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Dark Tourism Destination Sustainability: Assessing visitors' motivation and experience towards disaster sites in Malaysia

By Saad, M (Saad, Mazni) [1]; Ishak, NF (Ishak, Nur Fatihah) [1]

; Abukhalifeh, AN (Abukhalifeh, Alaa Nimer) [2] ; Abu Hassan, N (Abu

Hassan, Norhaslin) [3]

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Abstract The primary purpose of this research is to understand how the dark

tourism business related to disasters can be sustained by providing evidence from the visiting experiences. Specifically, the objective is to answer two-fold research questions. The opinions of 182 visitors who had experienced visiting the disaster were obtained through a survey questionnaire. Descriptive analysis verified the visitors' dark tourism motivation and emotional experiences for further decisions by responsible authorities and tourism operators to improve the shortcomings of dark tourism sites based on tourists' experience of dark tourism in Malaysia. The results are, however, constrained by

the snowballing sampling approach.

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Author
Information

Corresponding Address: Ishak, Nur Fatihah (corresponding author)

Int Islamic Univ Malaysia, Dept Tourism, Kulliyyah Sustainable

Tourism & Contemporary Langu, Johor Baharu, Malaysia Affiliation

International Islamic University Malaysia

E-mail Addresses:

nurfatihahishak286@gmail.com

Addresses:

- Int Islamic Univ Malaysia, Dept Tourism, Kulliyyah Sustainable Tourism & Contemporary Langu, Johor Baharu, Malaysia:
- ² Woosong Univ, Sol Int Sch, SIHOM Dept, Daejeon, South Korea:
- ³ Polytech Muadzam Shah, Dept Tourism & Hospitality, Pahang, Malaysia:

E-mail Addresses:

maznisaad@iium.edu.my; nurfatihahishak286@gmail.com; alaa.abukhalifeh@sis.ac.kr; norhaslin@pms.edu.my

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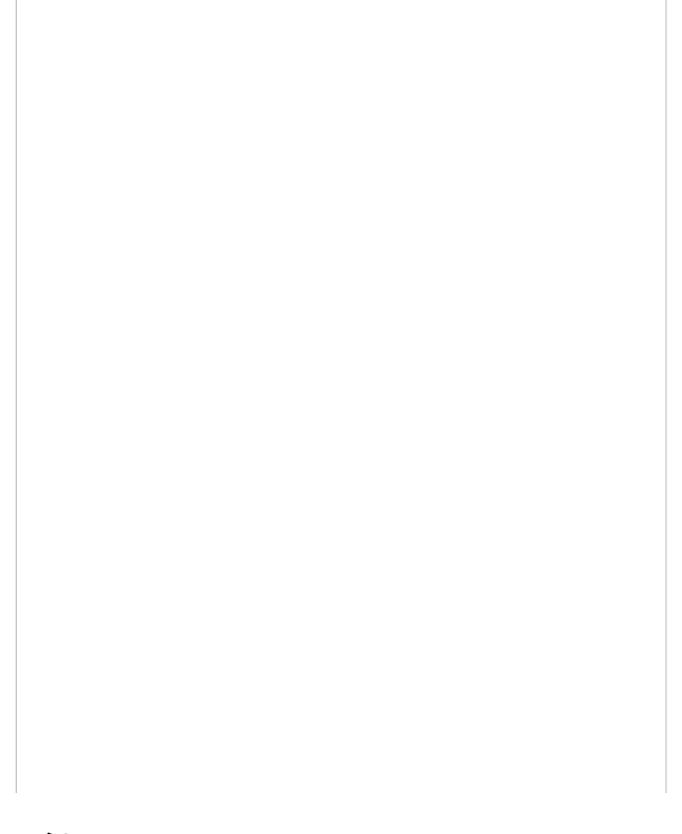
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