeal is the “basic characterization of the content style of an advertisement” (Padgett & Allen, 1997, p. 54). Appeals can be either cognitive or emotional, based on thinking versus feeling, respectively. Marketing researchers debate which appeal category is most effective for services, with studies supporting
both sides (Padgett & Allen, 1997). Pagett and Allen (1997) describe content analyses by LaBand, Pickett, and Grove (1992), which found that services advertising were more cognitively oriented than emotionally oriented because it makes services more tangible. Cutler and Javalgi (1993), however, argue that emotional appeals transform intangible services into meaningful associations. For tourism, the consumers are “actively engaged in the process of creating and attaching meaning to tourism destination image,” supporting the argument for emotional appeal (Govers & Go, 2003). The present study aims to find which message appeal is most effective for dark tourism. Due to extreme darkness of the test sites (Dark Camps of Genocide), and the resulting emotional nature of the experiences there, my hypothesis is as follows.

\[ H_2: \] Emotional message appeal will increase consumer response greater than cognitive message appeal.

Additionally, considering the motivations outlined in the previous chapter and the message appeals discussed, I hypothesize the following results.

\[ H_3: \] Consumers motivated by empathy, social responsibility, and heritage will have greater consumer response to emotional message appeal, while consumers with see it to believe it and educational motivations will have greater consumer response to cognitive message appeal.

**Bundling**

Bundling generally refers to the grouping of more than one product together in a single package (Gaeth, Levin, Chakraborty, & Levin, 1991). This practice is done in order to increase sales of a less popular product by pairing it with a product of higher sales, thus increasing sales of the first product and introducing it to a greater number of buyers. For tourism, that means less popular sites and attractions can be grouped with popular ones in order to drive higher visitation.
levels. This is seen commonly in the form of a City Pass, allowing tourists to cover numerous destinations, including ones they might not have intended to visit originally, but will visit nonetheless because they are included. Another form of tourism bundling is done through the itineraries of tour operators. Often, when a tourist purchases a trip through a tour operator, it will include a variety of stops to provide broad appeal.

The bundling of sites is an opportunity for dark tourism sites. Typically, vacationers are looking to go places that will lead to positive affect, making them feel happy, relaxed, and generally pleased. That pleasure is not the natural response to dark tourism, though, so it is likely that tourists might not choose to dedicate their vacations to visiting only a dark site. By grouping the destinations, tourists can visit the dark site and still have positive affect from the “lighter” attractions. For example, a tourist in Paris might be more likely to visit the Catacombs if the trip also includes stops at the Eiffel Tower and the Louvre. While some may consider the Catacombs to be on the top of their must-see list in Paris, those who favor the other attractions will visit the Catacombs anyway since it is included. As such, my hypothesis is as follows.

H₁: Bundling a dark site with a more recreational vacation site will increase consumer response for the dark site when compared to an unbundled dark site trip.
Chapter 3
Are You Afraid of the Dark: The Study

Research Objectives

While there are clearly numerous considerations when marketing a dark tourism site, there are gaps in the current research. General tourism marketing methods cannot be applied evenly to dark tourism. Accordingly, the primary objective of the study, in line with hypotheses 1 and 2, was to understand how marketing message appeal can influence purchase intent and anticipated satisfaction of dark tourists of varying site awareness. By getting a practical grasp on the effect of message appeal in promotional materials, marketers can better reach their targets and improve their return on investment of marketing efforts. Additionally, the third hypothesis aimed to conclude how consumer motivations relate to response to message appeal.

While the primary objective is geared toward learning for consumer markets, the secondary objective of this study, focused on the fourth hypothesis, aimed to provide research to use in business marketing. This goal was to understand how marketing the destination bundle of a dark tourism site with a leisure/recreation tourism site affects purchase intent and satisfaction. The impact of this bundling might be a persuasive argument for tour operators to include dark sites in their itineraries.

Method

*Participants and Design.* The experiment was a 2 (site awareness: Dachau vs. Choeung Ek) x 2 (appeal: emotional vs. cognitive) between-subjects design. The experiment utilized a
sample of 300 American adults (60% Male and 40% Female) via the Amazon Mechanical Turk service, where they were asked to take the online survey in return for $1 compensation. Age varied widely for respondents, but tended toward younger individuals with 45% aged 18-27, 31% 28-37, 12% 38-47, 6% 48-57, 5% 58-67, and 0.3% 68-77. The majority (57%) of participants obtained degrees from higher education, and most were employed (22% part-time, 47% full-time), but skewed toward lower annual income (31% less than $30,000, 23% $30,000-$44,000, 17% $45,000-$59,999, 13% $75,000-$99,999, and 9% $100,000 or more.) Participants had one of four possible question blocks testing message appeals and site awareness, had one of three possible blocks regarding bundling options, and finished with control questions of prior knowledge of the Holocaust and Cambodian genocide and typical demographic questions. All survey questions can be viewed in Appendix A.

Awareness. Awareness was manipulated by site, comparing a site representing high awareness and a site representing low awareness dark events to test the first hypothesis. The high awareness site was Dachau Concentration Camp, a remnant of the Holocaust located in Dachau, Germany, near Munich. The low awareness site was the Choeung Ek Killing Fields Memorial, representing the Khmer Rouge genocide in Cambodia. These two sites were “created” in close time proximity, are both the result of horrendous genocide, and are of authentic location and structure.

Message Appeal. For the second hypothesis looking at message appeals, emotional and cognitive message appeals were communicated via a headline on simple advertising stimuli. The emotional appeal focused on emphasizing the values of empathy and appreciation. The emotional appeal headline used for the study was Live Life to Honor Theirs. The cognitive appeal pushed the idea that it is worth visiting because it is a famous historic site. The cognitive appeal headline used for the study was It Happened Here.
Bundling Effectiveness. In order to test the fourth hypothesis regarding the secondary experiment objective, the vacation needed to include one dark site and one recreational site that could be easily combined in a “vacation bundle” as is typical for tour itineraries. The vacation described was to Honolulu, Hawaii, where the popular dark tourism site is the Pearl Harbor Memorial, and the popular “light” tourism site is Waikiki Beach.

Measures and Procedures. Participants were exposed to one of four advertisements: emotional appeal Dachau, emotional appeal Choeung Ek, cognitive appeal Dachau, and cognitive appeal Choeung Ek. These print advertisements were kept simple in order to test only the appeal and awareness differences. They each used a photo taken at the site in grayscale, with the respective headline, name of the site, website, and short description of the site.

After viewing the advertisement, participants were asked to rate their interest in visiting, likelihood to visit, and willingness to visit on a seven-point scale. They also indicated any thoughts about visiting the site in an open-ended question. Next, the participants were asked about their motivations for visiting if they were to visit the site in both a single-answer multiple-choice question and a total sum question, where answers included See it to believe it, Educational, Empathy for victims, Social responsibility, and Heritage experience, based on the motivations from the literature discussed in the first chapter of this paper. Then, they were asked to rate the extent to which they agreed with statements regarding anticipated satisfaction, enjoyment, personal gain, and recommendation to others. The last question of the first block asked participants to describe their anticipated mood after visiting on a seven-point scale ranging from very unhappy to very happy.

The bundling element of the survey testing the fourth hypothesis asked the participant to imagine they are taking a vacation to Hawaii. On that vacation, they were told they were either visiting the Pearl Harbor Memorial, Waikiki beach, or both. They were provided with an image and description of whichever site they were assigned, and then asked to take a few moments to
imagine and describe what they would see and do, and how they would feel after the trip. After, they answered about their agreement with statements regarding anticipated satisfaction, enjoyment, personal gain, and recommendation to others, as well as describing their anticipated mood after the trip.

As a manipulation check, participants answered questions regarding previous international travel, and knowledge of the Holocaust and Cambodian genocide to verify the differing awareness levels. As anticipated, participants reported greater awareness of the Holocaust than Cambodian genocide (M = 3.513 vs. M = 1.987; t = 26.255 p = .000). This confirms my manipulation of awareness worked as intended. Finally, they answered demographic questions of gender, age, education, employment, and household income.

Results and Analysis

Analyses were conducted as a function of message appeal (emotional/cognitive), site (Dachau/Choeung Ek), and their two-way interaction. For ease of reporting, indices were constructed to reflect (1) visit intent, by averaging the interest in visiting, likelihood to visit, and willingness to visit the site presented (Cronbach’s alpha=.929); (2) anticipated satisfaction, by averaging their agreement with the statements of anticipated satisfaction, enjoyment, personal gain, and recommendation to others (Cronbach’s alpha=.896).

Visit intent. The cell means for visit intent are found in Table 3-1.

<table>
<thead>
<tr>
<th>Table 3-1. Visit Intent Means</th>
</tr>
</thead>
<tbody>
<tr>
<td>Choeung Ek, Emotional</td>
</tr>
<tr>
<td>Choeung Ek, Cognitive</td>
</tr>
<tr>
<td>Dachau, Emotional</td>
</tr>
<tr>
<td>Dachau, Cognitive</td>
</tr>
</tbody>
</table>
Visit intent ANOVA results indicate a main effect for both appeal ($F(1, 306)=7.727, p=.006$) and awareness ($F(1, 306)=9.745, p=.002$) on visit intent such that higher appeal and awareness had higher visit intent. The emotional appeal returned higher visit intent for viewers of both Choeung Ek and Dachau stimuli, supporting hypothesis 1. This difference is maximized for the Dachau stimuli in particular, leading to the idea that the emotional appeal is more effective in promoting visit intent for dark sites, and is most effective for sites of higher awareness. The interaction effect between appeal and awareness on visit intent is marginally significant ($F(1,306)=3.008, p=.084$). An interaction was not hypothesized or expected, but means message appeal had less influence on consumer response when advertising a site of low awareness. This interaction effect is depicted in Figure 3-1. This shows that while message appeal is an effective influencer of visit intent, it is ineffective when the site is not well-known.

**Figure 3-1. Visit Intent by Site and Message**

![Visit Intent Graph](image)

*Anticipated Satisfaction.* The cell means for anticipated satisfaction are found in Table 3-2, showing similar results as the previous table.

<table>
<thead>
<tr>
<th></th>
<th>Table 3-2. Anticipated Satisfaction Means</th>
</tr>
</thead>
<tbody>
<tr>
<td>Choeung Ek, Emotional</td>
<td>3.645</td>
</tr>
<tr>
<td>Choeung Ek, Cognitive</td>
<td>3.431</td>
</tr>
<tr>
<td>Dachau, Emotional</td>
<td>4.541</td>
</tr>
<tr>
<td>Dachau, Cognitive</td>
<td>3.222</td>
</tr>
</tbody>
</table>

The main effects on anticipated satisfaction were significant for both appeal ($F(1,306)=22.550, p=.000$) and awareness ($F(1,306)=5.261, p=.022$). Participants agreed with
satisfaction statements more for the high awareness site, Dachau, and more for the emotional message appeal, with higher scores indicating greater agreement. The preference for Dachau, however, was only present for those exposed to the emotional appeal. The interaction effect between message appeal and site awareness on anticipated satisfaction was significant (F(1,306)=13.118, p=.000), telling a similar, yet even stronger story to that of visit intent, since there was only preference for the high awareness site when there was emotional appeal. Figure 3-2 shows the interaction, where satisfaction with Choeung Ek remains almost constant despite message appeal, and satisfaction with Dachau plummets when testing the cognitive appeal.

**Figure 3-2. Anticipated Satisfaction by Site and Message**

Motivations. The cell means for the weightings of the five motivations are shown in Tables 3-3 and 3-4, averaged for site and appeal variables, respectively. Table 3-5 shows the means of each motivation among all participants. These means show that education was the greatest motivational driver amongst the total base, but empathy was the leading motivation for participants regarding Choeung Ek. Contrary to my hypothesis, motivations were largely unaffected by the message appeal variable. The ANOVA showed no significant effect of message appeal on any of the motivations (See it to believe it: F(1,307)=.001, p=.978; Educational: F(1,308)=.217, p=.641; Empathy: F(1,308)=1.230, p=.268, Social Responsibility: F(1,308)=.464, p=.496; Heritage: F(1,307)=2.491, p=.115).
Table 3-3. Motivation Means (by Site Awareness)

<table>
<thead>
<tr>
<th>See it to believe it</th>
<th>Educational</th>
<th>Empathy</th>
<th>Social responsibility</th>
<th>Heritage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Choeung Ek</td>
<td>13.020</td>
<td>33.224</td>
<td>40.585</td>
<td>9.230</td>
</tr>
<tr>
<td>Dachau</td>
<td>10.420</td>
<td>43.177</td>
<td>28.747</td>
<td>12.576</td>
</tr>
</tbody>
</table>

Table 3-4. Motivation Means (by Appeal)

<table>
<thead>
<tr>
<th>See it to believe it</th>
<th>Educational</th>
<th>Empathy</th>
<th>Social responsibility</th>
<th>Heritage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Emotional</td>
<td>11.729</td>
<td>37.561</td>
<td>36.381</td>
<td>11.542</td>
</tr>
</tbody>
</table>

Table 3-5. Motivation Means (All)

<table>
<thead>
<tr>
<th>See it to believe it</th>
<th>Educational</th>
<th>Empathy</th>
<th>Social responsibility</th>
<th>Heritage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Compiled</td>
<td>11.699</td>
<td>38.297</td>
<td>34.552</td>
<td>10.936</td>
</tr>
</tbody>
</table>

*Bundling.* The second portion of the survey, testing hypothesis 4 regarding bundling of dark tourism with typical vacation tourism, looked at anticipated satisfaction as well. The anticipated satisfaction means, as seen in Table 3-6, show that while anticipated satisfaction is lower for those visiting only Pearl Harbor, the dark site, satisfaction is almost equal for those visiting only Waikiki Beach and those visiting both sites. There was a statistically significant difference between groups as determined by one-way ANOVA (F(2,299) = 17.035, p=.000). This shows that the hypothesis was correct in predicting that overall consumer response would be higher for bundled vacations in comparison to vacations focused solely on dark tourism.

Table 3-6. Bundling Means

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Bundle</td>
<td>5.978</td>
</tr>
<tr>
<td>Pearl Harbor</td>
<td>5.371</td>
</tr>
<tr>
<td>Waikiki Beach</td>
<td>6.139</td>
</tr>
</tbody>
</table>

Implications

Returning to the primary objective of understanding the effects of marketing message appeals and level of site/event awareness on visit intent and anticipated satisfaction, the study
produced results from which we can draw significant conclusions. The analysis of variance tests lead to the deduction that both variables, message appeal and site awareness, influence visit intent and anticipated satisfaction. Specifically for anticipated satisfaction, and potentially for visit intent, the statistically significant interaction shows that the effect of message appeal is dependent on the site awareness. For this reason, the difference in Choeung Ek visit intent and satisfaction between the two appeals is not as great as the difference in Dachau interest and satisfaction between the two appeals.

These findings can be applied to real world marketing problems. If a marketer is developing promotional materials for a dark tourism site, the marketer should consider the awareness of the site or related dark event among the target market. If the site is high awareness, as are Dachau and other Holocaust sites, then choice of message appeal is particularly important. If the site is less known to the audience, such as Choeung Ek, then the message appeal is not as important as other marketing elements.

From the results, it is possible to infer that emotional appeals are actually more effective drivers of visit intent and anticipated satisfaction for dark tourism sites when awareness is present. This means marketers should attempt to convey an emotional message in advertising, drawing upon the sentiments of consumers.

In regards to the concept of tourism bundling, findings showed that while satisfaction with the “light” tourism site was not largely affected by the bundling, anticipated satisfaction was much higher in the overall destination bundle than it was for only the dark tourism site. Analysis showed that there was a statistically significant difference in anticipated satisfaction between the groups, where the dark site clearly lags behind. One could speculate that this is due to the potential uneasiness that goes along with dark tourism. When paired with a more recreational activity, consumers appear to anticipate more satisfaction. Those results have implications for real world marketers of dark tourism. If consumers are more satisfied overall when their visit to the
dark site is combined with recreational “light” activities, it would make sense to promote those light activities in addition to the dark site, since light sites are not hurt by dark sites. Specifically, tour operators should be sure to include both types of sites in their itineraries if they intend to visit a dark site at all.

**Limitations**

As with all studies, this one had certain limitations. For one, control of participants was subject to availability through Amazon Mechanical Turk. While this did in fact produce a variety of participants, it was not possible to account for an even distribution of demographic profiles across the groups. That aspect may have led some participants to be hesitant of answering questions without thinking about their financial ability to actually visit such sites. Additionally, the survey had to ask participants about their anticipated satisfaction, rather than collecting data on actual satisfaction post-visit. While interviews were conducted with non-participants of the survey immediately before and after visiting Dachau Concentration Camp, the concentrated study focus prevented analysis of the information gathered from them. Restrictions of focus also applied to the extent of the study to look at only Dark Camps of Genocide. The results might vary according to “shade of darkness” of the sites. This study aimed to analyze the impact of certain marketing decisions for dark tourism managers. Despite limitations, the conclusions drawn will hopefully lead to future quantitative research into marketing methods for dark tourism.
Chapter 4

Dark-eting: Additional Considerations for Dark Tourism Marketers

With the basic understandings of dark tourism drawn from current literature as a foundation now explained, more managerial implications can be explored. While the management of these dark sites is a popular topic for researchers, generally drawing conclusions from case studies of individual dark sites, this paper will focus directly on marketing management. It is important to consider the context of these sites when marketing, as they are different from traditional destinations. “If dark tourism is marketed and promoted in a similar vein as ‘traditional heritage’, then we are in danger of misrepresenting the darker elements of history, which in turn may have profound implications for society at large” (Verma & Jain, 2013, p. 11).

Marketing Mix

By applying the basic marketing mix guidelines to dark tourism, it is possible to get a more holistic understanding of the opportunities and challenges in the specific category. The first aspect of the marketing mix is the product, which in the case of dark tourism would refer to the site. Based on the framework provided in the first chapter of this paper, the structure and place dimensions apply largely to the understanding of the product offering.

Structure, as described earlier in this paper, refers to the type of dark tourism site. Whether or not the site was constructed for tourism purposes, as would be a memorial or museum, plays a key role in marketing strategy. Sites that are not originally created for tourism, and are rather authentic in structure like battlefields and genocide camps, may seem disrespectful if they take on higher tourism infrastructure. Tourism infrastructure is a result of
commercialization of the site, making it more accessible for visitors, but also less authentic, with additions of tour guides and gift shops (Stone, 2006, p. 156). The extent of infrastructure at a site must be determined on a case-by-case basis, as sites should provide enough for visitors to understand and appreciate what they are seeing, but not so much as to jeopardize the experience. For museums and memorials, however, high tourism infrastructure has a lower risk of hurting the experience. Rather, the thought-out design of such structures generally deem high infrastructure appropriate. For instance, at the Peace Museum in Hiroshima, Japan, all visitors are guided in a specific flow through the museum, leading them through a chronological experience of Japan during World War II and through a gift shop with relevant books and such, and then to sign a peace declaration as a step toward the abolition of nuclear weapons. The concept of cheapening an experience through mass produced souvenirs is referred to as “kitsch.” While kitsch is considered low-culture and cheap, it is noted that visitors may find comfort and enhanced meaning through the material objects (Sharpley & Stone, (Re)presenting the Macabre: Interpretation, Kitschification and Authenticity, 2009, p. 121).

Kitschification is part of a larger concept known as the commodification of memories. The tangible souvenir object allows the visitor to “repossess the experience of intensity and immediacy through an object” (Sharpley & Stone, (Re)presenting the Macabre: Interpretation, Kitschification and Authenticity, 2009, p. 123). While the product being marketed is an experience, the physical representation is important in tourism. This is also largely the purpose of photos at destinations, though photography is also a notion of debated appropriateness. Providing visitors with a comfortable way to remember their experience and process their emotions is an important consideration for dark sites.

As a destination, the dark site product offering is also made up of the surrounding setting. Location authenticity is closely tied to structure, as the site structure cannot truly be authentic if the location is not. There is an undeniably stronger impact of being where the event actually took
place, but that does not mean there are not benefits of non-authentic locations. Museums and monuments are often constructed to honor or educate on events that occurred across the globe, however, the site is constructed in a location relevant to visitors. For instance, Yad Vashem, a well-known Holocaust museum is located in Israel, rather than in, say, Germany. The location is appropriate for the target market of Jewish heritage tourists. Another example would be the placement of the Vietnam Veterans Memorial in DC. It is accessible for visitors who are touring the nation’s capital, though it is not near the actual battlefields.

The price element of the marketing mix is particularly different and complicated for sites on the darker end of the spectrum, as touched upon in this paper’s Ethics section. Most of these sites are non-profit or funded by the local government, but they must still frequently charge a fee for visitors in order to maintain the site and employees. The complexity lies within the question of how to charge a fee without it seeming like the site stakeholders are benefitting from the tragedy. Transparency can help hedge this idea in the minds of visitors. By keeping the site clean, up-to-date, and well managed, visitors can see that this money is being properly utilized, rather than going into someone’s pocket. While some sites ask for a specific fee for entry, others depend on donations. Though this is less reliable for revenues, it allows visitors a more fulfilling opportunity to contribute without it feeling like a simple transaction. By donating, the consumers create a stronger bond with the site because they are not paying to see it, but rather paying because they saw it. Future studies might analyze consumer feelings on price, as well as how much consumers are willing to pay to visit such sites, and where they are comfortable with those revenues going.

The promotional mix within the marketing plan is composed of advertising, public relations/publicity, sales promotions, direct marketing, interactive/internet marketing, and personal selling. Promotion is particularly important for destination marketers because of its key role in “establishing, maintaining, reinforcing and changing a destination brand and its position(s)
because promotional efforts represent the destination until the actual visitation takes place” (Tasci, 2011, p. 119). Presenting a unified brand message, as discussed previously, through these various promotional mediums keeps the marketing campaign integrated.

Advertising is particularly important for spreading awareness of sites that are not well-known. Advertising, however, is generally an expensive strategy. Marketers might make the most of advertising by focusing on a specific target market, promoting through travel agents, or using digital ads on related websites. As the current study proves, awareness and advertising message appeal are important in driving consumer response. Since message appeal is ineffective without awareness, advertising should focus on creating awareness within target markets.

Public relations and publicity are important elements that marketers must control. If the site gains positive publicity in travel guides or articles, consumers are likely to be more convinced than they would be seeing an advertisement. Public relations also tends to feel more authentic, which might be important for controversial, dark sites. Publicity is also the driver of awareness of the event that created a dark site. If the dark occasion received a great amount of press, people already have awareness of it, and are more likely aware of the site. How can marketers influence publicity to affect cognitive change in consumers regarding the dark occasion? By gaining media coverage for the occasion, the public will begin to view it as important and worthy of visiting. A site might drive this through press releases about anniversaries of the site or new exhibits opening.

Sales and price promotions might be appropriate for sites on the lighter end of the spectrum focusing on entertainment, or for sites that have a high fee. Reducing the cost barrier, then, will likely be effective in gaining visitors, but not necessarily for building loyalty. Direct marketing has become more accessible due to new technologies and databases. Targeting marketing efforts to people who are more likely interested in a site, due to previous visits or other tourism, is a much more efficient way to market to consumers.
Interactive marketing offers cost-effective methods that reach a global consumer-base, which is important for tourism. How can dark tourism marketers utilize new technologies and social media? While popular social media like Facebook and Twitter might be helpful to have in order to engage in conversation with consumers, the real opportunity is in travel forums like TripAdvisor where consumers can write reviews and share information. By encouraging visitors to write reviews on those sites after positive experiences, they are spreading word-of-mouth marketing. Another important element of Internet marketing is search engine optimization, through both paid and organic means. If people are searching terms like what to do in Cape Town or Nelson Mandela’s prison, the Robben Island Museum should show up on the first page of results, or else that is a missed opportunity to reach potential visitors. Personal selling is not a large part of the typical promotional mix for dark tourism, but word-of-mouth from satisfied visitors can be utilized as such.

The final component of the marketing mix is place, which can be interpreted as the placement of marketing efforts, since actual site place is more relevant to the “product”. It may not be feasible for some sites to have a global presence, but rather they should focus on drawing local visitors. Global marketing has become more practical due to the Internet, however. Business-to-consumer marketing might be less effective than marketing through travel agents and tour operators. Using promotions in business-to-business marketing does not run the risk of seeming inappropriate to visitors, but provides the opportunity to reach the users of those businesses. If a site can become part of a tour operator’s itinerary, it may bring in numerous tourists that otherwise may not have known about the site, or who would not have made the trip for that site solely, as evidenced by the bundling results in the current study.

Destination marketing management is complicated, but it is even more so for dark sites because of the added emotional, historical, and cultural complexities embedded in the sites. Of
course, not all dark sites are equal, and as such they require great research and insights before creating a marketing plan.
Chapter 5

Bringing Dark to Light: Conclusions and Future research

The purpose of this paper was to help to demystify dark tourism marketing and find some conclusive information to begin the process of understanding best practices for marketers of dark tourism sites. While the standard marketing mix can be applied to dark tourism, one should not undervalue the weight of the differences when compared to traditional tourism.

There are many questions left to be answered that could help marketers to better plan their efforts and understand their product offering. Future research should look at time, structure, place, and occasion as independent variables affecting purchase intent and anticipated satisfaction. The results of those analyses might begin to answer questions like *does time heals all wounds? Should marketing maintain the terror of atrocity, or let the site simply become historical? Do people feel differently about a dark event when standing where it took place? How must advertising adjust with the darkness of events?* Additionally, the effect of message appeal tested in this paper could be further studied with additional messages. Quantitative studies of the marketing considerations discussed in Chapter 4 should also be conducted in order to understand best practices.

The subject of dark tourism is not, in fact, entirely dark. More tourists leaving their beach chairs and visiting somewhere “darker” means more people educated about the world’s history and feeling empathy for humanity’s struggle. Maybe when more people acknowledge the painful remnants of the past, less will be created in the future.

“A certain darkness is needed to see the stars.” –Osho
Appendix

Survey

Dark Tourism

Thank you for your interest in this research study. This online survey is being conducted for research purposes by students and researchers at Penn State University. We are interested in understanding consumer’s reactions to the marketing of specific tourism sites. On the following pages, you will be asked to provide some background information, respond to questionnaires, and indicate your feelings and impressions. Participants may choose not to answer specific questions, as participation is voluntary and may be ended at any time.
Part 1:

Low Awareness (Choeung Ek) Emotional Appeal Condition

During the Khmer Rouge regime, the Choeung Ek became one of the infamous killing fields. This particular killing field is the site of the brutal executions of more than 17,000 men, women and children, most of whom had first suffered through interrogation, torture and deprivation in the S-21 Prison in Phnom Penh. The Choeung Ek Memorial is now a group of mass graves, killing areas and a memorial stupa containing thousands of human skulls and long bones.

Visit the Choeung Ek Killing Fields Memorial

For more information, see phnompenh.gov.kh
Low Awareness (Choeung Ek) Cognitive Appeal Condition

IT HAPPENED HERE.

During the Khmer Rouge regime, the Choeung Ek became one of the infamous killing fields. This particular killing field is the site of the brutal executions of more than 17,000 men, women and children, most of whom had first suffered through interrogation, torture and deprivation in the S-21 Prison in Phnom Penh. The Choeung Ek Memorial is now a group of mass graves, killing areas and a memorial stupa containing thousands of human skulls and long bones.

Visit the Choeung Ek Killing Fields Memorial

For more information, see phnompenh.gov.kh
High Awareness (Dachau) Emotional Appeal Condition

LIVE LIFE TO HONOR THEIRS.

On March 22, 1933, a few weeks after Adolf Hitler had been appointed Reich Chancellor, a concentration camp for political prisoners was set up in Dachau. This camp served as a model for all later concentration camps and as a “school of violence” for the SS men under whose command it stood. In the twelve years of its existence, over 200,000 persons from all over Europe were imprisoned. 41,500 were murdered.

Visit Dachau Concentration Camp Memorial

For more information, see kz-gedenkstaette-dachau.de
High Awareness (Dachau) Cognitive Appeal Condition

IT HAPPENED HERE.

On March 22, 1933, a few weeks after Adolf Hitler had been appointed Reich Chancellor, a concentration camp for political prisoners was set up in Dachau. This camp served as a model for all later concentration camps and as a "school of violence" for the SS men under whose command it stood. In the twelve years of its existence, over 280,000 persons from all over Europe were imprisoned. 41,500 were murdered.

Visit Dachau Concentration Camp Memorial

For more information, see kz-gedenkstaette-dachau.de
1. Considering the tourism advertisement above, and disregarding costs, please rate your responses regarding the memorial site.

<table>
<thead>
<tr>
<th>Interest in visiting</th>
<th>Not Interested in Visiting (1)</th>
<th>(2)</th>
<th>(3)</th>
<th>(4)</th>
<th>Interested in Visiting (5)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Likelihood to visit</td>
<td>Very Unlikely (1)</td>
<td>(2)</td>
<td>(3)</td>
<td>(4)</td>
<td>Very Likely (5)</td>
</tr>
<tr>
<td>Willingness to visit</td>
<td>Definitely Would Not Visit (1)</td>
<td>(2)</td>
<td>(3)</td>
<td>(4)</td>
<td>Definitely Would Visit (5)</td>
</tr>
</tbody>
</table>

2. Below, please indicate any thoughts you had when considering visiting the site.

___________________________

3. If you were to visit this memorial site, how would you describe your primary motivation for visiting?

- See it to believe it - because it is a famous tourist site (1)
- Educational (2)
- Empathy for victims (3)
- Social responsibility (4)
- Heritage experience - personal identity search (5)
- Other (6) ____________________

4. What percentage of each of the listed motivations would make up your total motivation for visiting the memorial site? (Total must sum to 100)

- See it to believe it - because it is a famous tourist site (1)
- Educational (2)
- Empathy for victims (3)
- Social responsibility (4)
- Heritage experience - personal identity search (5)
5. Please rate the extent to which you agree with the following statements.

<table>
<thead>
<tr>
<th></th>
<th>Strongly Disagree (1)</th>
<th>Disagree (2)</th>
<th>Neither Agree nor Disagree (3)</th>
<th>Agree (4)</th>
<th>Strongly Agree (5)</th>
</tr>
</thead>
<tbody>
<tr>
<td>I anticipate that I would be satisfied by the memorial site. (1)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I would enjoy visiting this site. (2)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I would gain something from visiting this site. (3)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I would recommend this site to others. (4)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

6. How would you describe your anticipated mood after visiting the memorial site?
   - Very Unhappy (1)
   - Unhappy (2)
   - Neither Happy nor Unhappy (3)
   - Happy (4)
   - Very Happy (5)
Part 2:

1(A). Imagine you are taking a trip to Honolulu, Hawaii. You decide to go to the Pearl Harbor Memorial and Waikiki Beach.

Pearl Harbor, located in Western Honolulu, is well remembered for 7 December 1941, a day that lived in infamy, when an attack by Japanese forces killed over 2,000 personnel and brought the U.S. military into World War II. Today the harbor, still functioning as a navy base, is the site of several memorials honoring the fallen of that day and the rest of the war.

Located on the south shore of Honolulu, the world-famous neighborhood of Waikiki was once a playground for Hawaiian royalty. Today, Waikiki is Oahu’s main hotel and resort area and a vibrant gathering place for visitors from around the world. One of the best-known beaches in the world, Waikiki beach stretches 1.5 miles and makes up the foreground of most Hawaiian postcard pictures. Go to a luau, learn to surf, and enjoy the world-class shopping of Kalakaua Avenue.
2(A). Take a few moments to imagine and describe what you would see and do, and how you would feel after your trip.

3(A). Please rate the extent to which you agree with the following statements regarding your feelings about your trip overall.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly Disagree (1)</th>
<th>Disagree (2)</th>
<th>Somewhat Disagree (3)</th>
<th>Neither Agree nor Disagree (4)</th>
<th>Somewhat Agree (5)</th>
<th>Agree (6)</th>
<th>Strongly Agree (7)</th>
</tr>
</thead>
<tbody>
<tr>
<td>I anticipate that I would be satisfied by the trip. (1)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I would enjoy this trip. (2)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I would gain something from this trip. (3)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I would recommend this trip to others. (4)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

4(A). How would you describe your anticipated mood after this trip?
- Very Unhappy (1)
- Unhappy (2)
- Somewhat Unhappy (3)
- Neither Happy nor Unhappy (4)
- Somewhat Happy (5)
- Happy (6)
- Very Happy (7)
5. Please rate the extent to which you agree with the following statements regarding your feelings about your trip to the Pearl Harbor Memorial.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly Disagree (1)</th>
<th>Disagree (2)</th>
<th>Somewhat Disagree (3)</th>
<th>Neither Agree nor Disagree (4)</th>
<th>Somewhat Agree (5)</th>
<th>Agree (6)</th>
<th>Strongly Agree (7)</th>
</tr>
</thead>
<tbody>
<tr>
<td>I anticipate that I would be satisfied by the site. (1)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I would enjoy visiting this site. (2)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I would gain something from visiting this site. (3)</td>
<td></td>
<td></td>
<td></td>
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<td></td>
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<td>I would recommend this site to others. (4)</td>
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</tbody>
</table>

6. How would you describe your anticipated mood after visiting the site?

- Very Unhappy (1)
- Unhappy (2)
- Somewhat Unhappy (3)
- Neither Happy nor Unhappy (4)
- Somewhat Happy (5)
- Happy (6)
- Very Happy (7)
7. Please rate the extent to which you agree with the following statements regarding your feelings about your trip to Waikiki Beach.

<table>
<thead>
<tr>
<th></th>
<th>Strongly Disagree (1)</th>
<th>Disagree (2)</th>
<th>Somewhat Disagree (3)</th>
<th>Neither Agree nor Disagree (4)</th>
<th>Somewhat Agree (5)</th>
<th>Agree (6)</th>
<th>Strongly Agree (7)</th>
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</thead>
<tbody>
<tr>
<td>I anticipate that I would be satisfied by the site. (1)</td>
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<td>I would enjoy visiting this site. (2)</td>
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<tr>
<td>I would gain something from visiting this site. (3)</td>
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<td>I would recommend this site to others. (4)</td>
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</table>

8. How would you describe your anticipated mood after visiting the site?
   - Very Unhappy (1)
   - Unhappy (2)
   - Somewhat Unhappy (3)
   - Neither Happy nor Unhappy (4)
   - Somewhat Happy (5)
   - Happy (6)
   - Very Happy (7)
1(B). Imagine you are taking a trip to Honolulu, Hawaii. You decide to go to the Pearl Harbor Memorial.

Pearl Harbor, located in Western Honolulu, is well remembered for 7 December 1941, a day that lived in infamy, when an attack by Japanese forces killed over 2,000 personnel and brought the U.S. military into World War II. Today the harbor, still functioning as a navy base, is the site of several memorials honoring the fallen of that day and the rest of the war.

2(B). Take a few moments to imagine and describe what you would see and do, and how you would feel after your trip.

__________________________

_____________________________________________
3(B). Please rate the extent to which you agree with the following statements regarding your feelings about your trip to the Pearl Harbor Memorial.

<table>
<thead>
<tr>
<th>I anticipate that I would be satisfied by the site. (1)</th>
<th>Strongly Disagree (1)</th>
<th>Disagree (2)</th>
<th>Somewhat Disagree (3)</th>
<th>Neither Agree nor Disagree (4)</th>
<th>Somewhat Agree (5)</th>
<th>Agree (6)</th>
<th>Strongly Agree (7)</th>
</tr>
</thead>
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<tr>
<td>I would enjoy visiting this site. (2)</td>
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<td>I would gain something from visiting this site. (3)</td>
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</table>

4(B). How would you describe your anticipated mood after visiting the site?
- Very Unhappy (1)
- Unhappy (2)
- Somewhat Unhappy (3)
- Neither Happy nor Unhappy (4)
- Somewhat Happy (5)
- Happy (6)
- Very Happy (7)
Imagine you are taking a trip to Honolulu, Hawaii. You decide to go to Waikiki Beach.

Located on the south shore of Honolulu, the world-famous neighborhood of Waikiki was once a playground for Hawaiian royalty. Today, Waikiki is Oahu’s main hotel and resort area and a vibrant gathering place for visitors from around the world. One of the best-known beaches in the world, Waikiki beach stretches 1.5 miles and makes up the foreground of most Hawaiian postcard pictures. Go to a luau, learn to surf, and enjoy the world-class shopping of Kalakaua Avenue.

Take a few moments to imagine and describe what you would see and do, and how you would feel after your trip.
3(C). Please rate the extent to which you agree with the following statements regarding your feelings about your trip to Waikiki Beach.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly Disagree (1)</th>
<th>Disagree (2)</th>
<th>Somewhat Disagree (3)</th>
<th>Neither Agree nor Disagree (4)</th>
<th>Somewhat Agree (5)</th>
<th>Agree (6)</th>
<th>Strongly Agree (7)</th>
</tr>
</thead>
<tbody>
<tr>
<td>I anticipate that I would be satisfied by the site. (1)</td>
<td>☐</td>
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<tr>
<td>I would enjoy visiting this site. (2)</td>
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</table>

4(C). How would you describe your anticipated mood after visiting the site?
- ☐ Very Unhappy (1)
- ☐ Unhappy (2)
- ☐ Somewhat Unhappy (3)
- ☐ Neither Happy nor Unhappy (4)
- ☐ Somewhat Happy (5)
- ☐ Happy (6)
- ☐ Very Happy (7)
Part 3:

1. How would you rate the frequency of your international travel?
   - Very Infrequently (1)
   - (2)
   - (3)
   - (4)
   - Very Frequently (5)

2. Prior to participating in this survey, how would you rate your knowledge about the Holocaust (1933-1945)?
   - None (1)
   - (2)
   - (3)
   - (4)
   - A Lot (5)

3. Prior to participating in this survey, how would you rate your knowledge about the Cambodian Genocide (1975-1979)?
   - None (1)
   - (2)
   - (3)
   - (4)
   - A Lot (5)

4. What is your gender?
   - Male (1)
   - Female (2)

5. What is your age?  

6. Which of the following best describes your highest achieved education level?
   - Some High School (1)
   - High School Graduate (2)
   - Some College, no degree (3)
   - Associate's degree (4)
   - Bachelor's degree (5)
   - Graduate degree (6)

7. What is your employment status?
   - Not Employed (1)
   - Temporary (2)
   - Part-time (3)
   - Full-time (4)

8. What is the total income of your household?
   - Less than $30,000 (1)
   - $30,000-$44,999 (2)
   - $45,000-$59,999 (3)
   - $60,000-$74,999 (4)
   - $75,000-$99,999 (5)
   - 100,000 or more (6)
Thank you for your participation. Any inquiries regarding this research may be directed to Brandy Cohn at brandycohn@gmail.com.
Bibliography


ACADEMIC VITA

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brandycohn@gmail.com

EDUCATION

The Pennsylvania State University
Schreyer Honors College
Smeal College of Business
B.S. Candidate: Marketing
College of Communications
B.A. Candidate: Advertising

Semester at Sea, University of Virginia
Minor: International Studies

University Park, PA
Expected Graduation: Dec 2013

Study Abroad: Fall 2011

HONORS AND AWARDS

Dean’s List, 2009-2013
Schreyer Honors College Academic Excellence Scholarship, 2009-2013
The President’s Freshman Award, 2009
Marketing Department Morgan – Sign Internship Scholarship, 2012-2013
Beta Gamma Sigma Business Honor Society, 2013

LEADERSHIP/ACTIVITIES

Sapphire Leadership Council, Smeal College of Business, 2009 - 2013
Global Ambassador, Institute for Shipboard Education, 2012 - 2013
Marketing Chairperson, Penn State Hillel, 2010
Chapter Relations Chair & Standards Board, Phi Gamma Nu Professional Business Fraternity, 2010 – 2011

PROFESSIONAL EXPERIENCE

GfK Custom Research, Brand and Customer Experience Market Research Intern, Summer 2013
Johnson & Johnson, AVEENO® Brand Management Co-op, Summer 2012-Fall 2012
The Daily Collegian, Creative Assistant Manager, Spring 2012
Signature Communications, Advertising Intern, Summer 2011
Philadelphia Magazine, Marketing and Special Events Intern, Summer 2010