

[Back](#)

Travel hurdles and dark tourism destinations: Unraveling Malaysian tourists' visit intentions

[Turyzm/Tourism](#) • Article • Open Access • 2025 • DOI: 10.18778/0867-5856.2025.19[Saad, Mazni^a](#) ; [Murad, Nur Farradilla^b](#) ; [Kassim, Normalini Md^c](#) ; [Ahmad, Aznita^d](#) ^aInternational Islamic University Malaysia, Kuliyah of Sustainable Tourism and Contemporary Languages, Muar, Malaysia[Show all information](#)[View PDF](#)[Full text](#) [Export](#) [Save to list](#)[Document](#)[Impact](#)[Cited by \(0\)](#)[References \(81\)](#)[Similar documents](#)

Abstract

Dark tourism is associated with death and tragedy, and these sites attract visitors for education, leisure and historical interest with motivations including media portrayals and amusement. The research explores visitor motivations and emotional experiences in Malaysia, aiming to understand travel constraints and enhance awareness and interest, addressing gaps in local literature and practical strategies. Dark tourism in Malaysia needs more marketing and higher awareness. Despite its potential, it fails to attract tourists due to inadequate promotion and the need for more attention from authorities, industry growth is hindered. A quantitative study using a self-administered survey targeting visitors and non-visitors to dark tourism sites in Malaysia, employed non-probability and purposive sampling. One hundred and fifty data sets were collected from Google Forms distributed through WhatsApp and Twitter for one month. Though the theory of reasoned action confirmed the structural model, the results show that all three hypotheses are rejected. This indicates that the underlying reasons based on the results need further investigation. © by the author.

Author keywords

Detailed information

Bibliographic information

Document type Article

Open access Green • Gold

DOI 10.18778/0867-5856.2025.19

EID 2-s2.0-105026510115

Original language English

Publication date 18 December 2025

PubMed ID

Source type Journal

ISSN 08675856

Publisher Lodz University Press

Publication year 2025

Source title Turyzm/Tourism

Volume 35

Issue 2

Pages 75 - 85

Authors (4)

[Saad, Mazni^a](#) [Murad, Nur Farradilla^b](#) [Kassim, Normalini Md^c](#)

0

Citations

Abstract

[Author keywords](#)[Funding details](#)[Corresponding author](#)