Dark tourism representations in travel articles

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Synopsis

By the end of 2011, just three-and-a-half months after it opened to the public, the 9/11 Memorial in New York, USA had already welcomed more than 1 million visitors, according to the National September 11 Memorial & Museum, the non-profit organization that oversees operation of the memorial and museum at the World Trade Center, denotes Michelle Baran editor of TravelWeekly.com, not an unprecedented activity as sites as such attract a large number of visitors each year.

The diversity of the theme of these sites, their immense expansion throughout the world, the popularity, the massive impact and the importance their stories hold in world history have made them top travelers’ destination choices.

This study will examine the tourists' and travelers’ urge to visit sites of destruction and/or death, presenting all known theories, terms and definitions of Dark Tourism - as modern terminology describes this activity above. Incorporating industry professional travel articles it will ultimately present a content analysis on how this niche tourism is represented by the online travel media and its professionals.

*keywords:* dark tourism, travelers, travel journalists, travel articles
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Research motivation

The researcher’s motivation to undergo a study in dark tourism and its representation in travel articles was influenced by a variety of aspects concerning the subject matter. The supervising professor was a major influence and offered the initial inspiration for this scientific study.

This thesis will provide clear and solid definitions on dark tourism and examine the travelers’ urge and motives to visit sites of destruction, suffer and pain. All these sites have many common characteristics despite of their diverse nature.

Most interestingly, the researcher was motivated by the global impact of the events that unfolded that led to a site to become a dark site, that is the story behind the destination. Furthermore, the aftermath of the events were often also important and in some cases even more catastrophic to mankind. Some of them had such a massive important historic and/or political importance that led to world-changing government decisions and formed and defined the era of history during the time they occurred, some had a more timeless effect and their consequences are visible in present time. The huge impact on tourism that these sites have had since they are branded as such attractions, the immediate and massive media attention and coverage that they enjoy and the growing interest in global media were also key factors in motivating the researcher to examine this subject. People’s genuine and timeless interest in dark stories and events in history, along with the notion that these stories were very intriguing and worth-telling, also engaged positively the researcher.

Greece and Thessaloniki in specific are geographic locations with a vast number of dark stories either in the past or recent history and the researcher was intrigued to examine dark tourism in a global scale before investigating locally in a future research.

The researcher is the first postgraduate student to deliver a research and a thesis on dark tourism at a Master’s level at a Greek University.
Contribution to the scientific field

This study offered a qualitative research with content analysis and introduced research in an underestimated and overlooked field of study, that is dark tourism.

The original research examined and produced themes represented in travel articles and also the sentiments of the authors of these articles.

Using content analysis NVivo software and a solid qualitative analysis, its methodology and the tools used can be applied to future research in the same or other field of tourism studies.

The thesis is also the first of its kind that underwent in a Greek university and the researcher hopes to motivate future researchers and university students to examine dark tourism further, deepening on how the travel journalism could enhance the added value that is derived from the dark sites in both a commercial way and also for educational purposes.
Chapter 1: Literature Review

1.1 Definition of Dark Tourism

Visiting and experiencing dark sites is not actually a new phenomenon either among the professionals in the travels industry nor in the actual travelers. Before researching the issue of dark tourism any further, it must be indicated that the word *dark* in the dark tourism terminology is not meant literally but metaphorically and it relates mostly to an unfortunate chapter of the history, most of the times concerning death of one or more.

Dark tourism can be related with death and disaster (Lennon & Foley, 2000). Foley and Lennon were the first researchers according to the literature review that handled and executed a research on dark tourism.

A definition about dark tourism can be an improvement for spots or points of interest that are identified with "recorded tragedies of individuals into tourism spots" (Lennon and Foley, 2003) When alluding to dark tourism it is significant to express that catastrophes, tragedies, fierce occurrences or rough history of the past, wrongdoings and the most vital component passing that are inverse to human conditions and mankind generally speaking could be characterized as dark tourism (Dann and Seaton, 2001).

Before investigating the dark tourism term any further, a definition on tourism itself should be presented. Tourism, leisure and recreation are related to one another but there are conceptual differences. Tourism can include leisure and recreation but not all tourism is leisure-driven. Leisure is described as free time when other obligations are at a minimum and one can spend leisure time at home. Recreation consists of the activities carried out during leisure time (Bowen & Clarke 2009). Tourism is defined as a short-term movement of people to places some distance from their normal habitat. Tourism, in the broadest sense of the word, has existed since ancient Roman times (Swarbrooke & Horner 2007).
1.2 Black Spots

Lennon & Foley were not the only investigators that focused on travelers’ intentions to visit places or monuments with a disastrous background. Except for this specific team of researchers that had used for the first time the term dark tourism, there were researchers of tourism in general that were referring to the concept of dark tourism. The relationship between tourism attraction and an interest in death and macabre was pointed out by Rojek (1993) who was considering the concept of black spots or “the commercial developments of grave sites and sites in which celebrities or large numbers of people have met with sudden and violent death” (Stone, 2006). Rojek has categorized these black spots by the huge numbers of sightseers going to places of disaster such Lockerbie, Scotland for the Pan Am 103 place of air crash in 1988.

According to the investigation of Rojek back in 1993, the researcher discussed three different types of black spots. The annual candlelight vigil in memory of Elvis Presley in Tennessee, the anniversary about John Fitzgerald Kennedy and the annual pilgrimage to the place that James Dean had died, all are giving some examples of what is going to be discussed next (Stone, 2006). These ceremonies are termed as postmodern spectacles or repeated reconstructions (Rojek, 1993) because they are having a continuing presence to media, books and magazines due to the fact that the celebrities involved to these accidents or facts are still enjoying recognition and acknowledgement from a vast number of the public. Secondly there are the nostalgic sites which are mainly attractions like big and well-known cemeteries (Stone, 2006). Finally there is the type of “morbid” tourism a kind of tourism that was connected with artificial morbidity-related tourism, back in 90’s (Blom, 2000).

1.3 Related tourism industries

Dark tourism comes in a wide variety of forms as the fans of traveling to dark sites have categorized it at dark-tourism.com, accessed 29/3/2017:
• Grave tourism: graves of cult personalities or famous individuals, mausoleums, statues of great personalities of the past or even boxes or chests that include skeletal remains of great personalities.

• Holocaust or genocide tourism: all the sites that the Nazis planned or execute their intentions to eliminate the minorities of their state, former places that people of these “minorities” where gathered such as former ghettos or execution camps, memorial sites and finally museums that are dislocated from the areas that crimes of the Nazis took place.

• Prison and prosecution site tourism: places where executions of prisoners took place, places of imprisonment, places that tortures took place, places of repression and persecution.

• Communism tourism: relating to communism in a peculiar way in the form of touring and traveling to countries that have been pointed by communism like North Korea or the former Soviet Union (Russia) and Bulgaria, or just some sites that have been connected to communistic repression places like gulags in Russia.

• Cult-of-personality tourism: travelling that relates to former or still alive personalities like Mustafa Kemal Ataturk or Kim Jong Un respectively. Travel industries are taking advantage of both the hate and the admiration for specific personalities and they manage to create a different form of tourism that is self-regarding to these people. The traveler may visit the place that a specific personality was born and raised, the place that this person died or even a place that this person made something notable.

• Cold War and Iron Curtain tourism: this category can be included in communism tourism but relates also to nuclear threats that are still active today. So places that a nuclear disaster happened in the past and especially at the age of the Cold War are also included like Chernobyl, Ukraine. Moreover remains of the Wall of Berlin or border museums in the former frontiers of Eastern civilization of communism can be related too.

• Nuclear tourism: the only difference with the previous category is that in nuclear tourism there are two sites that a nuclear disaster actually happened, Hiroshima &
Nagasaki, and both are attracting tourists. Besides these two specific locations there are places that nuclear tests are taking place as well.

- Disaster area tourism: relates to nuclear tourism but also incorporates sites of either man-made disaster or natural one. Some of those sites may have a permanent period of traveling interest, like volcanoes, while others like flood or earthquake sites have a more temporarily track of their destruction. Sites as such are usually reconstructed at nothing remains for tourists to visit of the original destruction that took place.

- Icky medical tourism: directly concerned with death and pain, these sites are often places of medical experiments and monstrosities, longitudinal slices of heads showing the brains, and other sites as such.

1.4 Important dark sites around the world

The thesis will now demonstrate a list from Fonseca, Seabra & Silva (2016) which includes the most famous and common-known dark sites around the world. The following list can provide visualization to the reader about which are the dark sites and how these places are becoming essential elements of the dark tourism activity.

Concentration and Extermination Camp in Auschwitz (Poland)  
(http://auschwitz.org/en)  
Between June 1941 and January 1945, one million men, women and children perished in the Auschwitz concentration camps. The whole complex of the death camp was a deadly prison to some 150,000 inmates that were being either murdered outright or starved and worked to death. Lately, the concentration camps were transformed into a memorial museum which every year counts with the visit of 1,400,000 persons.

The Dracula's Castle - Bran Castle in Wallachia (Transylvania)  
(http://www.bran-castle.com)  
It is the most visited tourist site in Romania. Located in Transylvania, has 500,000 visitors annually and gets a profit of 1 million Euros each year.
Ground Zero - September 11 Memorial in New York (USA)
(https://www.911memorial.org/)
A tribute of remembrance and honor to the nearly 3,000 people killed in the terror attacks of September 11th, 2001 at the World Trade Center site. According to the 9/11 site, this memorial receives each year approximately 1.000.000 visitors.

Hiroshima Peace Memorial Park in Hiroshima (Japan)
(http://hpmmuseum.jp/?lang=eng)
This site tells the history of Hiroshima and the advent of the nuclear bomb, on August 6th, 1945. The personal details displayed in the museum are quite upsetting and are there to as a reminder to the visitors that peace should not be taken for granted. Since its opening, the museum had been visited by 53 million people.

Alcatraz Federal Penitentiary in San Francisco Bay (USA)
(https://www.nps.gov/alca/index.htm)
Was a high-security prison, located on the island of Alcatraz. This prison was designed to hold the incarcerated prisoners who continually caused problems in other federal prisons. One of the most famous prisons in the world, Alcatraz housed some of the most vicious criminals of America. Currently the prison is a museum and one of the main tourist attractions of San Francisco, attracting 1.5 million visitors annually.

Pompeii in Naples (Italy)
(http://www.pompeisites.org/index.jsp?idProgetto=2)
Was an ancient Roman city near Naples, Italy, destroyed during the eruption of Mount Vesuvius in 79 AD. The eruption destroyed the entire city, killing all its inhabitants and burying it under tons of ashes. Nowadays, the city acquired the status of World Heritage Site, by UNESCO and is one of the most popular tourist attractions in Italy, with approximately 2.5 million visitors per year.

Leap Castle in Coolderry County Offaly (Ireland)
(http://leapcastle.net/)
It was considered the most haunted place in the world. According to a popular legend the castle is haunted by a supernatural entity called the Elemental that died there of leprosy, and whose spirit remained over the years. The castle has been used as background for some of the well-known American TV series. Massively known for its television exposure this castle annually attracts 800,000 visitors.

Père - Lachaise in Paris (France)  
Is the largest cemetery in Paris, and with its 3.5 million visitors per year, it is also the most visited cemetery in the world. In this cemetery are buried distinguish personalities of the music scene (Jim Morrison, Édith Piaf, Frédéric Chopin), poetry writers (Honoré de Balzac, Oscar Wilde, Marcel Proust ), sculpture and painting artists (Eugène Delacroix, Max Ernst) and a lot of others famous residents that contributed to enrich the Parisians culture.

Squatter Camp in Soweto (South Africa)  
(http://www.southafrica.net/za/en/articlesentry/article-take-a-tour-of-soweto)  
Impregnated with the history of the struggle against apartheid and abuzz with the energy of the city of gold, Soweto is the most visited attraction of South Africa. Tuol Sleng Museum Phnom Penh (Cambodia) Where the Cambodian tragic past is portrayed (former extermination camp where thousands of Cambodians were killed).

Dharavi Slum in Mumbai (India)  
(http://www.mcgm.gov.in/irj/portal/anonymous?guest_user=english)  
This slum gained great projection after the release of the film Slumdog Millionaire, and is one of the most visited slums worldwide.

Latvian Prison Hotel and Museum in Liepāja (Latvia)  
(http://liepaja.travel/en/do-and-see/city/top-sites/karosta-prison/)
Karosta Prison was a working prison for most of the 20th century, but it now serves as a museum, attraction, and hotel. The prison offers tours, accommodation, and special activities (recreating the reality of the structure's history).

Alma Bridge in Paris (France)
(https://en.parisinfo.com/transport/73139/Pont-de-l-Alma)
Princess Diana’s tunnel of death. In 31 August 1997 Princess Diana died at this tunnel, victim of a car crash. Only 10 years after the incident became this tunnel open to the general public. Since then, receives millions of visitors annually.

Arlington National Cemetery in Virginia (USA)
(http://www.arlingtoncemetery.mil/)
Is a United States military cemetery in Arlington County, Virginia, in whose 624 acres have been buried the dead of the nation's conflicts beginning with the American Civil War, as well as reinterred dead from earlier wars. Visitors per Year: Approximately 4 million.

Paris Catacombs in Paris (France)
Are underground ossuaries in Paris, France. The ossuaries hold the remains of about six million people and fill a renovated section of caverns and tunnels that are the remains of historical stone mines, giving it its reputation as "The World's Largest Grave". The catacombs receive approximately 300,000 visitors per year.

Titanic in Belfast (Northern Ireland)
(http://titanicbelfast.com/)
It’s a visitor attraction and a monument to Belfast's maritime heritage. It’s a must see place on a trip to Belfast and became the most popular tourist attraction in Northern Ireland.

Sedlec Ossuary in Sledec (Czech Republic)
(https://sedlecossuary.com/)
Is a small Roman Catholic chapel, located beneath the Cemetery Church of All Saints in Sledec. The ossuary is estimated to contain the skeletons of between 40,000 and 70,000 people, whose bones have in many cases been artistically arranged to form decorations and furnishings for the chapel. The ossuary is among the most visited tourist attractions of the Czech Republic, attracting over 200,000 visitors yearly.

Oklahoma City National Memorial & Museum in Oklahoma (USA)  
(https://oklahomacitynationalmemorial.org/)  
Is a memorial in the United States that honors the victims, survivors, rescuers, and all who were affected by the Oklahoma City bombing on April 19, 1995. The memorial has an average of 350,000 visitors a year.

Museum of Genocide Victims in Vilnius (Lithuania)  
(http://www.vilnius-tourism.lt/en/what-to-see/museums/museum-of-genocide-victims-kgb/)  
The museum is situated in the former KGB building (in Vilnius), where the crimes of the Soviet regime were planned and executed for fifty years. This museum receives the visit of millions of people each year.

Hoa Lo Prison in Hanoi (Vietnam)  
(http://hoalo.vn/)  
It was a prison used by the French colonists in Vietnam for political prisoners, and later by North Vietnam for prisoners of war during the Vietnam War when it was sarcastically known to American prisoners of war as the "Hanoi Hilton". The prison was demolished during the 1990s, though the gatehouse remains as a museum. It welcomes about 35,000 to 40,000 thousand people to visit it every year.

Chapel of Bones in Évora (Portugal)  
(https://www.visitportugal.com/en/content/igreja-de-sao-francisco-evora)  
Is one of the best known monuments in Évora, Portugal. It is a small interior chapel located next to the entrance of the Church of St. Francis. The Chapel gets its name
because the interior walls are covered and decorated with human skulls and bones. Is one of the most visited attractions in Évora.

Island of the Dolls in Mexico City (Mexico)
(http://www.isladelasmunecas.com/)
Localized in Mexico this island is dedicated to the lost soul of a poor girl who met her fate too soon in strange circumstances. This island is home to hundreds of terrifying dolls. Their severed limbs, decapitated heads, and blank eyes adorn trees. It’s one of the creepiest and visited sites in the world.

The Suicide Forest in Mount Fuji (Japan)
(http://www.aokigaharaforest.com/)
Is a 35-square-kilometre forest that lies at the northwest base of Mount Fuji in Japan. The forest contains a number of rocky, icy caverns, a few of which are popular tourist destinations. Aokigahara forest is dense, shutting out all but the natural sounds of the forest itself. The forest has a historic association with demons in Japanese mythology and is a popular place for suicides.

The London Dungeon in London (UK)
(http://www.visitlondon.com/things-to-do/place/427295-london-dungeon)
Is a London tourist attraction that recreates various gory and macabre historical events in a gallows humor style aimed at younger audiences. It uses a mixture of live actors, special effects and rides. This attraction receives approximately 750,000 visitors a year.

Chernobyl Disaster in Pripyat (Ukraine)
(http://pripyat.com/en)
After the nuclear accident that occurred in Chernobyl on 26 April 1986, the site sees more visitors than ever. Several tour operators organize lead excursions to the zone and to their abandoned villages being Pripyat one of the most visited. Yearly, Chernobyl counts with more than 10,000 tourists.
Gallipoli Campaign in Gallipoli (Turkey)
(http://www.gallipoli.gov.au/)
Dardanelles Campaign (25 April 1915 - 9 January 1916) was a campaign of World War I that took place on the Gallipoli peninsula. Gallipoli is one of the most holy attractions for the Turkish because it represents the soldiers that lost their lives in the battle. It’s a historical site that offers tours around the monuments and tombs to account the incidents that happened there. Every year the Gallipoli peninsula receives thousands of visitants in order to pay tribute to the ones killed during the campaign.

Belchite in Saragoça (Spain)
Belchite is maybe the most prevailing reminder in Spain of the destruction that the civil war of 1936-39 (Battle of Belchite) brought to that population. Since it was destroyed has served as a war memorial and the ambience of the ghost town attracts millions of tourists per year.

Jack The Ripper Tours in London (UK)
Jack the Ripper was a serial killer that brutally murdered several prostitutes in the streets of London. Media as intensely promoted this story and because of that a tour – Jack The Ripper - was created, for all of those who wanted to “live” the story. Nowadays it seems to be held up as one of the most iconic dark tours in the world.

Hothell in Porto (Portugal)
Hot Hell is the first permanent haunted house in Porto, Portugal. It recreates the horror stories that happened in the city. Recently opened the site has been massively searched.

Anne Frank House in Prinsengracht (Amsterdam)
Anne Frank was a writer that during the holocaust wrote her experiences in a journal that become worldwide known as the Diary of Anne Frank. In her memory a museum was built - Anne Frank House was established as a biographical museum that portrays the
stories written by her. Since its opening the number of visitors has been increasing and in 2015 reached 31 million visitors.

Kigali Genocide Memorial Centre (Rwanda)
This memorial commemorates the Rwanda genocide that took place in 1994. The site receives about 77,000 visitors per year.

1.5 Subgroups related to Dark Tourism

This master thesis, in order to present and expand the topic of dark tourism has to demonstrate sub groups of tourism not only because it helps the general concept of the research but also because tourism has not only one dimension.

1.5.1 Cultural Tourism

Culture is joining each and every quintessence that furnishes the human flavors with the capacity to be a piece of a general public. Everything – information, capacities, convictions, customs, values, good and schedules – which a man learns as a piece of a general public. Outer culture, for instance garments or music, turns out through material targets and discernable things with various shapes, traditions or conduct. Interior culture incorporates dialect, convictions, religious and political perspectives and social standards. Culture shapes individual and furthermore influences all parts of expending conduct (Albense and Boedeker, 2003)

Cultural tourism incorporates encountering other current societies and reviewing the relics of past societies. A social-cultural traveler may visit legacy attractions and goals, go to neighborhood parties or recreation exercises, appreciate national, local or nearby cooking, or may visit working environments, for instance homesteads or plants. Social attractions are components of social tourism and they make an order and a partition for understanding social tourism. A few classifications are:

- Prehistoric destinations: e.g. Stonehenge, give in depictions
• Historic locales: e.g. historical centers, antiquated landmarks, memorial parks, legacy recorded structures, destinations of noteworthy occasions
• Religious locales of essentialness: e.g. houses of God, mosques, sacred destinations Contemporary social presentations and occasions: e.g. historical centers, craftsmanship displays, current design, theater, celebrations, fairs, shows, universal brandishing occasions (e.g. World Cup or Olympics)
• Rural attractions: ranches, wineries, mines, horticultural locales, agrarian innovation or historical centers
• Retail attractions: huge shopping centers, little master shops, markets, mold houses, create fairs or shows
• Recreational attractions: resorts, amusement parks, fairways, gambling clubs, sports occasions Cultural occasions e.g. celebrations.

(ACS Distance Education, accessed 25th of April 2017)

Cultural tourism is the center of tourism in numerous nations however concern is regularly communicated at the effect vacationer can have on the way of life they meet (Swarbrooke and Horner 2007). This form of tourism begun to increment in the 1980s because of the rising of the enthusiasm towards human expressions, history and culture. Because of statistic changes the quantity of senior residents in the Western world has expanded. Inspired by culture and having loads of relaxation time resigned, rich and dynamic elderly individuals have expanded the business sectors in social tourism. Furthermore, there are more singles and couples without youngsters who have a tendency to appreciate getting away from a bustling life by taking an occasion to notable urban communities. It is proposed that these days' sightseers wish to encounter the goal flown out to by learning and taking an interest keeping in mind the end goal to increase individual satisfaction and character upgrade. Likewise, more prominent enthusiasm towards neighborhood, provincial and national history as one's very own statement character has expanded cultural tourism (Sigala and Leslie 2005).
1.5.2 Heritage Tourism

Heritage implies actually what we have acquired from our past. Drawn closer from the traveler perspective, this subgroup of tourism depends on shoppers' inspirations and observations as opposed to on particular site qualities. The principle inspiration for going by a site depends on the qualities of the place as per the travelers' view of their own legacy. Heritage tourism has been associated with sentimentality for the past, various feelings, sentimentalism and feeling of having a place in time and space. It is expressed that legacy heritage is interesting and all inclusive in the meantime: however each site has its own, remarkable qualities the legacy is for all. Heritage tourism can focus on everything acquired, for example, noteworthy structures, wonderful view or works of art. It is recommended that legacy destinations and attractions ought to be partitioned in view of sorts of legacy: fabricated, regular and social legacy (Sigala and Leslie 2005).

According to Poria, Reichel and Biran (2006), the primary approach for characterizing heritage tourism is an individual going by in spaces or at areas named legacy destinations with a specific end goal to see notable ancient rarities. Also, there is a connection between the individual and the legacy displayed – the site is in connection to the individual's own social foundation. The same notable antique or site is seen diversely by various individuals. The history showed regularly speaks to something other than a formal instructive affair. It might inspire an enthusiastic ordeal or enable the person to feel associated with precursors and chronicled roots (Poria, Reichel and Biran, 2006).

1.5.3 Special Interest Tourism

An uncommon intrigue visitor's inspiration is either to enjoy a current intrigue or to build up another enthusiasm for another or recognizable area. Special interest tourism can be either the concentration of the entire occasion or an approach to burn through maybe a couple days amid an occasion. The subjects of intrigue military history and going by war zones can be said for instance (Swarbrooke and Horner 2007). Potential explorers that are locked in with special interest tourism are looking to take in more, "advance their mindfulness, and communicate" (ACS Distance Education, got to 25th of April 2017).
They are more requesting voyagers than the rest classifications and they need quality administrations and individualized core interest.

1.6 Categorizing dark tourism

Some papers of the literature review that had been addressed so far, relate two different aspects with dark tourism. These aspects are elements of a territory separation. Some of the researchers that have contributed to the investigation of the dark tourism phenomenon are calling the places that actually happened in the past a disaster “primary sites” whereas the buildings or the monuments that have been constructed for engaging with the disaster, “secondary sites”.

In this point it must be noted that real death locations or relevant exhibitions about disasters are key elements for dark tourism because they are places that dark tourism is operating in a touristic level. Pain and tragedy are not only feelings or emotions for a traveler but touring topics for travel industry and therefore for dark tourism (Stone, 2005).

The authenticity of the experience cannot be categorized or measured on primary or secondary sites. Primary sites as stated above are the so-called actual sites of disasters whereas secondary sites or created sites are the memorials or the museums that are set up in other locations and they have a clear connection to a death experience or a disaster. (Lennon & Foley, 2000) (Wight, 2006) (Wight & Lennon, 2007).

A different perspective in categorization is a model that has been adapted by Stone (2006) that demonstrate a scale which separates specific features of dark tourism. The scale has six points of measuring (including features of dark tourism), and this model can provide a picture that helps the reader to realize the level of engagement that a tourist can have with dark tourism and also to provide an impression about the nature that the sites of dark tourism conclude. It is a measuring system that extracts categorization, information and level of engagement with dark touristic sites and with dark tourism, in general. To proceed into deeper investigation the issue of an explanatory analysis is needed. The six-rate scale
is separated between a “darkest-lightest” frame-work of supply. It includes the categories of Lightest-Lighter-Light-Dark-Darker-Darkest. The smallest scale “Lightest” is considering as a site that is of lower political influence and ideology nevertheless is still related to sites associated with death and suffering (Sidik, 2012). If an observer tries to relate a site into the small-scale categories “Lightest” - “Lighter” - “Light”, he or she should take notice that the orientation for visiting or referring to these sites is the entertainment fact. Moreover in contrast with the large-scale categories of sites these sites are heritage-centric and the tourists and the observers are having commercial mood and are combining the experience of visiting a small-scale site with feelings of comfort and romanticism. There is an inauthenticity in the perceived image and the small-scale categories they have as product the interpretation. Moreover there is not a specific place or monument that the small-scale site should be relate with but is more up to the tourist to experience the general feeling of the story that made this specific site a dark touristic site.

The sites that are included in the small-scale categories have not got an immediate or a recent connection of time with a specific event, and the facilities and the professionals related to tourism have a direct target the purposefulness. The facilities and the infrastructure are in a high level of acceptance by the tourists.

On the other hand, the large-scale categories “Darkest” – “Darker” – “Dark”, include a different perspective. The main core of these categories is the fact of an educative orientation. They are more history centric and the main activities that are included in such orientation is conversation with commemorative speeches and meanings. The perceived image offers an authentic experience that has as its main target and objective the interpretation. Moreover there is an authenticity in spot and locations and the time has a more direct connection with the event or the disaster or even with the death experienced in that specific location. Finally, there is not a high exploitation of the location and for that reason there is a lower tourism infrastructure, if there is any.

1.7 Travelers motivation to dark sites

An appropriate question that is fitting the general idea of dark tourism is the reason why individuals go to destinations related with death and tragedies if not withstanding discussing them is so difficult? Other than the sun, the ocean and the general thoughts for occasions that individuals have, it is realized that there has been patterns towards option tourism encounters of societies and histories (Robb, 2009). Engaging with dark tourism is not happening only for one straightforward reason. Past reviews had demonstrated that inspiration for going by dark destinations and spots of horrifying are intricate, coming about a huge number of motivations to draw in with dark tourism (Stone, 2011). Dark
tourism is a multi-layered blend of history, legacy and tragedies. Individuals and humankind has been keen on the finish of life since the get-go. Then again, talking for death and for the finish of life is disconnected from the human culture and notwithstanding examining it is viewed as forbidden.

As a beginning or a clarification point for discovering inspirations of voyaging or fascinating in dark tourism is that dark tourism is an exceptional kind of tourism industry which does not fit or bid to each and every traveler. Yet, it has an alternate and an exceptionally unique part to conveying data and conveying the past to display. Some particular dark locales can be identified with instructive inspiration for flying out to them or even passionate (a few destinations that are associated along the Holocaust for instance). Instructive tourism is a sub-gathering of touristic experience that can have an immediate association with dark tourism and particularly while examining Holocaust touristic inspiration. In this way, instructive tourism is characterized as: Members of the Greek and Roman elites flown out keeping in mind the end goal to expand their insight into the world. These days, the wonder of venturing out to learn can be seen, for instance, in understudy trade and unique premium occasions where a traveler’s principle inspiration for traveling is to gain some new useful knowledge. As of late there has been a development in this division and it is especially solid among early resigned individuals, alleged "discharge nesters" (Swarbrooke and Horner, 2007).

Referring to the locales that are identifying with the Holocaust, the guests or the explorers that are going to such places perhaps they have an individual inspiration or such an exceptionally individual ordeal because of detained relatives or for a nearby look of their family history. An individual attempting to discover his/her legacy and roots can likewise identify with dark tourism.

Sentimentality and interest are additionally ways and intends to discover inspiration for dark tourism activity or considerations. Individuals, particularly in the previous decade are captivated by a few truths of dark tourism. This may happen as a result of their eager to comprehend demise, to face passing or even to acknowledge what demise is precisely. In
addition it can be noticed that they may have an abnormal state interest about death (Lennon and Foley, 2003).

During the most recent years and alongside the advancement of science, individuals are educated and instructed about the marvel of death and catastrophe. They are no longer deliberately ignored demise, yet in the inverse are presently stressed and alluring to some particular truths about death and these components can be found into the method of dark tourism (Lennon and Foley, 2000), (Yuill, 2003). When current sorts of travel could not fulfill the individuals' interests about the world or for past ignored feelings like passing, they hope to experience demise and catastrophe in dark relics, landmarks, visits or to the general feeling that dark tourism gives. The events of catastrophic events are expanding all inclusive (Chang, 2014). The dark tourism nature of presence in the travel world may give positive considerations of physical and mental encounters and instructive reflection that are developing in the previous years. Various fiasco relics or spots that gigantic calamities hurt the range, have engaged guests and have turned out to be prominent vacation spots. Dark tourism is step by step acknowledged by guests and has turned into a primary topic and a featuring background in the travel business (Chang, 2014).

1.8 Motivation roots

Robinson (2015) examines dark tourism motivations. In specific, taking inspirations for expending dark tourism, he is starting to investigating motivations by saying dark tourism motivations are mind boggling and multi-layered, the deconstruction of such marvels is testing (Robinson, 2015). It is additionally recognized that the dark tourism experience is subjective and will fluctuate starting with one individual then onto the next including their relationship to the site (Robb, 2009). There are many types of dark tourism and the motives of the visitors are all different (Chang, 2014). Dunkley (2005) recommends various inspirations that may hasten visits to dark tourism destinations. These incorporate the accompanying: .
• Visiting destinations, for example, graveyards and gravesites for halfway otherworldly or authentic purposes.
• The guest testing himself while watching scenes that are not customary and common to his/her temperament. The hazard feeling giving from difficulties like running of the bulls in Pamplona.
• Validation and the affirmation of occasions that may have happened, for example, wrongdoing, murder or fiasco;
• Authenticity and the need to recognize the truth of a place's or individual's presence
• Self-revelation and the inherent craving to learn;
• Visiting famous destinations that have deified key occasions, for instance deaths (e.g. the Dakota condos where John Lennon lived) and noteworthy historic points (e.g. Checkpoint Charlie in Berlin);
• Convenience when a fascination is situated in a renowned city (e.g. the Coliseum, Rome);
• Morbid interest and going to destinations where passing or calamity have just as of late happened (e.g. Syria);
• Pilgrimage for religious purposes (e.g. to Mecca) or to catastrophe destinations (e.g. Ground Zero).
• Remembrance and sympathy when going to, for instance, war burial grounds or the time tower at Old Trafford to recognize the Munich plane crash of 1958.

In light of these varying inspirations take note of that the reason for melancholy based travelers to visit dim locales can be driven by a "pseudo-relationship" (Stone 2009), (Robinson, 2015) to the mediatisation of the individual or potentially occasion (Stone 2012). Robinson (2015) likewise assesses dark tourism from an experiential point of view, contending that numerous dark destinations give a chance to intervention, an open door for the individuals who are alive to understanding and build intending to existence in the wake of death. What is apparent at the heart of the dark tourism civil argument is simply the dread of death and furthermore humankind's mortality bringing about needing to understanding, but at a careful distance, some substantial parts of death (Dale and
Robinson 2011). Lately, many have begun to perceive the significance of dark tourism, at money related level as well as an instructive device.

1.9 Travel Journalism

According to Mc Gaurr (2015) travel journalism is defined as the signed accounts of individuals who have visited destinations and distributed their impressions to potential travelers through the mass media as printed, broadcast or online articles. Hanusch and Fürsisch (2014) define travel journalism as factual accounts that address audiences as consumers of travel or tourism experiences, by providing information and entertainment, but also critical perspectives.

The field incorporates: different genres; travel reporting; blogging; vlogging; factual narrative or service-oriented writing; travel broad and webcasting; podcasting; live reporting on social media.

Both the mass shopper and journalistic group see travel news-casting as a pointless movement that anybody can do. Remote specialists are additionally seldom intrigued in the field of travel news coverage. In any case, this "delicate news" branch of news coverage makes profound social essentials on a subliminal level in the group of onlookers — it influences the national character of individuals (Novikova, 2007). Moreover, travel news coverage makes a specific picture of various societies, regularly dictated by PR-offices and editors of projects and TV channels. Undeserved hate for the field of travel news coverage is dumbfounding, since it happens when the concentration of the media changes from "hard news" to "delicate news" (Merriman 2003).

Meeting of the media also, the extension of "infotainment" (a mix of data and amusement) is the most critical pattern of present day broad communications, particularly TV. The Cambridge Advanced Learner’s Dictionary defines infotainment as “the reporting of news and facts in an entertaining and humorous way rather than providing real information”. It contributes enormously to the advancement of travel media. This is the reason the field of
travel reporting should be examined by the scientists of correspondence hypothesis and other journalistic orders.

Travel news coverage is firmly connected to worldwide correspondence look into. The main objective at this point is to understand how the national media coverage demonstrates foreign societies. This is an explanation point for keeping in mind that scientists often look global news or other universal sections in order to get informed. The pervasiveness of certain journalistic classes relies on upon their prominence on the planet TV and amusement showcase. At the point when group of on-lookers enthusiasm for "hard" worldwide news falls, the media, because of the loss of the audience, is compelled to abridge conventional outside sections and to lessen the quantity of foreign reporters (Randal 2000).

These days, customary media is less centered on worldwide news, except for global emergencies, for example, wars or debacles. The media's portrayal of different societies that are displayed in different projects demonstrates that all this procedure is overtaking the traditional news as we used to know them. To see better the procedure of globalization, scientists ought to concentrate on assessing the effect of new types of travel news coverage.

The media business has reacted to the increase in enthusiasm for travel from both group of audiences and publicists by concentrated improvement of media items identified with travel. In a time of particular TV, with link and satellite TV, makers make particular travel appears. A few channels communicate just substance identified with travel, filling their possess specialty among link channels. The part of the travel writer comprises of changing knowledge of "the other" — to find "new" in any nation or culture, and relate it to the current learning of the group of an audience (Pokazanyeva, 2013). Carla Santos takes note of that travel writers are "socio-social decoders" this is a term that can describe journalists who convert information from one civilization to another, different one (Santos, 2004).
Travel media frames a certain photo of the world and remote countries. Shockingly, they make a few generalizations also. Television tourism is a scene that perhaps more than the first tourism adjusts the view of the world. The rule of a mosaic structure is innate to present day travel media — the TV program is mounted from a few short ventures, where arranges rapidly supplant each other, permitting the watcher to recollect just the brightest minutes. In the nineteenth and twentieth hundreds of years, travel news coverage was a method for distinguishing the delegate national frameworks; and in the business condition of today's TV, it makes distinction of goals, and one of a kind vacationer encounters (Cocking 2009 retrieved from Pokazanyeva, 2013).

Travel Journalism is set between “free television” and commercialized television. Travel reporting possesses a nonpartisan position between businesses what's more, free news coverage. The projects are not free, but on the other hand are not absolutely business. Supporting connection between channels and travel organizations is helpful. In this manner, there is great deal of advertisements on the screen. (Pokazanyeva, 2013) “Modern television is developing from a field of mass culture to the creation of an illusion of reliability. The effect of presence is provided by interactive participation of the audience in screen action”. (Novikova, 2007)

Travel is capturing the people's imagination, feelings, and experiences. Travel reporting is about investigating narrative to the suggestive, from scholarly to journalistic, and from the entertaining to the genuine. It shows up at first clear as crystal, it is mix of multifaceted nature and broadness. One can without much of a stretch discover travel sections and articles in newspapers, magazines, diaries. Travel news coverage can be found in practically every kind of distribution, it can be matched to any abstract needed. It is a typical point for a writer or just a composer who has an assortment to analyze. The subject is so various and huge, one has numerous classes and choices to pick from. Journalists are committed to the subject exceptionally well however it takes a ton of time and one needs to buckle down for his position.
A travel diary is extremely unobtrusive with the travel goal and a writer makes his "client" or else the reader and the follower of the story to investigate through his creative energy not that the author has full flexibility to explore different avenues regarding fiction yet the blend of learning and sensation. The nature and judgment likewise assumes a fundamental part. A columnist ought to have the capacity to decipher from sight. Travel news-casting orders intuition and learning. Despite the fact that it is difficult to bind each and every perspective except the calling requests an eye which ready to put the compose words on paper. It has diverse style, it is very extraordinary in its own sense. Travel books, directs in the market are loaded with bunches of data, they are frequently connect with tourism and are intended to instruct and give a thought regarding the goal to the follower, give an astute guidance to goals, and rouse many to go far and wide.

Travel news coverage can be effortlessly found on web however it is a noteworthy segment's decision for a magazine article. It has likewise been created by military individuals, preachers, voyagers, researchers, travelers and so on. Many investigates have been done into news coverage hones, some of it has been a significant confined territory. However in the past we have seen many changing countenances in the field and travel reporting has risen and made its stand. It has generally demonstrated its importance in daily papers, magazine, TV and web. Various measure of research has been done toward this path. Numerous associations are a benchmark in global new revealing which speaks to various societies. Television travel indicates grandstands numerous nations and fascinating goals, daily paper travel segments are additionally vital in speaking to remote culture. Travel likewise assumes an imperative part in correspondence look into. As an inseparable unit the tourism explore extended its frame of reference, numerous new perspectives came into the scene.

Today travel and tourism is one of the quickest developing ventures and the data about travel goal is critical for explorers. As a reporting subject travel has a key part to play in social intervention, benchmarks, contemplates, look into and so on on the measurements of travel news-casting spread numerous points of view. It diagrams four divisions vitally being correspondence, travel, knowledge and study. They are of most extreme
significance from a writer perspective. The paper will display the discoveries through a study, a few articles, information investigation and audit from columnists. Travel reporting is not an under looked into region, but rather gives an imperative site to concentrate the part of open intrigue. Travel books run in style from the narrative to the suggestive, from artistic to journalistic, and from the comical to the genuine. They are frequently connected with tourism, and incorporate manuals, intended to instruct the reader about the goal, give counsel to visits, and move readers to travel. Travel composing might be found on sites, in magazines and in books. It has been created by voyagers including military officers, ministers, travelers, researchers, pioneers, and vagrants. In spite of the fact that travel news-casting can have extensive impact in one of the world's biggest commercial centers, a definition stays tricky and the class keeps on being under-investigated. The clarification might be an insightful vacillation towards the utilization of "reporting" to depict writings described by subjectivity and a prominent nearness to tourism publicizing.

1.10 Travel and Tourism

Traveling had always a positive effect to people's imagination. Even from stories that had fairytale's elements, people were always thrilled to travel around the globe. This is obvious from Odyssey of Homer, Xenophone who wrote 'Anabasis', Hecataeus who wrote 'Ges Periodos'. Beside the ancient years, it is clear that in the late middle years, along with the many geographic discoveries there was a need and a necessity from people, to travel. A lot of people didn't have the chance to travel or communicate through real evidence about travel destinations.

In late decades the tourism showcase has extended to suit the dividing interests of the developing versatile classes (Mowforth & Munt, 2003, Munt, 1994- Retrieved from Good, 2013, "Why we travel: picturing global mobility in user-generated travel journalism", pp..305-304). Regular tourism is progressively being counteracted a development of available travel alternatives in the domain of business, study abroad, social insurance, and philanthropic work. In various subtitles in WWT, photographic artists highlight the way
that they took their included picture while going for some reason other than recreation, and that these purportedly non-touristic structures of travel upgraded their treks' meaning. (Good, 2013) In different inscriptions, followers flag how effectively, and even routinely, they can see the world through 'non-touristic' travel. They shun the awed, "sacrosanct"- (Good, 2013) tones of persevering portrayals, showing rather the exceptional exercises of go as common and familiar. We can translate this present traveler's logical procedure as one of an arrangement that voyagers use to re-display the estimation of go in a media situation in which it is over-represented. (Good, 2013) Another system is to forsake by and large the desires of self-expression that go with most sightseers on their treks, and make rather a structure for an excursion that begins 'completely outside' of oneself and the standards of tourism (Osborne, 2000: 185). Worldwide portability, it reminds us, remains very risky. Travel holds undertones of high status even as it turns out to be more achievable for the masses. The more that voyagers endeavor to keep away from the mark of "visitor" (or even the now-normal 'explorer') through their decisions of schedule and portrayals, the more they settle in themselves in an activity of social qualification (Good, 2013). By endeavoring to separation himself from voyagers of all stripes, this specific traveler just figures out how to further stance himself as exceedingly particular and portable.

Before going any further into building up a structure for travel reporting, it is critical to address a definitional quandary. Frequently, the expressions "travel writer" and "travel journalist" (Hanusch, 2010) are utilized conversely, prompting issues of separating between what constitutes travel reporting (and in this manner in any event theoretically falls inside news coverage's parameters on moral lead and truth-chasing) and what ought to be considered travel writing. The issue is that travel composing is ready to work in a substantially less compelled condition in that it permits the consideration of anecdotal components and other abstract permit. A further issue is that travel reporting may not generally represent conventional journalistic goals, for example, thoughts of the general population intrigue. Or maybe, travel reporting is more about giving an account of go for excitement and data purposes, and it seldom incorporates investigative angles. Hanusch is saying what other researchers (Furshich & Kavoori in 2001 taken into account Hartley's
1996 sense and notion, retrieved from Hanusch "Dimensions of Travel Journalism, p.4 ) had mentioned about the issue in the past but for advanced purposes.

The general point that comes out for a sense of definition is that, travel journalists have major differences with travel writers. This clarification can include all the mediums for conducting journalism. Both mew mediums and also traditional mediums. Such a definition is able to include any medium, be it newspaper travel sections, travel magazines, TV travel shows or travel websites (Hanusch, 2010). In conclusion some artifacts and elements of travel journalism are giving the result that travel journalism has many styles and forms, it combines discourses from a number of genres, and it is more about reporting on travel for entertainment and information purposes. It is defined as the signed accounts of individuals who have visited destinations and distributed their impressions to potential travelers through the mass media as printed, broadcast or online articles. (McGaurr, 2010).

Before exploring why researching Travel Journalism is or is not vital, facts and directions about how a travel journalist can react or communicate in a message should be given. Travel Journalism, Communication and Social Media, a lesson that is given in the School of Journalism and Mass Communication is giving the facts that are coming next. a) Communication and Journalism are about how people shape reality and how reality shapes people. b) The fundamental questions that guide a Communicator / Journalist are: what, who, when, where, why and how. c) The Travel Communicator / Journalist is the one who finds – tracks all the stories (like a compass) down that make up a place and reports/shares them in the hope that the public can understand it better. d) Travel Communication / Journalism is like a map; it shows us where we are in relation to the others, provides us a glimpse or a better understanding of a ‘new world’ / culture. e) The more we discover and understand these ‘new worlds’ / cultures, the more care we take in them and in the world [travel literacy and sustainability].(Galatsopoulou & Kenterelidou)

Tourism has been maybe the greatest example of overcoming adversity of the twentieth century, and has been developing emphatically toward the start of the new century. The business has turned into an enormously essential part of the world economy, with tourism
developing at a normal 4 for each penny of GDP worldwide since 1975 and the quantity of universal traveler entries overall achieving 924 million in 2008 (World Tourism Organization, 2009). (Hanusch, 2010) Maybe tourism is a growing industry especial in the age of the emergence of the new and digital media but there aren't many papers or researches that are targeting the both-way connection along with journalism and travel journalism. One reason may lie in the troublesome standing which travel reporting has both in the journalistic calling and in scholastic research. Travel news-casting has truly been viewed as news coverage's not really genuine younger sibling, with numerous news columnists regularly disparaging its pertinence or reality. (Hanusch, 2010) The view that travel itself should be about fun, and subsequently expounding on it is maybe more a relaxation movement than genuine work, doesn't help the cause either. Hanusch in his paper "Dimensions of Travel Journalism" p .2, refers to Thomas Swick who says that people that had as prior occupation an engagement with travel or design etc. they manage to expand their hobbies into a work for them and moreover to occupy a specific specialization to these areas. In specific, Swick (1997, p. 424) has called attention to, "of the unique area editors at a daily paper – travel, design, sustenance, home and garden – just [travel] involved a position that is seen as requiring no specific skill". Swick (1997, p.424) contended the field was viewed as one in which anybody could work: "Not exclusively do a great many people travel, a great many people compose postcards when they do: consequently, most anybody can be a travel proofreader".(Hanusch, 2010, retrieved from Swick, T. (2001) “The travel section: Roads not taken”, Columbia Journalism Review May/June, pp. 65-67)

Furthermore, this, notwithstanding travel data in the media being referred to as an inexorably critical wellspring of data for voyagers, at any rate in the early phases of inspiration shaping. The tourism writing for the most part recognizes that the principal phase of visitors framing a picture of the goal depends on sources from outside the tourism business, for example, general news media reports additionally motion pictures and books, training and associate gatherings. This stage is trailed by the purported instigated picture, which incorporates more business sources, for example, travel leaflets, travel operators and manuals. Travel news-casting, which is neither as free or impartial as
news reports can be, nor would it be able to be classed as absolutely business, would most likely be arranged over these two types of image formation. (Hanusch, 2010)

1.11 Connecting Travel Journalism to Dark Tourism

Before investigating the connection between travel journalism and dark tourism, a reference about the relation of dark tourism with globalization is needed because there is constant interaction and connectivity among globalization and the aspects of dark tourism.

A comprehension of globalization is essential to the fate of tourism research and administration (Barrios 2011). Globalization is characterized as the expanding network between all sizes of human movement; right now, it is encountering gigantic development in light of enhanced innovation and transportation framework (Legault, 2011). Tourism research ought to address the issue of globalization since vacationer goals are socially created spaces which change after some time and in light of outside strengths (Barrios 2011). With reinforced linkages between nations around the globe, these procedures of group change can be incredibly quickened. Groups which feel that their one of a kind societies are being undermined by outside strengths may react to globalization by either adjusting to or dismissing the interrupting values (Hermans & Dimaggio, 2007 and Legault, 2011).

Globalization has improved the probability of grating amongst local people and outside voyagers. Advanced media enables individuals to encounter more noteworthy availability, nearness, and passionate association with past occasions (Knudsen 2011). For both legacy and dark tourism, this can expand appearance to goals with delicate or touchy assets (Knudsen 2011). The last is more pertinent to dark tourism, wherein the occasion being shown for traveler utilization might be identified with a troublesome, and along these lines passionate, period in the group's history (e.g. the slave exchange) (Knudsen 2011). This can prompt contact amongst local people and remote visitors who are not deferential of this common group memory.
These are imperative administration issues which must be considered by organizers tending to the maintainability of tourism organizations, groups, and biological assets (Li, et al. 2009) (from Ligault, 2011, p. 8). Future research on the nexus amongst globalization and tourism, with thought for the mind boggling nature of these connections, will recognize techniques for overseeing tourism in a universe of quickly propelling collaborations (Ligault, 2011).

Western civilization, through stories about atrocities and tragedies found a way to exploit commercially, victims and places that relates to dark tourism. (Hanusch & Fursich, 2014) The same root is used from dark tourism in South. In that places dark tourism industries, exploit elements of globalization by using atrocities into a commercial western way. This procedure also offers a chance for moving capital from one place to another. (Hanusch & Fursich, 2014). Chouliaraki (2010, cited in Hanusch and Fursisch, 2014) examines the above ‘contemporary’ representations of third-world suffering often operate amid a field of ‘post-humanitarism’ where the sympathy and action they elicit keep tacit broader critiques of the social, economic and political forces that allow that suffering to persist.”

Into a more practical way, the form of ‘dark travel tourism’ should include logic (into a specific level), emotional grammar, or good-hearing language for reaching and understanding better what is morally repulsive or abhorrent. (Hanusch & Fursich, 2014) As the editors in the same book are saying “To argue for a reflexive understanding of travel journalism is to argue that, as its best, the field offers a means to interrogate the material and ineffable traces of history, and amid this interrogation, continue the never-ending project of making sense of interpersonal forces that drive modernity: capitalism, globalization, industrialization, war and catastrophe”. (Creech 2014)

1.12 An empirical study for conducting research on dark tourism websites

An interesting empirical study about how dark sites can be promoted through Internet was conducted in April 2013 by Andrew Zusman Dark Tourism: Website User Experience Analysis. This empirical study examines the user experience while seeing an article online.
The writer suggests that a viewer will decide in the first 10-20 seconds if he/she will read the article in depth or will leave the site, for good. Moreover, he took 5 sites of the same genre (in that particular occasion Dark Tourism sites) and he tried to evaluate them inside the first 15 seconds of viewing. This is mostly happening, because the author tries to reveal and understand ways of how a promoter can promote a dark touristic site instead of promoting holidays, happy time on vacations or beauty. He is judging and evaluating the user interface, the user experience and as a final stage he provides his article with an evaluation. He had chosen 5 specific websites that try to demonstrate and promote Dark Tourism for different destinations. These websites are for: Auschwitz, Ground Zero, Hiroshima, Chernobyl, Mumbai's Slums. As a sequence the evaluations are better and closer to authenticity as websites passes. Here are the results for User Experience and of course the evaluations of the writer that will demonstrate some useful information about how the websites of Dark sites are taken into account from the users/potential consumers of Dark Sites.

1. Auschwitz

User Experience: The site makes light of the drive for Dark tourism and replaces it with a detached ordeal. Due to the repulsions of the site, this direct approach is fitting. Plainly the Auschwitz site does not have any desire to market its experience as a play area for Dark tourism, however rather needs to keep up a sort of gravity. On the off chance that seriousness was the coveted impact of the client encounter originators, at that point they have succeeded. This is presumably the sort of site that the lion's share of voyagers would expect of Auschwitz. The site has been made an interpretation of into twenty three dialects, so the content based style, instead of pictures, might be out of need.

Evaluation of the author: “Solemnity does not mean simplicity and from the graphic style to the navigation, the Auschwitz website does not fully reflect the real-life site.”
2. Ground Zero

User Experience: As far as the general client encounter, the 9/11 Memorial site has a more present day feel. Rather than a calm recognition, the 9/11 Memorial site passes on a message that is both devoted and confident. It has a brief navigational style, yet displays what, as I would like to think is a staggering header with sixteen catches, an inquiry, and five social networking sites links. On the off chance that Dark tourism vacationers were searching for haziness, they have gone to the wrong site.

Evaluation of the author: “The 9/11 Memorial is colorful and hopeful, but it needs some design revisions to reduce clutter and add simplicity. The design approach can also be as a result that the site itself has a recent history and hence, the design had to reflect that. I would classify this website as a work in progress. The narrative is beginning to be solidified, but it has yet to find a “voice”.”

3. Hiroshima

User Experience: Concentrating on peace is a long way from the seriousness of Auschwitz, and despite the fact that it might be like the 9/11 site in its brilliance, it is diverse in that it has an alternate client objective. While the 9/11 Memorial site is a tribute to the individuals who died in the 9/11 assaults at the World Trade Center, the Hiroshima's A-bomb Dome is a call for peace instead of a recognition of the fallen. This experience won't not speak to dim travelers, but rather as the client encounter target is plainly accomplished. The design is basic and unhampered, and the route is straightforward and a joy to use also.

Evaluation of the author: “This site is probably not the typical dark tourism website and will probably not appeal to the stereotypical user who is into dark tourism. It has a bright and smooth web design and user experience.”
4. Chernobyl

User Experience: Fate and agony at its finest. Disregard seriousness, expectation, and peace, this site unmistakably passes on the feeling of depression and calamity that encompasses the place. The site highlights a clarification of what guests will see, combined with pictures of parching and finished off with modest trinkets like mugs, water bottles, shirts, and postcards. It ought to be noticed that the site for this travel organization is the just a single to highlight recordings of each of the five looked into locales. Recordings here are critical on the grounds that the experience the site advances is one of destruction and absence of human life, yet the visit administrators need to inhale life into the visit itself by advancing the mutual experience.

Evaluation of the author: “This is probably the closest it comes to a website that mirrors the user experience of the actual site. The problem here is that it is unlikely that this was the website owner’s intention.”

5. Mumbai's Slums

User Experience: To wrap things up, the site delineating the experience of going to Mumbai's ghettos. This is by a long shot the best case of how a site can pass on a similar client encounter as going to the genuine site. Above all else, it has a one of a kind and fitting style. The cardboard foundation addresses the level of neediness, yet the content talks about group. The duplicate written work is strong. The page utilizes symbolism of neediness alongside physical components that reflect "inexpensiveness" like cardboard surface and a guide of Mumbai with waste and plants blocking it. The edges give the page an uneasiness that additionally adds to the impact.

Evaluation of the author: “This site put thought in to both their web design and their audience. As twisted and sad as might be, the user experience is as authentic as ever.”

The previous experience can show and evaluate how a Dark site can engage with the audience's imagination and willingness to explore a Dark site, in only 10-20 seconds.”
This experiment offered an introduction for the investigation of the specific research that the thesis will conduct.
Chapter 2: Research Method

2.1 Introduction

This thesis employed a qualitative research method which is suitable for its core analysis. As the main aim is focused on the representations of the Dark Tourism in travel articles, content analysis will be used to extract correct results by sampling articles and analyzing patterns and themes.

2.2 Research methodology and design

Depending on the research questions, a research design is formed to commence the process of the methodology. Before answering the research questions, a research design is defined on which strategy should be followed, within what framework, who and what will be studied and which tools and procedures should be applied to collect and analyze the data (Punch 2005).

The aim of this thesis is to analyze and ultimately present how travel journalism represents dark tourism in travel articles. In other words, to discover the methods and tools that either industry professionals or the user-generated-content use in order to communicate their articles online to the users.

2.3 Research questions

This research is a qualitative study that aims to show the way travel journalism and travel articles in specific are representing the dark tourism. The research questions of the study are:

1. What are the themes that the authors are using to present dark tourism?
2. How is the author’s personal sentiment on these dark sites expressed?

These research questions are derived and originate from the corresponding literature review and also are in accordance with the empirical experiment held by Andrew Zusman.
in April 2013: Dark Tourism: Website User Experience Analysis that is detailed above, furthering it to study more how the travel articles represent the dark sites to the viewers, what themes do the authors use and what is the author’s personal sentiment on the sites in question.

2.4 Qualitative research

The choice of a qualitative research and particularly a content analysis on the subject-matter of this thesis was made due to the nature of the analysis needed. The purpose of such a research method is to understand and interpret social interactions, the data studied is formed by a small group not randomly selected, the type of the data collected is words, images and objects, the type of the data analysis performed is to identify patterns, features and themes, some subjectivity is expected, the role of the researcher may be known to the participants of the study and the participants characteristics may be known to the researcher, the results drawn are particular or specialized findings that are less generalizable, the scientific method is exploratory or bottom-up which means that the researcher generates a new hypothesis and theory from the data collected, the most common research objectives are to explore, discover and construct, the focus is wide-angled, the nature of the observation is in a natural environment, the nature of the reality is subjective as there are multiple realities, and finally the nature of the final report is narrative with contextual description and direct quotations from the research participants (Lichtman 2006; Johnson & Christensen 2008).

All the above elements of a qualitative research are crucial in the process of the analysis and define the main differences with the other option of a quantitative research which would not deliver valid results for the research questions and the purpose of this thesis.

The option of a quantitative analysis would test a hypothesis, look at cause and effect and make predictions, it would study a large and randomly selected group where specific variables would be studied, the data collected would be numbers and statistics, it would need precise measurements using structured and validated data collection instruments, its
Objectivity would be critical, the researcher would not be known to the participants and the participant characteristics would be deliberately hidden from the researcher, the findings would be generalizable that could be also applied to other populations and participants, the scientific method used would be confirmatory or top-down which would mean that the researcher would test the hypothesis and the theory with the data, the focus would be narrow-angled as it would test a specific hypothesis, the most common research objectives would be to describe, explain and predict, the nature of the observation would be under controlled conditions, the nature of the reality would be single and finally the report derived would be a statistical report with correlations, comparisons of means and statistical significance of findings (Lichtman 2006; Johnson & Christensen 2008).

Hence, the choice of a quantitative research would not deliver the appropriate results for this thesis.

2.5 Sampling

The purpose of selecting a sample is to set the elements from a population so that descriptions of those elements precisely represent the total population from where those elements are selected (Babbie 2011). A fundamentally approach to data reduction is to perform purposive sampling of the data by carefully choosing a subset based on relevance to the topic of interest (Hoeber et al 2017). Purposive sampling is the type of sampling that was chosen for this thesis. Members of a sample are chosen with a 'purpose' to represent a location or type in relation to a key criterion. This has two principal aims. The first is to ensure that all the key constituencies of relevance to the subject matter are covered. The second is to ensure that, within each of the key criteria, some diversity is included so that the impact of the characteristic concerned can be explored (Ritchie et al 2013). The rationale for employing a purposive strategy is that the researcher assumes, based on their a-priori theoretical understanding of the topic being studied, that certain categories of individuals may have a unique, different or important perspective on the phenomenon in question and their presence in the sample should be ensured (Mason 2002) (Trost 1986).
The source of travel articles for this thesis was the internet and the participants involved in the analysis were different types of travel journalism articles either by industry professionals or bloggers. All data were found on Google by searching numerous times under the words and terms “dark tourism” “travel blog dark” “dark sites” “dark travel” “death tourism”. The only criteria of sampling were the language of the sample (English). All samples were ultimately chosen regarding the aim of the study and the relevance to the dark tourism concept.

2.6 Data selection

The process of the final selection of the sources and the data provided 32 travel articles that were all written in the English language. The articles selected feature a variety of types of travel articles such as travel news articles, destination specific travel blog-entries, photoreportages, travel guides, promotional articles, travel service articles and more. Almost all articles explore a destination to present the subject matter of dark tourism or offer a list of multiple dark destinations. Those presenting a specific destination included various themes like tourism, travelers, death and others that will be analyzed further. The number of the articles chosen was multiple of that of the research that this analysis was derived from. The initial research by Andrew Zusman examined five articles.

2.7 Data source

More 1/3 of the total articles – twelve articles – selected in this analysis derive from travel blogs while online newspaper articles also hold 1/3 of the total travel articles selected – eleven articles – and the rest are travel articles: two from C2C and one from B2B travel websites, two from entertainment websites, two from flights and hotels booking platforms, one from an online magazine and one from a national tourism organization. The Chart 1 below shows the percentages of the online media that these articles derived from.
As already mentioned the language chosen for the sample was English, even from websites from or referring to countries with a different language, like visitberlin.de or asiaone.com.

As it would be expected, professional travel bloggers were travelers who used their own material to represent their dark destination of choice using photos and a narrative technique. Only one article used promotional photos not taken by the blogger. Out of the twelve travel blog articles, all but one were destination specific – the remaining one was a photoreportage of all the dark sites that the blogger visited in one year represented in more than one hundred photos, hence a theme specific article. Four travel articles were creative non-fiction travelogues describing the day-to-day activities of the blogger at the destination, while five had also a travel service oriented element, in regard to offering information about prices, hotels, tours and links to booking websites.
The following Chart 2 shows the types of photos used in these articles.

Chart 2. Type of photos used in the travel articles as a % of the 32 in total

Travel journalists, journalists, travel writers and book writers were the authors of the articles found on online newspapers. The majority of these articles use promotional photos and two also employ videos to extend the representation of the destination. Three articles found on online newspapers do not use any visual elements at all. Six articles are destination specific while the remaining five hold a common theme. The non-narrative technique used is typical of the online newspaper travel articles.

Travel writers are credited as the authors of the travel articles on the consumer-to-consumer and the business-to-business travel websites, all using promotional photos and holding a destination specific approach.

A journalist and a writer are respectively authors on the two travel articles found on entertainment websites, both using promotional photos and having a theme specific non-narrative technique.
On the flights and hotels booking platforms, the travel articles were written by a travel writer and a disclosed author respectively, using promotional photos for both and a non-narrative theme specific technique for the first and a non-narrative technique for the second too employing elements of a travel guide, a side trip and a travel service oriented article.

The travel article found on the online travel magazine was written by a travel writer, using personal photos and performing a narrative theme specific technique.

Lastly, the travel article derived from the national tourism organization official website was written by a travel blogger using a non-narrative destination and theme specific technique, visually presenting its subject matter with promotional photos.

Chart 3. Type of authors in the travel articles as a % of the 32 in total

In the following Table 1, the list of the selected travel articles is presented along with links to their source.
<table>
<thead>
<tr>
<th>Article No.</th>
<th>Link to the article online</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td><a href="https://www.nomadicmatt.com/travel-blogs/catacombs-of-paris/">https://www.nomadicmatt.com/travel-blogs/catacombs-of-paris/</a></td>
</tr>
<tr>
<td>8</td>
<td><a href="http://www.ontheluce.com/2012/01/14/the-world-trade-center/">http://www.ontheluce.com/2012/01/14/the-world-trade-center/</a></td>
</tr>
<tr>
<td>9</td>
<td><a href="http://www.thebohemianblog.com/2017/05/penang-war-museum.html">http://www.thebohemianblog.com/2017/05/penang-war-museum.html</a></td>
</tr>
<tr>
<td>10</td>
<td><a href="http://www.aol.co.uk/travel/2016/06/23/hunting-humans-the-next-tourist-trend-of-the-super-rich/">http://www.aol.co.uk/travel/2016/06/23/hunting-humans-the-next-tourist-trend-of-the-super-rich/</a></td>
</tr>
<tr>
<td>13</td>
<td><a href="http://www.therichest.com/expensive-lifestyle/location/10-great-places-to-visit-for-dark-tourism/">http://www.therichest.com/expensive-lifestyle/location/10-great-places-to-visit-for-dark-tourism/</a></td>
</tr>
<tr>
<td>14</td>
<td><a href="http://www.flightcentre.co.uk/uk-travel-blog/7-must-visit-dark-tourism-destinations/">http://www.flightcentre.co.uk/uk-travel-blog/7-must-visit-dark-tourism-destinations/</a></td>
</tr>
<tr>
<td>15</td>
<td><a href="http://www.cracked.com/article_24316_6-extremely-tragic-places-">http://www.cracked.com/article_24316_6-extremely-tragic-places-</a></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>16</td>
<td><a href="http://www.wanderlust.co.uk/planatrip/inspire-me/lists/5-dark-places-and-why-you-should-visit-them">rebranded-as-tourist-traps.html</a></td>
</tr>
<tr>
<td>17</td>
<td><a href="http://www.rebeccabathoryblog.com/2016-the-year-i-went-around-the-world-finding-beauty-within-darkness/">Blog Post</a></td>
</tr>
<tr>
<td>19</td>
<td><a href="http://www.traveldarkly.com/top-10-dark-tourism-sites-london/">Blog Post</a></td>
</tr>
<tr>
<td>21</td>
<td><a href="https://www.theatlantic.com/international/archive/2014/07/the-rise-of-dark-tourism/374432/">The Atlantic</a></td>
</tr>
<tr>
<td>22</td>
<td><a href="http://www.travel-tramp.com/along-the-cyprus-buffer-zone/">Travel Tramp</a></td>
</tr>
<tr>
<td>23</td>
<td><a href="http://www.adventurouskate.com/the-dark-side-of-the-scottish-highlands/">Adventurous Kate</a></td>
</tr>
<tr>
<td>24</td>
<td><a href="http://www.travelweekly.com/Travel-News/Tour-Operators/Dark-tourism">Travel Weekly</a></td>
</tr>
<tr>
<td>27</td>
<td><a href="http://www.express.co.uk/travel/articles/785537/bali-trunyan-death-ritual">Express</a></td>
</tr>
<tr>
<td>28</td>
<td><a href="https://www.nomadicmatt.com/travel-blogs/unusual-place-of-the-month-the-island-of-dolls/">Nomadic Matt</a></td>
</tr>
<tr>
<td>29</td>
<td><a href="https://www.nomadicmatt.com/travel-blogs/unusual-place-of-the-month-kutna-hora-bone-church/">Nomadic Matt</a></td>
</tr>
<tr>
<td>30</td>
<td><a href="https://www.nomadicmatt.com/travel-blogs/unusual-place-of-the-month-edinburgh/">Nomadic Matt</a></td>
</tr>
<tr>
<td>31</td>
<td><a href="https://www.nomadicmatt.com/travel-blogs/unusual-place-of-the-month-chernobyl/">Nomadic Matt</a></td>
</tr>
<tr>
<td>32</td>
<td><a href="http://www.adventurouskate.com/you-must-visit-the-killing-fields/">Adventurous Kate</a></td>
</tr>
</tbody>
</table>
The Table 2 that follows shows how the articles above are categorized according to their characteristics.

Table 2. Categorization of the features of the travel articles

<table>
<thead>
<tr>
<th>ARTICLE No.</th>
<th>AUTHOR</th>
<th>ONLINE MEDIA</th>
<th>TYPE OF ARTICLE</th>
<th>PHOTOS USED</th>
<th>NARRATIVE TECHNIQUE</th>
<th>HEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>UNKNOWN</td>
<td>HOTEL BOOKING PLATFORM</td>
<td>TRAVEL GUIDE - SIDE TRIP / TRAVEL SERVICE ORIENTED</td>
<td>1 PROMOTIONAL</td>
<td>FACTUAL - NON NARRATIVE</td>
<td>THE SECRET</td>
</tr>
<tr>
<td>2</td>
<td>TRAVEL JOURNALIST</td>
<td>ONLINE NEWSPAPER</td>
<td>THEME SPECIFIC</td>
<td>3 PROMOTIONAL</td>
<td>FACTUAL - NON NARRATIVE</td>
<td>QUESTION + LIST</td>
</tr>
<tr>
<td>3</td>
<td>JOURNALIST</td>
<td>ONLINE NEWSPAPER</td>
<td>THEME SPECIFIC</td>
<td>NONE</td>
<td>FACTUAL - NON NARRATIVE</td>
<td>THE SECRET</td>
</tr>
<tr>
<td>4</td>
<td>BOOK WRITER</td>
<td>ONLINE NEWSPAPER</td>
<td>DESTINATION SPECIFIC</td>
<td>4 PROMOTIONAL</td>
<td>SPECIAL INTEREST - NARRATIVE</td>
<td>THE SECRET</td>
</tr>
<tr>
<td>5</td>
<td>TRAVEL BLOGGER</td>
<td>TRAVEL BLOG</td>
<td>DESTINATION SPECIFIC - TRAVEL SERVICE ORIENTED</td>
<td>4 PROMOTIONAL</td>
<td>SPECIAL INTEREST - NARRATIVE</td>
<td>THE SECRET</td>
</tr>
<tr>
<td>6</td>
<td>TRAVEL WRITER</td>
<td>TRAVEL WEBSITE - C2C</td>
<td>THEME SPECIFIC</td>
<td>1 PROMOTIONAL</td>
<td>SPECIAL INTEREST - NARRATIVE</td>
<td>THE BEST</td>
</tr>
<tr>
<td>7</td>
<td>TRAVEL JOURNALIST</td>
<td>ONLINE NEWSPAPER</td>
<td>DESTINATION SPECIFIC - CREATIVE NONFICTION TRAVELOGUE</td>
<td>1 PERSONAL</td>
<td>FACTUAL - NARRATIVE</td>
<td>COMMENTATIVE</td>
</tr>
<tr>
<td>8</td>
<td>TRAVEL BLOGGER</td>
<td>TRAVEL BLOG</td>
<td>DESTINATION SPECIFIC - CREATIVE NONFICTION TRAVELOGUE</td>
<td>7 PERSONAL</td>
<td>FACTUAL - NARRATIVE</td>
<td>COMMENTATIVE</td>
</tr>
<tr>
<td>9</td>
<td>TRAVEL WRITER</td>
<td>TRAVEL BLOG</td>
<td>DESTINATION SPECIFIC - CREATIVE NONFICTION TRAVELOGUE</td>
<td>29 PERSONAL</td>
<td>FACTUAL - NARRATIVE</td>
<td>DESCRIPTIVE</td>
</tr>
<tr>
<td>10</td>
<td>JOURNALIST</td>
<td>ONLINE NEWSPAPER</td>
<td>THEME SPECIFIC</td>
<td>NONE</td>
<td>SPECIAL INTEREST - NARRATIVE</td>
<td>QUESTION</td>
</tr>
<tr>
<td>11</td>
<td>TRAVEL BLOGGER</td>
<td>TRAVEL BLOG</td>
<td>DESTINATION SPECIFIC - CREATIVE NONFICTION TRAVELOGUE</td>
<td>58 PERSONAL</td>
<td>SPECIAL INTEREST - NARRATIVE</td>
<td>DESCRIPTIVE</td>
</tr>
<tr>
<td>12</td>
<td>TRAVEL WRITER</td>
<td>ONLINE NEWSPAPER</td>
<td>DESTINATION SPECIFIC</td>
<td>6 PROMOTIONAL + 2 VIDEOS</td>
<td>FACTUAL - NON NARRATIVE</td>
<td>DESCRIPTIVE</td>
</tr>
<tr>
<td></td>
<td>JOURNALIST</td>
<td>ENTERTAINMENT WEBSITE - C2C</td>
<td>THEME SPECIFIC</td>
<td>10 PROMOTIONAL</td>
<td>SPECIAL INTEREST - NON NARRATIVE</td>
<td>THE LIST</td>
</tr>
<tr>
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<td>-----------------------------------</td>
<td>---------</td>
</tr>
<tr>
<td>14</td>
<td>TRAVEL WRITER</td>
<td>FLIGHTS BOOKING PLATFORM</td>
<td>THEME SPECIFIC</td>
<td>7 PROMOTIONAL</td>
<td>SPECIAL INTEREST - NON NARRATIVE</td>
<td>THE LIST</td>
</tr>
<tr>
<td>15</td>
<td>WRITER</td>
<td>ENTERTAINMENT WEBSITE - C2C</td>
<td>THEME SPECIFIC</td>
<td>19 PROMOTIONAL</td>
<td>SPECIAL INTEREST - NON NARRATIVE</td>
<td>THE LIST</td>
</tr>
<tr>
<td>16</td>
<td>BOOK WRITER</td>
<td>ONLINE TRAVEL MAGAZINE</td>
<td>THEME SPECIFIC</td>
<td>6 PERSONAL</td>
<td>SPECIAL INTEREST - NARRATIVE</td>
<td>LIST + QUESTION</td>
</tr>
<tr>
<td>17</td>
<td>TRAVEL PHOTOGRAPHER</td>
<td>TRAVEL BLOG</td>
<td>THEME SPECIFIC - CREATIVE NONFICTION TRAVELOGUE - PHOTOREPORTAGE</td>
<td>100+ PERSONAL</td>
<td>SPECIAL INTEREST - NARRATIVE</td>
<td>COMMENTATIVE</td>
</tr>
<tr>
<td>18</td>
<td>TRAVEL BLOGGER</td>
<td>NATIONAL TOURISM ORGANIZATION</td>
<td>DESTINATION &amp; THEME SPECIFIC - PROMOTIONAL</td>
<td>7 PROMOTIONAL</td>
<td>FACTUAL - NON NARRATIVE</td>
<td>THE LIST</td>
</tr>
<tr>
<td>19</td>
<td>TRAVEL WRITER</td>
<td>TRAVEL WEBSITE - C2C</td>
<td>THEME SPECIFIC - TRAVEL SERVICE ORIENTED</td>
<td>10 PROMOTIONAL</td>
<td>SPECIAL INTEREST - NON NARRATIVE</td>
<td>THE LIST</td>
</tr>
<tr>
<td>20</td>
<td>JOURNALIST</td>
<td>ONLINE NEWSPAPER</td>
<td>THEME SPECIFIC - PROMOTIONAL - TRAVEL SERVICE ORIENTED</td>
<td>NONE</td>
<td>SPECIAL INTEREST - NON NARRATIVE</td>
<td>LABEL</td>
</tr>
<tr>
<td>21</td>
<td>WRITER</td>
<td>ONLINE NEWSPAPER</td>
<td>THEME SPECIFIC</td>
<td>1 PROMOTIONAL + 2 VIDEOS</td>
<td>SPECIAL INTEREST - NON NARRATIVE</td>
<td>LABEL</td>
</tr>
<tr>
<td>22</td>
<td>TRAVEL BLOGGER</td>
<td>TRAVEL BLOG</td>
<td>DESTINATION SPECIFIC</td>
<td>14 PERSONAL</td>
<td>SPECIAL INTEREST - NARRATIVE</td>
<td>DESCRIPTIVE</td>
</tr>
<tr>
<td>23</td>
<td>TRAVEL BLOGGER</td>
<td>TRAVEL BLOG</td>
<td>DESTINATION SPECIFIC - CREATIVE NONFICTION TRAVELOGUE</td>
<td>7 PERSONAL</td>
<td>SPECIAL INTEREST - NARRATIVE</td>
<td>DESCRIPTIVE</td>
</tr>
<tr>
<td>24</td>
<td>TRAVEL JOURNALIST</td>
<td>ONLINE NEWSPAPER</td>
<td>THEME SPECIFIC</td>
<td>6 PROMOTIONAL</td>
<td>SPECIAL INTEREST - NON NARRATIVE</td>
<td>QUESTION</td>
</tr>
<tr>
<td>25</td>
<td>TRAVEL WRITER</td>
<td>TRAVEL WEBSITE - B2B</td>
<td>THEME SPECIFIC</td>
<td>6 PROMOTIONAL</td>
<td>SPECIAL INTEREST - NON NARRATIVE</td>
<td>LABEL</td>
</tr>
<tr>
<td>26</td>
<td>UNKNOWN</td>
<td>ONLINE NEWSPAPER</td>
<td>THEME SPECIFIC</td>
<td>9 PROMOTIONAL</td>
<td>SPECIAL INTEREST - NON NARRATIVE</td>
<td>DESCRIPTIVE</td>
</tr>
<tr>
<td>27</td>
<td>TRAVEL JOURNALIST</td>
<td>ONLINE NEWSPAPER</td>
<td>THEME SPECIFIC</td>
<td>3 PROMOTIONAL + 2 VIDEOS</td>
<td>SPECIAL INTEREST - NON NARRATIVE</td>
<td>DESCRIPTIVE</td>
</tr>
<tr>
<td></td>
<td>TRAVEL BLOGGER</td>
<td>TRAVEL BLOG</td>
<td>DESTINATION SPECIFIC + TRAVEL SERVICE</td>
<td>3 PERSONAL</td>
<td>FACTUAL - NON NARRATIVE</td>
<td>THE SECRET</td>
</tr>
<tr>
<td>---</td>
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</tr>
<tr>
<td>28</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>29</td>
<td></td>
<td></td>
<td>DESTINATION SPECIFIC + TRAVEL SERVICE ORIENTED</td>
<td>1 PERSONAL</td>
<td>FACTUAL - NON NARRATIVE</td>
<td>THE SECRET</td>
</tr>
<tr>
<td>30</td>
<td></td>
<td></td>
<td>DESTINATION SPECIFIC + TRAVEL SERVICE ORIENTED</td>
<td>4 PERSONAL</td>
<td>FACTUAL - NARRATIVE</td>
<td>THE SECRET</td>
</tr>
<tr>
<td>31</td>
<td></td>
<td></td>
<td>DESTINATION SPECIFIC + TRAVEL SERVICE ORIENTED</td>
<td>2 UNKNOWN SOURCE</td>
<td>FACTUAL - NARRATIVE</td>
<td>THE SECRET</td>
</tr>
<tr>
<td>32</td>
<td></td>
<td></td>
<td>DESTINATION SPECIFIC</td>
<td>3 PERSONAL</td>
<td>FACTUAL - NARRATIVE</td>
<td>DESCRIPTIVE</td>
</tr>
</tbody>
</table>

### 2.8 Data analysis

A common task of qualitative research on textual data is to assign codes to significant pieces of data (e.g., phrases, sentences, paragraphs) and then seeking patterns and relationships among the codes (Hoeber et al 2017). In this thesis the data sourced were analyzed using NVIVO Software which is designed to help researchers organize, analyze and find insights in unstructured or qualitative data like: interviews, open-ended survey responses, articles, social media and web content (QSRInternational 2017). The software was used in June 2017 for the purpose of the thesis and was downloaded from the QRSInternational website at [www.qrsinternational.com](http://www.qrsinternational.com) as a trial version. The license key used to access the software was NVD11-LZ000-BH020-XRE8G and the complete software product title that was used was the NVivo 11 for Windows, Version 11.4.1.1064 (32-bit), Edition: Plus.
Chapter 3: Findings

3.1 Introduction

The results of the analysis of the travel articles chosen for this thesis are presented in this part. To begin with, this chapter displays information about the authors’ professional identity, the word frequency search in the data’s text presenting useful insights in the terminology used by the authors, the themes that run throughout the articles and the sentiments of the writers, all three using content analysis employed by NVivo.

3.2 Information about the authors

As already shown in Table 2, eleven of the travel articles were written by travel bloggers, six by travel writers, four by travel journalists, four by journalists, two by book writers, two by writers, two of the authors were unknown and one was a travel photographer. The diversity of the professions of the authors within the travel journalism industry shown in the samples chosen for this study shows how versatile the journalistic environment is.

3.3 Word frequency search

As part of the analysis, the word frequency search was run using Nvivo for qualitative data analysis. The travel articles were searched by the software to reveal the most used words by the authors. These words were then put into themes and codes to finally form three categories. Assisting, auxiliary and secondary words were omitted off the test so that only meaningful words would for a list of ten terms significant to the research. Chart 4 below shows the results of this frequency word search and Graph 1 that follows depicts these results in a graphic way.
Chart 4. Word frequency search results
Direct results can be drawn from Chart 4 and Graph 1 as to the terminology used by the authors of the sampled travel articles. As it would be expected, the people the travelers and the visitors sum up the most frequent words used in the sample. Tourism and relevant terminology like museum, dark, tours, tour, place, island, travel, visit, city, places have their place in the results list as terms used by the authors. Lastly, terms concerning dark tourism like dark, death, life, war and memorial are also featured in the list. The NVivo word frequency search had established via its qualitative analysis the patterns and the themes that are explored in the travel articles in question. What we can derive from these results is a pattern concerning the themes which will be analyzed below.

3.4 Themes in travel articles

Content analysis using NVivo ultimately produced three major themes and codes within the articles that have sub-themes and categories. These themes are shown in the Table 3 below. Authors used these themes to present dark tourism through their travel articles.
Table 3. Themes in the travel articles as analyzed by NVivo

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>SUB-THEMES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tourism</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Attraction</td>
</tr>
<tr>
<td></td>
<td>Dark Tourism</td>
</tr>
<tr>
<td></td>
<td>Tourists-Travelers-Experience</td>
</tr>
<tr>
<td></td>
<td>Travel-Trip-Tour</td>
</tr>
<tr>
<td>Dark story</td>
<td>Death-Killing-War-Disaster-Radiation</td>
</tr>
<tr>
<td></td>
<td>Memorial-Museum-Prison</td>
</tr>
<tr>
<td>Location</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Area-Border-Zone</td>
</tr>
<tr>
<td></td>
<td>City-Town-Island</td>
</tr>
<tr>
<td></td>
<td>Destination</td>
</tr>
</tbody>
</table>

These themes moreover their sub-themes will be analyzed in the following section.

3.4.1 Tourism

Due to the nature of the articles chosen and the purpose of this thesis, the tourism theme is the major one running in all articles. The authors are reporting or presenting on tourism hence the sub-themes that the NVivo software resulted are responsive to the industry: attractions, dark tourism, tourists-travelers-experience and travel-trip-tour.

Attractions: The authors engage the readers with factual information about the current state of the subject matter as far as its touristic value is concerned:

“But half a decade on from the quake, Fukushima has become a most unlikely tourist attraction.” (article 12)

“Towards the end of the 18th century, the catacombs became a tourist attraction and have been open to the public on a regular basis from 1867.” (article 5)
“The murderer, called Jack the Ripper, was never caught, but the fascination with the unsolved crimes of Jack the Ripper continues unabated; Jack the Ripper Tours are one of the major attractions in a city hosting many fine tourist pastimes.” (article 6)

Dark tourism: Writers and journalists make clear of the elements and the uniqueness of this tourism market trying to give definitions incorporating history and location: “Places such as Auschwitz-Birkenau, the Cambodian killing fields and Ground Zero are some of the best known destinations that fall under the dark tourism category.” (article 2) “Dubbed as "dark tourism", this niche travel segment associated with death, disaster or the macabre is increasingly seeping into the mainstream.” (article 26) “Wright also talks about the influences of 'dark tourism', which involves tourists visiting sites of death and destruction, such as Auschwitz and Chernobyl.” (article 10)

Tourists-Travelers- Experience: This sub-theme shows how the articles are presenting the travelers by placing them within the traveling experience to show where they stand. “We became 'dark tourists', travelling the globe in search of those experiences that only tragic places can provide.” (article 16) “High above a valley in the Israeli-occupied Golan Heights, Israeli tourists have a panoramic view of this strategically important location, which is also known as the Gateway to Damascus.” (article 21) “Play it right and travel can be a fun, life-changing, reaffirming experience.” (article 14)

Travel-Trip-Tour: Authors use a more practical approach to engage the readers by using titles and headlines that allure, service and booking information and audiovisual elements with hyperlinks to ensure the interest of the reader escalates. “An Alcatraz travel guide – the picturesque island with a dark past Whether you’re an amateur sleuth or a wildlife watcher, everyone will get a kick out of an Alcatraz holiday.” (article 1)
“The package: Magic of Bolivia offer tailor-made tours of Bolivia, taking in San Vicente, also 21-day escorted small group tours from £1800 per person, excluding flights, but including accommodation, meals, transport and entrance fees.” (article 20)

“Take a video bus tour that help bring past crime scenes to life and, as a special highlight, tour Berlin’s former morgue.” (article 18)

3.4.2 Dark Story

All the travel articles in question hold a dark story either in recent history or older period of time. The authors incorporate large amounts of the actual story in the articles to entice the reader and provoke reading. NVivo provided the sub-themes of death-killing-war-disaster-radiation and memorial-museum-prison

Death-Killing-War-Disaster-Radiation: Historical events and facts about death and disaster are used as the major part of the story of a destination to show its theme and its importance in traveling to that specific destination.

“But graveside crowds are a familiar sight at some of our most famous cemeteries with a burgeoning death tourism industry now turning formerly humble graveyards into major tourist attractions.” (article 20)

“I had noticed something similarly distressing in Bulgaria, when I visited the town of Batak: the site of a nightmarish massacre in 1876, when Ottoman forces had tortured and killed thousands of Bulgarian victims.” (article 11)

“Most people visit the park to not only pay homage to the victims of the attack, but also to remind them of the horror that nuclear war causes.” (article 14)

Memorial-Museum-Prison: The memory that is later built by locals and/or governments to remind future generations of the dark story of the site is used by the authors as a mean of ensuring travelers that they can see part of the history and be informed locally of the events that took place.
“The bunker museum at Rennsteighoehe offers a "reality experience", where visitors can spend a gruelling 16 hours dressed as and being treated like a former DDR soldier.” (article 2)
“A new museum building has opened since I visited, but back then a temporary exhibition displayed objects recovered from the site – cutlery from the Windows of the World restaurant, a child’s doll, a fireman’s helmet, ID badges from people who worked there, part of the plane’s fuselage.” (article 8)
“Hiroshima Peace Memorial Park, Japan: Dedicated to the memories of the 140,000 direct and indirect victims of the nuclear attack on Japan, the memorial park includes the skeletal ruins of the building now known as the A-Bomb Dome – the closest building to the centre of the explosion to remain standing.” (article 2)

3.4.3 Location

As in all travel articles, either destination specific or theme specific, a location is always provided as part of the representation. The location plays also a deeper role in the process of investigating a destination due to the political and economical environments that enrich a reader’s image of the destination and of course of the events that took place in the past.

Area-Border-Zone: Authors tend to offer a completely descriptive approach using the element of a “no-mans-land” zone to a location, a strip or a radius of kilometers where no people are allowed either to live or visit due to the aftermath of a destruction – except for authorized tours and excursions, an area that is unoccupied or under dispute by neighboring countries.
“Around that, the ‘30km Zone’ is a less irradiated area which remains home to around 800 people.” (article 11)
“On your exciting and really creepy tour, you’ll head to Chernobyl passing Dytyatky, the border into the containment area.” (article 31)
“The security zone was established to stop further violence and a peacekeeping force has patrolled the land ever since to stop any clashes and further fighting.” (article 22)
City-Town-Island: The location in question is portrayed extensively in the travel articles of the sample as it frames the dark story and the traveling experience.

“If you ever wondered what a post-apocalyptic city would look like then Pripyat in the Ukraine is your best example.” (article 13)

“It doesn’t get much darker than the Parisian Catacombs – a maze of skeletons beneath the streets of this otherwise romantic city.” (article 14)

“I took the road to Nicosia, which is the world’s last divided capital city.” (article 22)

Destination: Authors use the location element more specifically by pointing out a particular destination within a larger location.

“This church is located in Kutna Hora, a few miles outside of Prague in the Czech Republic.” (article 29)

“Known as “La Isla de la Muñecas” in Spanish, the “Island of the Dolls” is perhaps one of the creepiest tourist attractions in the world. This super eerie tourist attraction is located south of Mexico City” (article 30)

“Trunyan is an Indonesian village on the eastern shores of Lake Batur, in central Bali.” (article 27)

3.5 Sentiments of the authors

Furthermore, besides the words and phrases and themes that the writers are using to represent dark tourism through their articles, an approach towards the sentiment that these words convey and the type of emotionally balanced or unbalanced vocabulary the authors use can provide interesting insights. NVivo software provided the content analysis for this type of research and categorized the sentiments of the authors into four categories: very positive, moderately positive, moderately negative and very negative.
3.5.1 Very positive sentiment

“The tours are highly stylized in that each day, and each hour, is planned with precision. Tourists are cared for, or monitored, carefully by their tour guides. It’s believed that millions have died in North Korea due to starvation, and in forced labor camps. Yes, any mistreatment, or lack of food and services, besides electricity going out at 10 p.m., is kept from tourists. Visitors are presented with a calculated image of what North Korea wants portrayed about itself to outsiders.” (article 13)

“I visited over 100 Dark Tourism sites, over 100 abandoned buildings and a load of tourist sites thrown in. I have two external hard drives with images to fill two books and two new decay photography series. I poured every inch of energy and passion into these photos and I’m exhausted but loved that every day was a different adventure. I can’t wait to start sharing them and the stories behind. Its been hard as I have had no time to edit and share them, I just can’t wait to show you all in my books which will come out in 2017 & 2018. I completely pushed myself out of my comfort zone and going the extra mile to capture them.” (article 17)

“Yes. Visiting modern-day Hiroshima is far from a ghoulish experience. Not an eerie ghost town, but a pleasantly busy city filled with leafy boulevards and buzzy restaurants, it’s a fine example of moving on from a traumatic past without forgetting it. The central Peace Memorial Park is something of a quiet protest against nuclear weaponry – the Peace Flame, which has burned since 1964, will only be extinguished when all the world’s nuclear weapons have been destroyed. Here, people pay their respects at cenotaphs and monuments in serene, sculpted gardens, while the neighbouring Hall of Remembrance offers a panorama of the city’s destruction created from 140,000 tiles – each tile representing a death. The starkest reminder, however, is the Genbaku Dome, the shell of a building miraculously left standing at the hypocentre of the atomic bomb explosion – which unloaded the equivalent of 15,000 tonnes of TNT over a small, built-up civilian area 71 years ago. The Dome’s tattered shell stands as a symbol of what the Japanese government has vowed it’ll never allow to be repeated.” (article 24)
3.5.2 Moderately positive sentiment

“A tour guide on the Israeli-Syrian border described it best: "People come here every day to see the show. For people visiting the area, it's interesting. They feel that they are a part of it. They can go home and tell their friends, 'I was on the border and I saw a battle.'"" (article 15)

“Here, she tells us a bit about the experience: “Walking around the decaying wasteland of Pripyat, I couldn’t help but be filled with the excitement of witnessing a near-apocalyptic environment first hand. The almost fictional horrors of the 1986 radioactive explosion in Chernobyl, Ukraine, where the community of the nearby town of Pripyat were told they would only be leaving for three days only to never return, had fascinated and enticed me for years. Now, I was stepping through the empty doorways of an abandoned school, taking photos of dust-covered dolls older than me, and craning my neck to take in the full view of that iconic rusting Ferris wheel…”” (article 14)

“Flung off the San Francisco Bay, Alcatraz has long been one of the city’s top tourist attractions. But why are people so desperate to visit a now defunct prison? Well this one has a bit of a dark past. Some of the USA’s most infamous criminals – from Al Capone to George ‘Machine-Gun’ Kelly – served stints here, but not all of the 1,576 people incarcerated were well-known gangsters. In fact most of the inmates escaped the limelight. That doesn’t mean they weren’t scary though. Alcatraz was the prison of prisons. It’s where prisoners who were considered extremely violent or dangerous, or those who couldn’t follow the rules in other prisons, were sent. Basically, it was the last resort. Think about that while you’re doing your audio tour.” (article 14)

3.5.3 Moderately negative sentiment

“Riots became commonplace during overcrowding and often several bodies lay on the prison floor when the way was cleared. In the 1960s, there were hundreds of serious assaults reported that included multiple stabbings. Today, tours are given that guide guests through Housing Unit 1, A-Hall, dungeon cells, the Upper Yard, Housing 3 and the Gas
Chamber where 40 inmates were sentenced to death, all but one by cyanide gas. The one exception was by lethal injection.” (article 13)

“My camera is how I view the world, it is my key to express the malevolence, beauty and melancholia that manifests inside my dark heart, it is my cathartic release to the visions of surreal darkness that lie inside my mind.” (article 17)

“The eruption of Eyjafjallajökull – the volcano that no one outside of Iceland had ever heard of, let alone could pronounce until five years ago – wrought havoc in April 2010. For those of you that don’t remember, the volcano’s dreaded ash cloud grounded flights for over two weeks, costing the European economy around US$5 billion. Good news for the Land of Fire and Ice though – tourism has snowballed since. Visitors who hadn’t even considering Iceland before are now flocking over to the chilly island-nation to see its geysers, glacial lagoons, the Northern Lights or the midnight sun and, of course, the south-coast volcano that caused all the drama.” (article 14)

3.5.4 Very negative sentiment

“If you like the idea of nature killing people for your amusement, but you're more of a drowning fan, just take the Hurricane Katrina tour through New Orleans. There, you can "drive past an actual levee that breached" and see "the resulting devastation that displaced hundreds of thousands of U.S. residents."" (article 15)

“Seven tons of human hair in Auschwitz. 8,985 human skulls in Choueng Ek. These are the stark realities that confront visitors to sites of genocide, torture and atrocity. The horrors of Nazi concentration camps in Poland or the Khmer Rouge’s Killing Fields in Cambodia can be taught in history books, but nothing comes close to the feeling of standing in the very place millions of people fell victim to evil.” (article 3)

“But turn the diary to March 11 in Japan and you will receive a more horrified reaction. For it was five years ago today that the Tohoku Earthquake reared up from the seabed, 43 miles east of the country’s biggest island Honshu, and cast it into chaos. A tremor of devastating 9.0-magnitude – the fourth most powerful to strike the world since records began in 1900 – its most notorious consequence was the tsunami which assaulted the east coast at 3:38pm local time. In doing so, it swamped the Fukushima Daiiichi Nuclear Power
Station – which, perched precariously at the ocean’s edge, found itself in harm’s way. The deluge sparked a catastrophic failing of the complex’s cooling systems – leading to the evacuation of everyone within a 12-mile radius. In total, the earthquake accounted for 15,894 deaths, 6,152 injuries, and left a further 2,562 missing.” (article 12)
Chapter 4: Discussion

4.1 Introduction

This thesis purpose was to examine and ultimately present how dark tourism is represented in travel articles. The method that the researched used was a qualitative method that involved content analysis. This analysis was executed via NVivo Software and its findings were presented in Chapter 3. The sample included 32 travel articles selected from different types of online media already discussed. This final chapter will develop conclusions based on the findings of the content analysis that was performed. It will horizontally answer the two research questions and form conclusions.

4.1 Discussion on the themes

The themes that this content analysis qualitative research has produced reflect totally on the basic principles of travel journalism. In the same matter that journalism requires the “what, who, when, where, why and how” in a story, similarly the travel articles in this thesis and the analysis performed showed that these questions are answered and represented in the articles via the themes that run.

The “what, who, when, why, how” elements in a journalistic story are clearly represented in the “dark story” theme results as the reader is engaged to discover on what happened at that dark site, who was involved, when it happened, why it is and was important and how it happened. The “where” element is seen in the “location” theme which includes all geographical elements of the story including subthemes of area, border, zone, city, town, island and destination.

Furthermore, the main “tourism” theme is present in all travel articles, in accordance with the Mc Gaurr definition of travel journalism that articles should present the authors perception of a destination and their impressions to the reader of the destination visited. The subthemes of the “tourism” theme as derived from the content analysis that include
the attraction, tourists, travelers and their experiences, the travel and the trip, are also justified via the literature review and in specific in accordance to Hanusch and Fürsisch (2014) definition of travel journalism as factual accounts that address audiences as consumers of travel or tourism experiences, by providing information and entertainment, but also critical perspectives. The articles sampled and analyzed in this thesis all are fundamentally consumer-oriented and offer either narrative or non-narrative accounts of the authors’ factual views of the destination. Being theme-specific, destination-specific and or service-oriented, the authors clearly represent the destination or the theme using photos, videos and text.

The use of the headlines is also key to complete the reader’s experience, either by using a commentative approach, a list that holds a theme of dark tourism sites, a questioning headline or a descriptive headline. The extended use of the type “the secret” headline is also apparent to lure readers.

Hence, the elements that Hanusch and Fürsisch set in their travel journalism definition are also clear and visible in the representations of the travel articles.

The themes that the analysis has provided and the subthemes are shown below:

- Tourism: attractions, dark tourism, tourists-travelers-experience, travel-trip-tour
- Dark story: death-killing-war-disaster-radiation, memorial-museum-prison
- Location: area-border-zone, city-town-island, destination

4.2 Discussion on the authors’ sentiments

Just as the themes discussion proved, the author’s write or present their accounts of the travel experience reporting their view which holds a sometimes obvious while other times a more underlying sentiment. It is of a great importance to see how these authors present these dark sites and what words they use to express their sentiments.
In chapter 3 the content analysis run by NVivo also offered the desired results for the author’s sentiments in their travel representations. The software formed four categories of sentiments: very positive sentiment – moderately positive sentiment – moderately negative sentiment – very negative sentiment.

Hanusch & Fursich (2014) argue that dark travel tourism should include logic and emotional grammar, or good-hearing language for reaching and understanding better what is morally repulsive or abhorrent.

Beginning with the “very positive sentiment” the phrases and words used by the authors and identified by NVivo clearly show a positive approach towards the subject-matter. On article 13 the author is putting potential visitors to North Korea and readers at ease by pointing out how the tours arranged at the destination are “highly stylized” and that visitors will be “cared for”. On article 24, the author is suggesting post-nuclear disaster Hiroshima is a “pleasantly” busy city with “buzzy” restaurants.

Author of the article 15 holds a more moderately positive sentiment, as it is the second category that NVivo presented, by quoting a tour guide who described tourists visiting the Israeli-Syrian borders as wanting to “be a part it” and wanting to see “the show” and who would tell their friends with excitement that they “were on the border” and “they saw a battle”. On article 14 the author uses “Al Capone” among other infamous criminals, as a way to lure readers. He also states that Alcatraz was “the prison of prisons”. NVivo also categorized this article as to having a moderately positive sentiment.

Moving on to the “moderately negative sentiment” of the author, article’s 17 author uses words like “melancholia” and personal terms “dark heart” and “cathartic release” to describe his feelings on when he travels and photographs dark sites. Furthermore, author of article 14 is using the factual figure of “US$5 billion” to showcase the cost on the European economy of the eruption of the Eyjafjallajökull volcano in Iceland.
Article’s 15 author is using the phrase “killing people for your amusement” when describing the Hurricane Katrina tour in New Orleans, whereas article’s 3 author uses the figure “8985 human skulls” in Choueng Ek to describe “genocide” “torture” “atrocity”. All words and phrases with a highly negative sentiment, all coded by NVivo as such.

4.2 Future research

Various aspects of travel articles can be explored in future researches and other elements used on online travel journalism and specifically travel articles. These include a research on how dark tourism is represented through photos and videos, other audiovisual elements, social media engagement, user generated content, hashtags, online social experiments and virtual tours. The contribution to the scientific study can evolve and produce results needed for both educational and commercial purposes.
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