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FACTORS INFLUENCE TOURISTS TOWARD DARK TOURSIM ENGAGEMENT IN PENANG, MALAYSIA

By

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A report submitted in partial fulfilment of the
requirements for the degree of
Bachelor of Entrepreneurship (Tourism) with Honours

Faculty of Hospitality, Tourism and Wellness
UNIVERSITI MALAYSIA KELANTAN

2021

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ACKNOWLEDGEMENT

First and foremost, we would want to express our gratitude to everyone who has contributed to and assisted us in the completion of this study. Their participation has provided us with a great deal of assistance and support, allowing us to complete our research work efficiently. Miss Mazne binti Ibrahim, our supervisor, deserves our gratitude and respect for overseeing the completion of this project. We will be unable to accomplish this job on time and efficiently without her assistance and the expertise she has shared with us.

We would also like to express our gratitude to the members of our group who worked tirelessly and enthusiastically on this research project. This project could not be completed on time without everyone's participation, understanding, and tolerance. We would also like to express our gratitude to our family for their unwavering support for our studies at Universiti Malaysia Kelantan (UMK). Finally, we would like to express our gratitude to Universiti Malaysia Kelantan (UMK) for providing us with the chance to conduct this research.

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ABSTRACT

This study investigated the factors influencing tourists toward dark tourism engagement in Penang, Malaysia. This research investigates the factors that tourists see when visiting dark tourist attractions. This study seeks and determines whether these variables can be better managed between motivation and death obsession with dark tourism engagement in Penang, Malaysia. In this case, the dark tourism engagement is the main attraction to ensure the consciousness and emotion of tourists after visiting the dark tourism places. In order to perform this analysis, a quantitative study was conducted. The sample size of this study was conducted on 220 respondents who have visited dark tourist resorts through online surveys. For data analysis, reliability testing and Pearson correlation had been used. As a result, the analysis showed a low positive correlation between motivation, death obsession with dark tourism engagement. This study provides knowledge that may be useful for the tourism industry to improve the quality of dark tourism places in Penang.

Keywords: Motivation, Death Obsession, Dark Tourism, Engagement, Consciousness

ABSTRAK

Kajian ini mengkaji faktor-faktor yang mempengaruhi pelancong ke arah pelancongan gelap di Pulau Pinang, Malaysia. Penyelidikan ini meneliti faktor-faktor yang dilihat pelancong ketika mengunjungi tempat-tempat pelancongan gelap. Kajian ini mencari dan menentukan sama ada pemboleh ubah ini dapat dikendalikan dengan lebih baik antara motivasi dan obsesi kematian dengan penglibatan pelancongan gelap di Pulau Pinang, Malaysia. Dalam kes ini, penglibatan pelancongan gelap adalah daya tarikan utama untuk memastikan kesedaran dan emosi pelancong setelah mengunjungi tempat-tempat pelancongan gelap. Untuk melakukan analisis ini, kajian kuantitatif dilakukan. Saiz sampel kajian ini dilakukan terhadap 220 responden yang pernah mengunjungi pusat peranginan gelap melalui tinjauan dalam talian. Bagi penghasilan analisis data, ujian kebolehpercayaan dan korelasi Pearson telah digunakan. Hasilnya, analisis menunjukkan korelasi positif rendah antara motivasi, obsesi kematian dengan penglibatan pelancongan gelap. Kajian ini memberikan pengetahuan yang mungkin berguna bagi industri pelancongan untuk meningkatkan kualiti tempat pelancongan gelap di Pulau Pinang.

Kata kunci: *Motivasi, Obsesi Kematian, Pelancongan Gelap, Penglibatan, Kesedaran*

CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

According to (Stone, 2013) dark tourism is regarded as a niche product and may be sold as a new tourism product. Therefore, tourists began to study different aspects of tourist satisfaction. The concept of dark tourism is different from other tourist destination because it is related to the dark history of a particular region or country. Visitors seem to be interested in sites where deaths, disasters, mass deaths and terrorist incidents have occurred in the past. People's fear of death, fear of torture and pain, and fear of being killed have aroused this appetite for visiting interest.

More specifically, dark tourism refers to genocide tourism, which refers to travel to places related to the deliberately and systematically destroyed victims by ethnic, political, or cultural groups (Stone, 2006). Stone also mentioned many dark or creepy tourism types, including cemeteries, celebrity death sites, fictional deaths, prisons, slavery heritage areas, and massacres and genocide sites. However, using the word "darkness" as the primary derogatory term means that the event or location is unfavourable, offensive, or suspicious.

Seaton (1996), for example, coined the term "thanatourism" to describe another type of visit that has little or no malevolent connotation. Make a literary pilgrimage to a great writer's grave or take your family to a battleground. Tourism (Seaton, 1996), pathological tourism (Blom, 2000), black-spot tourism (Rojek, 1993), brutality, and Holocaust tourism are all terms used to describe the emerging travel behaviour of dark tourism (Ashworth, 2002). War tourism (Henderson, 2000; Seaton, 1999) and many recent tourism studies highlighted Phoenix tourism (Causevic & Lynch, 2013), prison tourism and natural disaster tourism (Biran, Liu, Li, & Eichhorn, 2014).

During World War II, Malaysia and other Southeast Asian countries were in a dark period during the Japanese occupation of World War II. The places where wars, pain and death have occurred in the past can be developed into Malaysia's dark tourism products. Examples of possible dark tourism products include Penang War Museum, Jerich Island, Phi Thong Island and Sabah Borneo. Dark tourism in Malaysia has not yet gained global recognition and may attract local and international tourists. However, due to the lack of government and institutions to support this new tourism product.

These governments and agencies must cooperate in organizing publicity activities to promote the potential for dark tourism. Therefore, creating new packaging for dark tourist attractions may increase the demand for dark tourism, indirectly increasing the tourism economy.

1.2 PROBLEM STATEMENT

It is not uncommon for tourists to die while visiting sites connected with tourist mortality. Some consider this to be one of the oldest types of tourism in history. Although tourists' interest in these sites has grown in the last century, studying the topic has been gradual. Since then, this type of tourism has gotten much attention from academics and the media. Although tourists were the first to use the term "dark tourism", the link between tourist attractions and interest in death is not the primary consideration (Lennon & Foley, 2015).

Define the general understanding of dark tourism and the factors influencing tourists to explore dark tourism in Malaysia. The motivation, shared experience, emotional involvement, and death obsession of tourists travelling in the dark area are some of the most frequently mentioned factors influencing tourists to engage with dark tourism. In addition, although dark tourism is considered an emerging niche tourism product, the deceased's travel history can be traced back to similar places in the middle of this century, namely, public executions in the Middle Ages (Sharpley, 2009).

One of the problems we face in Malaysia's dark tourism industry is that tourists are not aware of their knowledge from visiting these places. Carrying out dark tourism activities may help to understand the characteristics and behaviour of these tourists. This type encourages researchers to evaluate their broad motivations for interacting with dark destinations, the intensity of emotional participation, and personal motivations for dark travel.

1.3 RESEARCH OBJECTIVES

1. To identify the awareness of dark tourism in Penang, Malaysia.
2. To examine the factors influencing to engage with dark tourism in Penang, Malaysia
 - 2.1 To examine the motivations to engage with dark tourism in Penang, Malaysia.
 - 2.3 To examine the death obsession to engage with dark tourism in Penang, Malaysia.

1.4 RESEARCH QUESTION

The research question is consequently derived from the problem statement, which is formulated to guide the research by narrowing down the research issues and identifying the concern addressed by the research issue. In simple terms, a research question essentially states explicitly what the researcher will attempt to answer. For example, the question of these studies was as below:

1. Does the motivation factors can influence Malaysian people to visit dark tourism places?

2. Does the death obsession give the courage towards dark tourism engagement in Malaysia?

1.5 SCOPE OF THE STUDY

The focus of this study is on what factors influencing tourists' engagement in the dark tourism industry. This research will help understand Malaysia's weaknesses and improve tourism, thereby improving Malaysia's tourism industry.

Besides, by understanding these elements of the research, Tourism Malaysia can focus on the goals and improve the factors that affect visitor participation. These will also help the Malaysian tourism industry find more and better places and introduce tourists to in-depth dark tourism.

1.6 SIGNIFICANCE OF STUDY

This study will provide benefit to the THREE (3) parties as stated below:

1. Government / Tourism Malaysia

The Government or Tourism Malaysia will show the level of awareness on factors influencing to engage with dark tourism in Malaysia.

2. Future Tourist

The results will provide the future tourists with some knowledge on dark tourism engagement in Malaysia and help them improve the quality of education through physical and mental participation.

3. Future Researcher

The future researcher can help improve the statistical of the increase in foreign and local tourists in Malaysia. However, this research will also be useful for future researchers to explore further the factors that influence tourists to engage with dark tourism in Malaysia.

1.7 DEFINITION OF TERMS

1.7.1 Dark Tourism

There are many explanations for dark tourism. Death, suffering, visitation, and tourism have been interconnected for centuries. Dark tourism may be identified as "going to a place where tragedies or famous deaths in history have occurred and continue to affect our lives" (Marcel, 2003). Dark tourism is an inclusive term that encompasses various identifiable visits related to mass killings, extinctions, and deaths.

1.7.2 Self-exploration

It is measured from the continuity of self-probing and self-discovery from personal-related materials without voluntary participation (through voluntary self-disclosure). The considerable conceptual overlap allows comparisons between self-disclosure and self-exploration data while keeping in mind the limitations of similarity.

1.7.3 Tourism psychology

According to research by Šimková (2014), tourism psychology studies individuals who act like tourists. Therefore, it is necessary to analyze the tourism industry from the perspective of economic geography and analyze the behaviour of tourists when they are affected by emotional factors to protect their health and well-being. For example, visitors often

want to get rid of daily work and pressure and find new life dimensions, new experiences, uniqueness, or unconventional situations.

1.7.4 Sociology of death

Death, dying, and bereavement is emotional phenomena, so it is understandable that a psychological method of understanding these experiences has proven to be an attractive method. However, it is also important to realize that emotion is also a sociological phenomenon. In a sense, the conceptualization, experience and response of emotion will largely depend on social processes and structures (Barbalet, 2002).

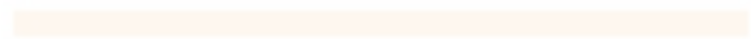
1.8 SUMMARY

In short, this research can affect whether it is from a positive and negative angle to tourists who participate in dark tourism in Penang, Malaysia. Dark tourism attractions demonstrate demand and constitute commemoration, historical reference, narrative legacies, and populist heritage attractions. These tourism sites, in some cases, become one of the few remaining commemorative elements of victims and their testimonies. If there are restrictions in conducting this study, there are some difficulties in dark tourism research in knowing the factors influencing this study. However, by

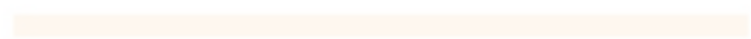
learning and researching new things, this can indirectly positively impact the lives of person and others.



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CHAPTER 2

LITERATURE REVIEW

2.0 INTRODUCTION

This chapter aims to inspire the independent and dependent variables of the research. There are two independent variables in the literature which are the factors that affect tourists, and the dependent variable is dark tourism engagement. This chapter will explain the relationship between each independent and dependent variables, the conceptual framework, and the summary of this chapter.

2.1 DARK TOURISM ENGAGEMENT

Penang is famous for its many attractions, not limited to cultural or traditional tourism. Penang has repeatedly been recognized as a potential dark tourism destination in Malaysia (Suhaini & Chai, 2010; Algie, 2014; Masanti, 2016; Mohd Zahari et al., 2016). Here, we studied some potential dark spots in Penang. First, we explore the Penang War Museum, listed by CNN as one of the five fantastic SEA destinations

(Algie, 2014). "Bukit Hantu" or "Ghost Mountain" is another name for it. It was a British fortress erected for defence in 1930, but it was destroyed during the Japanese onslaught. The Japanese took over the fortress and turned it into a camp for prisoners of war. According to reports, hundreds of prisoners were tortured and beheaded at the scene.

Today, the fort has become a museum that provides tours and serves as a memorial with educational elements, showing Malaysia's history and conveying a reflective message. Penang's rich history has become an essential link between museums and dark tourism, especially since its past is closely related to death. The Old Protestant Cemetery is a UNESCO World Heritage Site and the third potential dark spot. It is considered one of the best-preserved Christian cemeteries in Southeast Asia from the 18th to the 19th centuries (Banji, 2015). Penang Global Tourism Bureau organizes free educational tours for the cemetery (Intan, 2016). In the last Halloween celebration, this trip's theme was "Terror Night in the Cemetery", and every visitor will get candles when visiting the cemetery (Intan, 2016).

The museum's content is dispersed throughout the historic structure, connecting the underground passage and the fortress wall. The interpretation team studied the site's history and the people who lived or were imprisoned there. The interpretation crew explained each facility's purpose, such as the logistics centre, dormitories, medical clinic, and the British military defence policy in the United Kingdom. During the 1930s and World War II, the Japanese and the Japanese's torture by the Japanese occupiers. Objects such as ammunition, torture weapons, photos, and larger weapons (such as cannons) are located in each area to provide visitors with greater visual appeal. It has been suggested that the museum will be expanded soon to include more exhibitions on naval battles. Recent research into visitors' experiences has challenged many early

assumptions about the people who visit places of death and suffering. Visits to such places involve more than simple voyeurism or sightseeing. Instead, many visitors are more deeply engaged than they have been given credit for, and their visits are opportunities for connection, understanding and meaning-making.

Dark tourist attractions provide an opportunity to capture and preserve Malaysia's history and humanity's collective memory and make it more widely available to the public (Liyanage et al., 2015). Besides, Penang has been listed as a World Heritage Site. Light (2017) proposed that terms such as "dark heritage" and "dark heritage tourism" indicate the increasing integration of dark tourism and heritage tourism. In this case, promoting Penang as a dark destination shows a strong signal of potential growth. However, the signs of expected revenue growth are unclear because dark tourist attractions are seen as complementary tourist values. The overall tour group has been saturated, and dark tourism has been added to these tour groups, which will increase the tourist experience (Minic, 2012). The Penang local authorities raised funds to promote Penang's tourism industry's growth and sought new ideas to promote and market Penang's tourism industry (Ngu, 2017).

2.1.1 ANTECEDENTS OF DEPENDENT VARIABLE

The history of the dependent variable means after the analysis was performed, the last variable. It means that after we get the study results, the work is

completed. The results' study determines whether that is good to investigate as to why it happened.

Antecedents about this topic are to study the factors influenced by tourists' travelling to Penang War Museum as a famous dark place in Penang, Malaysia. The factors recognized by tourists who repeatedly visit dark tourism places in Malaysia have become a trend and a model for the local and international community who can feel and experience it. To the extent that it has affected the lives of the local people, it has been studied utilizing positives and negatives vibes on certain factors. In Western culture, showing and visiting these places is no different from Malaysia. Before tourists enter certain areas called "dark places", Malaysia cannot brag or do despicable or hateful things in the environment. They need to prepare for their teachings, such as prayer rituals according to their religious beliefs.

2.2 ANTECEDENT OF INDEPENDENT VARIABLE

Independent variables (IV) are called predictors or explanatory variables. For researchers, this is the variable predicted to be related to or explain the change in the dependent variable. It affects the dependent variable positively or negatively. It means that the dependent variable always has a trend of improvement or decline to measure

the rising independent variable. In other words, the change of the dependent variable is compensated by the independent variable.

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2.2.1 MOTIVATION

Motivation in dark tourism has emerged as a critical academic term in the region (Isaac, Nawijn, Liempt & Gridnevskiy, 2019). These tourists' motives are closely examined, and an increasing number of studies are casting doubt on the belief that tourists visit these locations because they have a deep desire to die. On the contrary, it seems that several other motives, such as curiosity, are more significant. The desire to learn about and comprehend tragic events; the desire to remember the victims of such events; the desire to affirm the collective's identity (especially that of the country); the desire and sense of duty to "connect" with tragic events. As a result, a growing number of people feel it is fitting to refer to the dead as "dark visitors." As a result, various researchers conclude that dark tourists are similar to conventional tourists (Light, 2017).

Western tourists visiting the museum do not have any dark intentions, according to previous research (Isaac & Çakmak, 2014), and tourists visit the museum primarily for "memorial", "worth visiting", "learning and understanding", "tribute" and "must visit" attractions (Isaac & Çakmak, 2016). Consequently, learning, interest, duty, national identity, social motives, nostalgia, and remembrance can be identified as the second motivation for dark tourism (Zhang, Yang, Zheng & Zhang, 2016).

Recent research has shown other reasons for visitors to visit dark areas connected to personal, cultural, and psychological factors. Many people travel to dark tourist destinations for personal reasons, such as a desire or opportunity for education, learning, or awareness of what is happening in that location (Isaac & Çakmak, 2016; Yan, Zhang, Zhang, Lu, & Guo, 2016). Education, social motives, and curiosity were all explored by Kang et al. (2012). Tourists visit Westerbork for "Self-understanding," "curiosity," "conscience," "must-see" this site, and "unique," according to Isaac and Çakmak (2014), who researched the motives of tourists visiting the former World War II transit camp Westerbork (the iconic dark spot in the Netherlands). Their findings contradict previous research into the motives of dark visitors.

The following motivations for visiting the Penang War Museum concentration camp memorial site were discovered in this study: "memory," "acquisition of information and understanding," and "exclusiveness," all of which are linked to visitor motivation. On the other hand, western tourists visiting the museum do not have any dark motives, according to previous research (Isaac & Çakmak, 2013), and tourists visit the museum primarily for "memorial," "worth visiting," "learning and understanding," "tribute," and "must visit" attractions (Isaac & Çakmak, 2016).

According to Stone (2011), new research directions were introduced, and a broader (post-)disciplinary research framework was envisaged. This essay seeks to create theoretical knowledge regarding dark tourism use, motivation, and experience using post-disciplinary research methods. The proposal offers an outline and updates and incorporates early and current conceptual structures of consumption, inspiration, and dark tourism experience. In addition, the proposal seeks to incorporate the most recent research on the reasons and (shared) perceptions of dark tourism, critically examine the most recent research on some of the key concerns in these definitions and recognize research gaps and problems that need to be addressed.

In this regard, Korstanje (2012) created a typology for dark tourism consumption based on how people express their interest in death and the degree of importance, ranging from "pale" to "dark", in order to assess the look and experience of a person, how the supply attracts buyers explicitly. He attempted to comprehend the dark epistemology of tourism consumption through this typology. Nonetheless, he seemed to have delved further into the fields of clarification and inspiration.

The psychological origins of motivation have also been examined in recent literature, especially the impact of emotional contagion, in which emotional sharing is triggered by the awareness of others' emotional states. Furthermore, Podoshen (2013) examined the psychological motives of "backpackers" and black metal as an art form, specifically paganism, Satanism, blasphemy, and historical abuse and depictions of violence, to better understand tourists' psychological motivations.

"Simulation related to emotional contagion is the key motivation for dark tourism," according to Podoshen (2013). As a result, this study aims to look into the motivations for dark tourism. These reasons are based on sentiment rather than heritage.

Tourists attempt to perform tourism as one of these reasons. According to Podoshen et al. (2015), other motives cause tourists to encounter the feelings stimulated in a perceived or surreal dystopian environment, in addition to dark tourism motives.

Emotions are evoked in dark places associated with death and suffering. For example, relationships with ancestors and death's location may be emotionally intense (Kidron, 2013). It should be remembered, however, that emotional experience is not a function of darkness alone. Tourism is an emotional experience, as is the experience that visitors obtain from travelling in dark areas (Another niche tourism). On the other hand, Neville, Isaac, Fan Liempt & Gridnevskiy (2016), emphasize the emotional experience of dark tourism.

Unlike other types of tourism with special meaning, dark travel experiences often create emotional stress (Stone, 2018). Visiting dark places will result in both positive and negative results. In most dark tourist resorts, the main attractions evoke negative emotional responses such as vengeance, fear, terror, depression, sadness, and sympathy (Austin, 2002). On the other hand, emotional experiences like hope, passion, pride, infatuation, curiosity, and appreciation (Nawijn & Fricke, 2015) can be part of a tourist's emotional experience.

Dark tourism offers a well-balanced cognitive and emotional tourism experience (Kang et al., 2012). The new research by Israfilova and Khoo-Lattimore (2019) revealed the trip's emotional characteristics in addition to the educational experience. It is in line with the results of a previous study by Biran et al. (2011), who discovered that visitors travel predominantly for education or emotional experience. Yan et al., (2011). Those researchers found that curious travellers had emotional as well as cognitive experiences. In general, different tourists will have different experiences

(emotions and cognitions) in the same dark spot. Consequently, one visitor notices something dark while another does not.

2.2.2 DEATH OBSESSION

The link between death and tourism has been described as a distinct category of consumption known as dark tourism. Dark tourism is a way of thinking about scenic places synonymous with death, tragedy, and human misery. Travelling in the dark is not a modern phenomenon. This phenomenon started in the latter half of the twentieth century (Light, 2017). The book by Lennon and Foley has been planned for providing a poor understanding of the phenomenon of "dark tourism."

While some scholars followed Lennon and Foley's lead in interpreting dark tourism as a type of postmodern tourism, most researchers did not use postmodernism as an explanatory structure. The postmodern paradigm, for example, denies the personal psychological factors why visitors are attracted to scenic spots synonymous with death and misery (Dunkley & Morgan, 2018).

However, there has been much controversy about what precisely counts as dark tourism. It is partially due to the fragmentation of dark tourism science, and numerous words have been coined to highlight the phenomenon's unique philosophical and realistic aspects (Hooper & Lennon, 2017), such as "Tana Tourism," "Mourning Tourism," and "Painful Tourism,". The problem with this conceptual separation is that

it gives the impression that each word and its related studies mean different concepts even though they are essentially the same. As a result of this term's extinction, information about tourist uses and death has become scattered.

Even though dark tourism is still considered a niche product, people have been visiting death-related locations since the middle of the twentieth century. For example, people have visited the holy site of death, which has been used for pilgrimages, to see gladiator battles in Roman times and witness public executions in mediaeval times (Sharpley & Stone 2009).

Light's study states that death is more and more isolated in contemporary culture from the public sphere, isolating the person from death. The death mediation thesis is now being published. In addition, an organized religion collapse eliminates the overall structure within which people and communities handle death and death. Therefore, people can experience anxiety and vulnerability to death in ways that challenge their self-awareness.

Simultaneously, there has been a considerable rise in the modes of speech and entertainment of death in popular culture. Consequently, "death without cause" has taken on a new sense. Mass culture has supplanted religion as a means of comprehending and coming to terms with death and dying. Dark tourism can be considered a reappearance and reappearance of death in contemporary society in this situation. People can negotiate with death without terror or apprehension by visiting places associated with death.

Early research investigated whether people's obsession with death the critical reason is they visit dark tourist destinations. Other motives for visiting dark locations, according to recent research, are linked to the visitor's reasons, cultural and

psychological aspects (Dejan, 2020). The fascination with death was stressed as the primary motivation in early motivation literature. Visitors will visit black spots for various purposes, including dark tourism, especially memory, understanding and learning. As a result, Light (2017) stresses that dark tourists' presence is debatable, and tourists who are especially intrigued by death are uncommon.

Similarly, scientists have broad discussions, but there are also variations. For example, some people claim that visiting the deceased has a lot in common with heritage tourism or that lightest dark tourism has more common heritage tourism (Ivanova & Wright, 2017). On the contrary, some researchers believe that visiting dark places serves a function distinct from conventional visitors.

2.3 HYPOTHESIS

The literature review revealed that the independent variables as for motivation and death obsession are the factors that influence tourists to engage with dark tourism in Malaysia. Therefore, the study plan to examine the level of effect among these variables. The hypothesis of the research is outlined as follows:

1. H_{0a} - There is no relationship between motivations among tourist and dark tourism engagement in Malaysia

- H_{1a} - There is a relationship between motivations among tourist and dark tourism engagement in Malaysia.
2. H_{0b} - There is no relationship between death obsession among tourist and dark tourism engagement in Malaysia.
- H_{1b} - There is a relationship between death obsession among tourist and dark tourism engagement in Malaysia.

2.4 RELATIONSHIP BETWEEN MOTIVATION AND DEATH OBSESSION

It is challenging to investigate the reasons and goals that drive tourists to seek out scenic spots and experiences of this calibre. Most notably, dark tourists' curiosity and interest in death are driven to varying degrees (Stone & Sharpley, 2008), but it is unclear to what extent this fascination is relevant when determining whether to visit. That kind of "attractiveness." However, no attempt has been made to investigate the link between dark tourism motivation and personal death obsession. Individuals' imminent reaction to human mortality increasingly affects their inspiration for visiting places and activities related to human suffering.

Besides, Chang's (2017) latest research explores the causal relationship between tourists' perceptions of dark tourism and its effect on their emotional experience (motivation) and geopolitical awareness using two war museums on Kinmen

Island as an example. One finding suggests that "tourists'" impressions of dark tourism affect both the negative and positive dimensions of emotional encounters and that tourists have the potential to establish solid geopolitical tendencies.

Moreover, Zhang, Yang, Zheng, and Zhang (2016) examined dark tourism's cognitive and emotional experience. Following that, the research goal and methods are explained, and the structure of interpersonal relationships and the memorial hall experience. Finally, the study of the relationship between personal internal constraints, cognitive experience, emotional experience, and the desire to revisit dark tourist attractions are presented.

2.5 STUDY SETTING

This research also aims to understand better the relationship between the independent variables (motivation and death obsession) and the dependent variable (the engagement in Penang, Malaysia). Thus, this study intends to investigate the variables that affect the involvement of Malaysia in dark tourism.

2.6 CONCEPTUAL FRAMEWORK

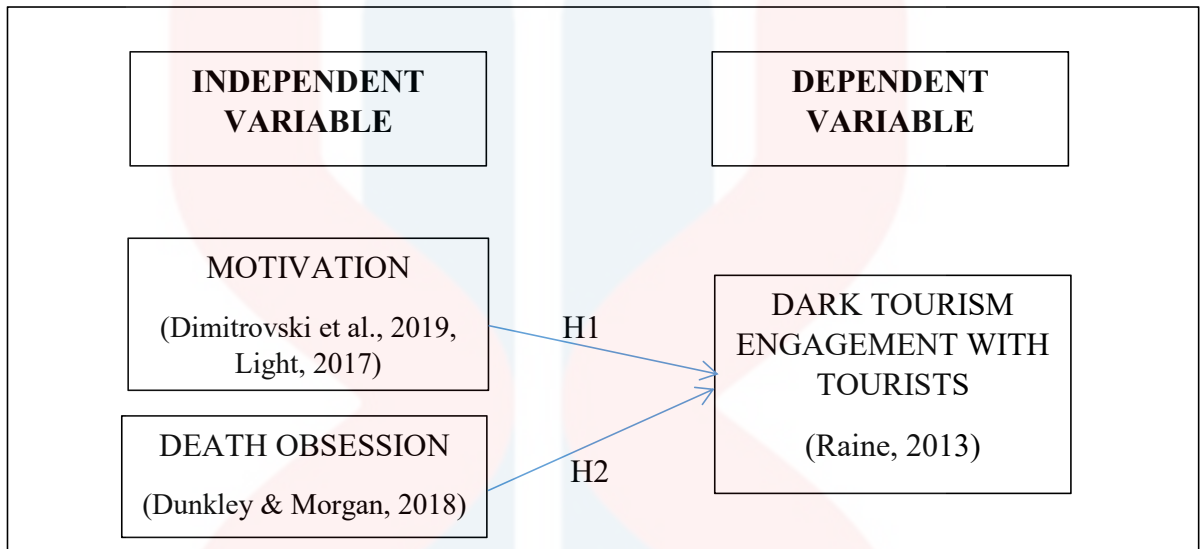


Figure 2.1: Conceptual Framework

Figure 2.1 shows the independent variable (IV) and the dependent variable (DV) of this study. The independent variable is the factors influencing tourist towards dark tourism. On the other hand, the dependent variable (DV) is dark tourism engagement in Malaysia. This study identified four independent variables (IV): motivation and death obsession.

2.7 SUMMARY

This research investigates the development of dependent variables, independent variables, conceptual frameworks, and hypotheses. In this chapter, the literature review shows the more profound meaning and knowledge of variables. Also, this chapter explains the relationship between independent variables and dependent variables. Finally, this chapter emphasizes the links between independent variables of motivations and death obsession and the dependent variable of dark tourism engagement in Penang War Museum, Penang, Malaysia.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 INTRODUCTION

This chapter will discuss in-depth the research methodology selection and research design stage. It mainly relies on its theological position and research questions to guide its method selection. It clearly explains why this research method is sufficient to explain the research of parallel triangulation methods. Besides, this chapter establishes the process of recording, analyzing and interpreting data. Also, the methods used to increase the credibility of the research will explain further. Finally, this chapter will describe the research's procedural issues, including the timing of the research, sample size and integrated decision-making, and point out ethical issues.

3.2 RESEARCH DESIGN

In the most basic terms, quantitative research methods are related to collecting and analyzing structured data and can be represented by numbers (Goertzen,

2017). One of the central goals is to establish accurate and reliable metrics for statistical analysis. Since quantitative research focuses on measurable data, it effectively answers the "what" or "how" of a given situation. Is the question straightforward, quantifiable, and usually contains phrases such as percentages? What proportion to what extent? How many? How much is it? Quantitative research enables researchers to learn more about demographics, measure how many respondents know about the existing dark tourism in Malaysia and study the influence factors of independent variables on tourists participating in dark tourism in Malaysia. In addition, quantitative research can also measure tourist participation in Malaysia. Measures such as frequency, especially count percentages, proportions, and relationships, can quantify and provide the variables' variables. The results of quantitative research reveal the factors that influence unannounced tourists in Malaysia. However, it is essential to note that they do not provide insights into why people think, feel, or act in a certain way. In other words, quantitative research highlights trends in the entire data set or research group. In order to fill these knowledge gaps, quantitative research uses large-scale surveys to generate statistical data, and methods such as questionnaires or closed survey questions are compelling.

3.3 TARGET POPULATION

Statisticians use to close their subject in the group, any number of characteristics can define the population. There may be ambiguities or populations. The

population can be referring to a group of people, objects, events, hospital visits, or measurements. Therefore, the population is a collective observation of subjects grouped by common traits. The population also refers to an entire group of individuals with the same characteristics and specific functions. Populations are known as target groups or communities of people involved in this study or share common traits selected in this study. In 2019, Malaysia received 26.10 million international travellers from all over the world, and in 2019, 239.1 million domestic visitors were recorded (2019 Annual Report, Tourism Malaysia). The survey focused on Malaysian states for various reasons that could attract tourists to visit Malaysian states. Therefore, the population included in this survey includes local tourists from Malaysia. The method applied in this study is probability sampling of selecting individuals from a population, which represent the population. Overall, the population covered by this survey is domestic tourists, which is 239.1 million.

3.4 SAMPLE SIZE

The sample size is the population sub-set. The sample size was designed to help scientists get more accurate and reliable data. The reliable and valid sample of this research using the formula built for the sample size by Krejcie & Morgan (1970). The formula is shown as equation (3.1) below:

$$S = \frac{X^2 NP (1 - P)}{D^2 (N - 1) + X^2 P (1 - P)}$$

(3.1)

Where:

S = Required sample size

X = Z value (example 1.96% for 95% confidence level)

N = Population size (assumed to be 2.5 million)

P = Population proportion (assumed to be 0.5 or 50%)

d = Degree of accuracy (assumed to be 0.05 or 5%)

$$\begin{aligned}
 S &= \frac{X^2 NP (1 - P)}{D^2 (N - 1) + X^2 P (1 - P)} \\
 S &= \frac{1.96^2 (2,500,000 \times 0.5) (1 - 0.5)}{0.05^2 (2,500,000 - 1) + (1.96^2 \times 0.5) (1 - 0.5)} \\
 &= \frac{2,401,000}{6429.9975 + 0.9604} \\
 &= 384.10
 \end{aligned}$$

According to the table of Krejcie & Morgan (1970), the maximum sample size randomly selected is 384 respondents. In addition, the research conducted requires respondents to answer a set of questionnaires sent to them. (See table 3.1)

Table 3.1: Table of Krejcie & Morgan (1970)

N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	370
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	550	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	254	2600	335	1000000	384

Note: N is Population Size; S is Sample Size
Source: Krejcie & Morgan, 1970

Table 3.2: Table of Sample Size

Population Size	Confidence = 95%				Confidence = 99%			
	Margin of Error				Margin of Error			
	5.0%	3.5%	2.5%	1.0%	5.0%	3.5%	2.5%	1.0%
10	10	10	10	10	10	10	10	10
20	19	20	20	20	19	20	20	20
30	28	29	29	30	29	29	30	30
50	44	47	48	50	47	48	49	50
75	63	69	72	74	67	71	73	75
100	80	89	94	99	87	93	96	99
150	108	126	137	148	122	135	142	149
200	132	160	177	196	154	174	186	198
250	152	190	215	244	182	211	229	246
300	169	217	251	291	207	246	270	295
400	196	265	318	384	250	309	348	391
500	217	306	377	475	285	365	421	485
600	234	340	432	565	315	416	490	579
700	248	370	481	653	341	462	554	672
800	260	396	526	739	363	503	615	763
1,000	278	440	606	906	399	575	727	943
1,200	291	474	674	1067	427	636	827	1119
1,500	306	515	759	1297	460	712	959	1376
2,000	322	563	869	1655	498	808	1141	1785
2,500	333	597	952	1984	524	879	1288	2173
3,500	346	641	1068	2565	558	977	1510	2890
5,000	357	678	1176	3288	586	1066	1734	3842
7,500	365	710	1275	4211	610	1147	1960	5165
10,000	370	727	1332	4899	622	1193	2098	6239
25,000	378	760	1448	6939	646	1285	2399	9972
50,000	381	772	1491	8056	655	1318	2520	12455
75,000	382	776	1506	8514	658	1330	2563	13583
100,000	383	778	1513	8762	659	1336	2585	14227
250,000	384	782	1527	9248	662	1347	2626	15555
500,000	384	783	1532	9423	663	1350	2640	16055
1,000,000	384	783	1534	9512	663	1352	2647	16317
2,500,000	384	784	1536	9567	663	1353	2651	16478
10,000,000	384	784	1536	9594	663	1354	2653	16560
100,000,000	384	784	1537	9603	663	1354	2654	16584
300,000,000	384	784	1537	9603	663	1354	2654	16586

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3.5 SAMPLING METHOD

Sampling is a technique used by researchers to systematically select a relatively small number of representative objects or individuals from a predetermined population according to their research goals as observation or experiment objects. Sampling techniques are roughly divided into "probability" and "non-probability" samples. Probability sampling allows researchers to generalize the findings of the sample to the target population. Example of probability sampling is simple random sampling, systematic random sampling, stratified random sampling, cluster sampling and many more.

In this study, researchers decided to use simple random sampling, and the sample is drawn from the Malaysian population who are experiencing dark tourism in Malaysia and people who expose to the tourism and hospitality industry.

3.6 DATA COLLECTION

Data collection is a method of collecting and evaluating data about variables in a defined and structured way. This method can solve specific research questions, test hypotheses, and analyze results. There are many ways to collect data, either using a

quantitative or qualitative approach. However, for this study, quantitative data collection is the best way because the researchers are using questionnaires to gain the data from the respondents. For the questionnaires, three parts needed to answer: the respondents' background, independent variables, and dependents variables.

Data will be collected through questionnaires through Google Form prepared by researchers. The questionnaire was randomly provided to the respondents. It is estimated that the investigation time in Malaysia will be from October 2021 to June 2021.

3.7 RESEARCH INSTRUMENT

The data will be gathered by using an essential instrument to conduct this study. An instrument is a tool for the collection, measurement, and analysis of subject-related data. They can be test, surveys, questionnaires, or even checklists. The study will focus on primary data by survey and questionnaires towards tourists who have experienced travel in dark spaces.

The questionnaire is separated into three sections (Section A, Section B and Section C). Section A will discuss demographic segmentation. A demographic profile is a market segment according to the respondent age, gender, religion, race, and education (Gigli, 2018). Section B will focus on all the independent variables provided by the

researchers, such as motivations and death obsession. Finally, section C will discuss the dependent variable, dark tourism engagement in Penang, Malaysia. All those sections are set in a rating scale, which is a five-point.

Table 3.3: Likert Scale Table

Strongly disagree	1
Disagree	2
Neutral	3
Agree	4
Strongly agree	5

Sources: Likert Scale Table (Toner, 1987)

3.8 PILOT STUDY

A pilot study is a preliminary analysis to provide the knowledge needed to design a potential experiment or research. The pilot study works as the problem detector in designing the instrument and a treat to test the feasibility, reliability, and validity of the dissertation. The questionnaires will be collected, and a reliability test will be conducted by using Statistical Package for the Social Science (SPSS).

To determine the accuracy of the results of the questionnaires, the researcher will use the Alpha of Cronbach Alpha to assess the result's quality. If the Cronbach

Alpha level is 0.6 and more significant, it will be considered as acceptable. However, the answer will be excluded from the test if the Alpha is lower than 0.6. The frequency of interaction concerning the Alpha coefficient scale of the Cronbach was seen in Table 3.4 below.

Table 3.4: Rules of Thumb about Cronbach's Alpha Coefficient by Hair et al., (2015)

Alpha Coefficient Range	Strength of Association
Less than 0.6	Poor
0.6 to < 0.7	Moderate
0.7 to < 0.8	Good
0.8 to < 0.9	Very Good
0.9 and above	Excellent

The magnitude of the interaction involving the Alpha coefficient range of the Cronbach had been clearly stated in Table 3.4. The Alpha value of the questionnaire's accuracy by the Cronbach should be no less than 0.6 as it is perceived to be low quality.

3.9 DATA ANALYSIS

The information needs to evaluate to ensure the reliability, completeness, and applicability of the collected data. Use the Social Science Statistical Package (SPSS) to check the collected data. In regression models, factor analysis is used to prove the correlation between independent and dependent variables. On the other hand, this is a convenient and straightforward way for the researchers to convey the respondents' feedback.

Pearson correlation coefficient analysis will be used to analyze the collected data. Correlation coefficient analysis Pearson is a critical analysis that can measure the linear relationship between the independent variable (IV) and the dependent variable (DV). The analysis aims to determine whether there is a correlation between independent variables (IV), which consist of motivation and death obsession, and dependent variable (DV) are dark tourism engagement in Penang, Malaysia. If there is a correlation, the researcher must determine the strength and direction of the correlation between the independent variables (IV) and the dependent variable (DV). The data analysis methods that will be used in this study are as follows.

3.9.1 RELIABILITY ANALYSIS

Perform reliability analysis to determine the internal consistency of the obtained measurements. The alpha coefficient is the most common multi-item quality indicator (Sekaran, 2009). The researcher used this analysis to reach the object level of the study. The precision of the variables maintained in each parameter, and the coefficient higher or equal to 0.50 are considered acceptable and a good design quality indicator. In order to test the reliability, the researchers have used SPSS to analyze the results to ensure that they are not partial. It means the right research plan. Researchers usually use Cronbach's alpha to obtain reliable results.

3.9.2 DESCRIPTIVE ANALYSIS

Descriptive analysis, also called descriptive statistics, describes or summarises a set of statistical techniques. As one of the main types of data analysis, descriptive analysis is popular because of its ability to generate accessible insights from unexplainable data.

According to Aaker Kumar (2007), descriptive analysis defines and analyses the key characteristics of data collected from the respondents. It refers to transforming necessary information by defining essential attributes (frequency distribution, mean,

median and central trend measurement, distance scattering measurement, standard deviation and variance coefficient, and calculation of form (skewness).

A frequency distribution is a statistical division. The purpose is to obtain a count of the number of answers related to different parameter values and express this count as a percentage. Thus, the purpose of frequency is to demonstrate the values of different categorical variables, nominal or ordinal scales, such as numbers and percentages (Sekaran, 2009)

3.10 SUMMARY

In brief, the researchers discussed all the elements of the research methodology in this chapter. The reference above shows that 384 interviewees as the respondents. The data are analyzed using the methods as mentioned earlier to test assumptions and draw conclusions. In addition, researchers will use sampling methods for collecting information through simple random sampling. This procedure encourages the researcher to understand the research and provides sufficient information for the research.

CHAPTER 4

RESULTS AND DISCUSSION

4.1 INTRODUCTION

This chapter included reliability analysis, demographic characteristic of respondents, descriptive analysis, and Pearson's Coefficient Analysis. The results of the research data were obtained from 220 respondents. In this study, IBM SPSS Statistics Version 26 was used to analyse the data after collecting data.

4.2 RELIABILITY ANALYSIS

Reliability analysis was used to measure the reliability of the questionnaires. The data was tested using Cronbach's Alpha Analysis to ensure the reliability and internal reliability of the information, and the table below showed the Rules of Thumb of Cronbach's Alpha Coefficient size (2007).

Table 4.1: Rules of Thumb of Cronbach's Alpha Coefficient Size

Alpha Coefficient Range	Strength of Association
< 0.6	Poor
0.6 to < 0.7	Moderate
0.7 to < 0.8	Good
0.8 to < 0.9	Very Good
0.9	Excellent

Source: Hair et al., (2007)

Table 4.1 illustration the overall consistency (pilot test) for the dependent and independent variable. The pilot test has been done to 30 respondents before it was distributed to 384 respondents through online survey method.

Table 4.2: Result of Reliability Coefficient Alpha for the Independent Variables and Dependent Variable

Variable	Number of items	Cronbach's Alpha Coefficient	Strength of Association
Motivation	6	0.765	Good
Death Obsession	6	0.718	Good
Dark Tourism Engagement	6	0.808	Very Good

Table 4.2 showed the overall value of Cronbach's Alpha Coefficient for the independent and dependent variable in this study. From the table, we can conclude that all the variables were above the value of 0.6. Therefore, the result shown is reliable, and it can be accepted in this study.

There were six questions used in measuring the motivation variable and every variable that influenced dark tourism engagement toward tourists in Penang, Malaysia. Table 4.2 showed that Cronbach's Alpha result for this section's question was 0.765, which resulted in good strength of the association's category. Thus, the coefficient obtained for the questions in the motivation variable were reliable.

Next, there were six questions in measuring the death obsession variable that influenced dark tourism engagement toward tourists in Penang, Malaysia. The Cronbach's Alpha coefficient that showed in this section is 0.718, which indicated as good. Thus, the coefficient obtained for the questions in the social variable were reliable.

Lastly, in measuring the dark tourism engagement toward tourists in Penang, Malaysia, six questions were used, and the Cronbach's Alpha result for this section's question was 0.808, which indicated very good. Therefore, the coefficient obtained for these questions measuring the dark tourism engagement toward tourists in Penang, Malaysia, was also reliable.

Since the Cronbach's Alpha charge for the variables had exceeded 0.7, it shows that questionnaires are highly reliable and can proceed with the study. All in all, the reliability has proven that the respondent understood the questions provided well, and this means the questionnaires has been accepted for this study.

4.3 DEMOGRAPHICS CHARACTERISTICS OF RESPONDENT

The primary analysis of this study included the frequency analysis. The data from Section A of the questionnaire included questions from different demographic variables of respondents such as gender, age, marital status, level of education, employment status and monthly income. The respondent's demographic profiles were presented in the form of a table and pie chart.

4.3.1 Gender

Table 4.3: Number of Respondents by Gender

Gender	Frequency	Percentage (%)	Cumulative Percentage (%)
Male	79	35.9	35.9
Female	141	64.1	100.0
Total	220	100.0	

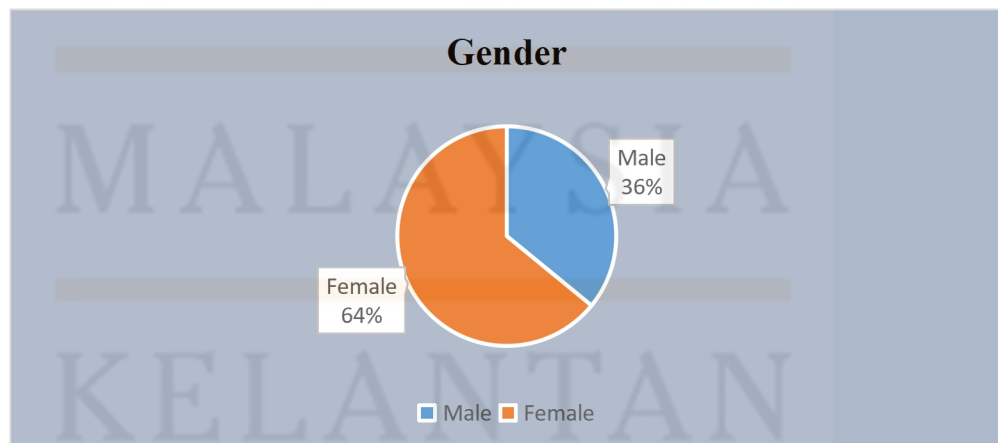


Figure 4.1: Percentage of Respondents by Gender

Table 4.3 and Figure 4.1 showed the gender of respondents. The total number of respondents for male was 79 respondents while the number of females was 141 respondents. Out of 220 respondents, 35.9% of total respondents were male, and the remaining 64.1% were female respondents involved in this study.

4.3.2 Age

Table 4.4: Number of Respondents by Age

Age	Frequency	Percentage (%)	Cumulative Percentage (%)
Below 18	28	12.7	12.7
19 – 25	143	65.0	77.7
26 – 50	46	20.9	98.6
51 – 65	2	0.90	99.5
Above 65	1	0.50	100.0
Total	220	100.0	

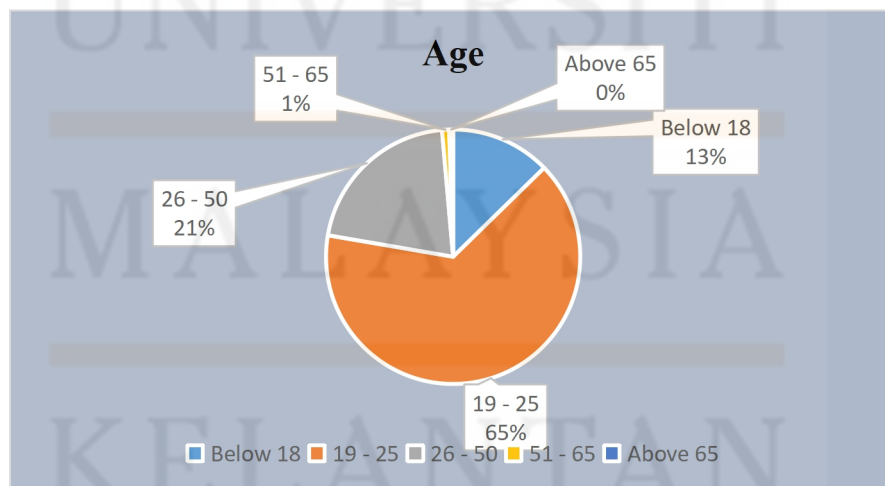


Figure 4.2: Percentage of Respondents by Age

Table 4.4 and Figure 4.2 showed the total respondents by age. 220 respondents consist of age from below 18 (28 respondents), 19-25 (143 respondents), 26-50 (46 respondents), 51-65 (2 respondents) and above 65 (1 respondent) had responded to the questionnaire. Figure 4.2 showed the highest percentage of respondents was respondents who have a range of age from 19-25 (65% and followed by the age of 26-50 which was 20.9%, below 18 (12.7), 51-65 (0.9%) and the lowest percentage respondents was 65 and above (0.5%).

4.3.3 Marital Status

Table 4.5: Number of Respondents by Marital Status

Marital Status	Frequency	Percentage (%)	Cumulative Percentage (%)
Single	188	85.5	85.5
Married	32	14.5	100.0
Others (Divorced, Single Mother, Single Father)	0	0	
Total	220	100.0	

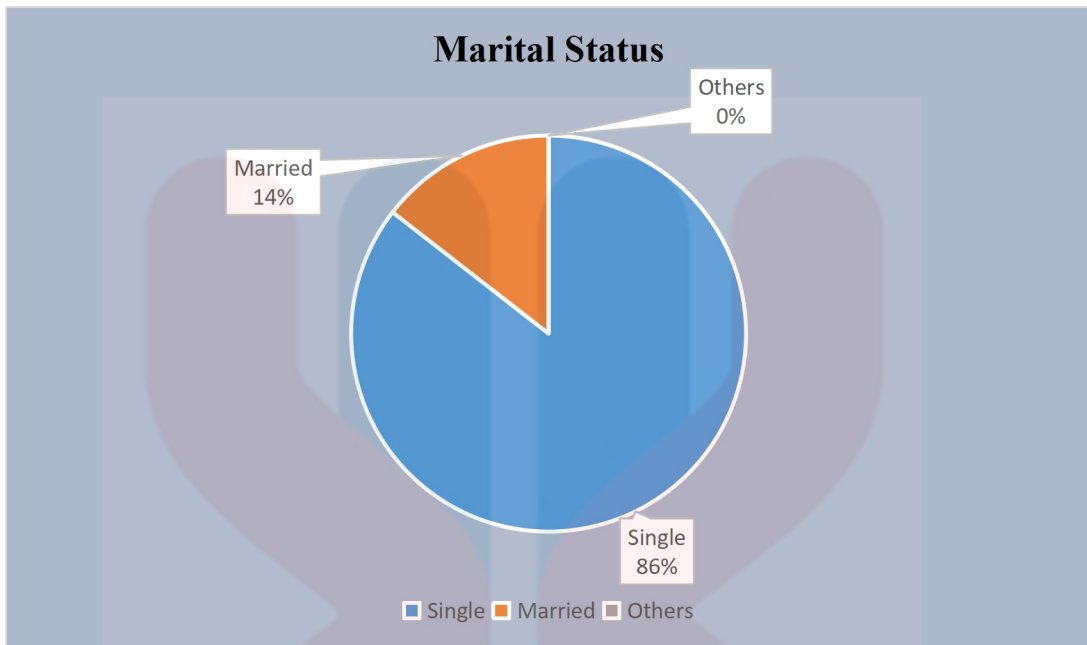


Figure 4.3: Percentage of Respondents by Marital Status

Table 4.5 and Figure 4.3 showed the total respondents by marital status. 220 respondents consist of single was 188 respondents, while the number married was 32 respondents and the total number for others such as divorced, single mother and single father only had no numbers recorded respondents. Out of 220 respondents, 85% were single, 15% were married, and the remaining 0% were other respondents involved in this study.

4.3.4 Level of Education

Table 4.6: Number of Respondents by Level of Education

Level of Education	Frequency	Percentage (%)	Cumulative Percentage (%)
No formal education	4	1.8	1.8
High School	37	16.8	18.6
College	32	14.5	33.1
Degree	136	61.8	94.9
Master's Degree	9	4.1	99
Doctorate/PhD	2	0.9	100.0
Total	220	100.0	

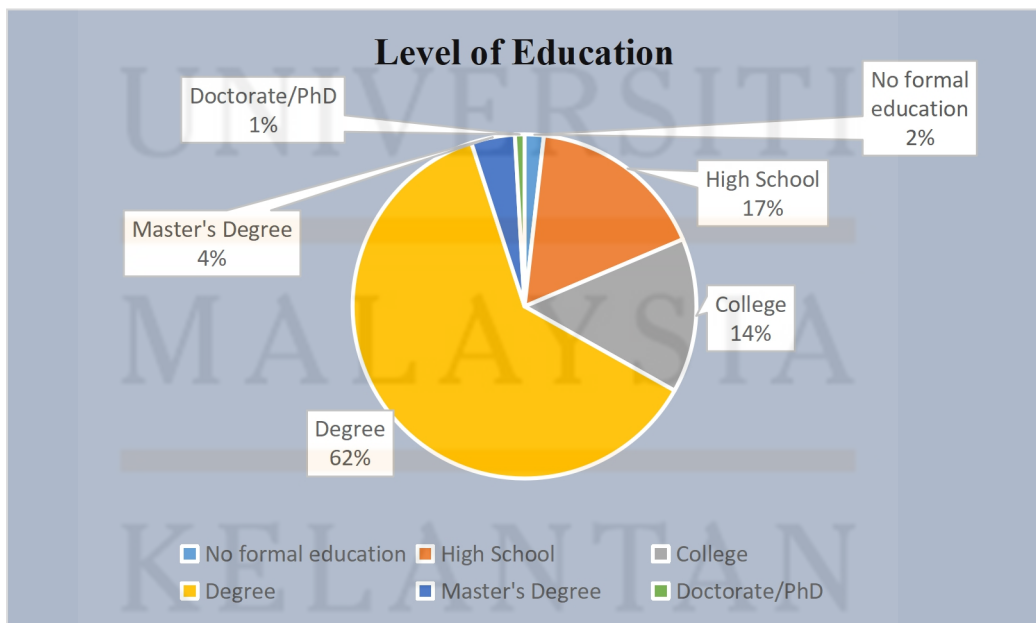


Figure 4.4: Percentage of Respondents by Level of Education

Table 4.6 and Figure 4.4 presented the total respondents by the level of education. 220 respondents involved no formal education (4 respondents), high school (37 respondents), college (32 respondents), degree (136 respondents), master's degree (9 respondents) and doctorate/PhD (2 respondents). Figure 4.4 showed the highest percentage of respondents was Degree education (62%) and followed by High School education (16.8%), College education (14.5%), Master's Degree education (4.1%), the second-lowest percentage was No Formal education (1.8%), and the lowest percentage was respondents who involve in Doctorate/PhD education (0.9%).

4.3.5 Employment Status

Table 4.7: Number of Respondents by Employment Status

Employment Status	Frequency	Percentage (%)	Cumulative Percentage (%)
Full-time	65	29.5	29.5
Part-time	10	4.5	34.0
Unemployed	11	5.0	39.0
Student	132	60.0	99.0
Retire	2	0.9	100.0
Total	220	100.0	

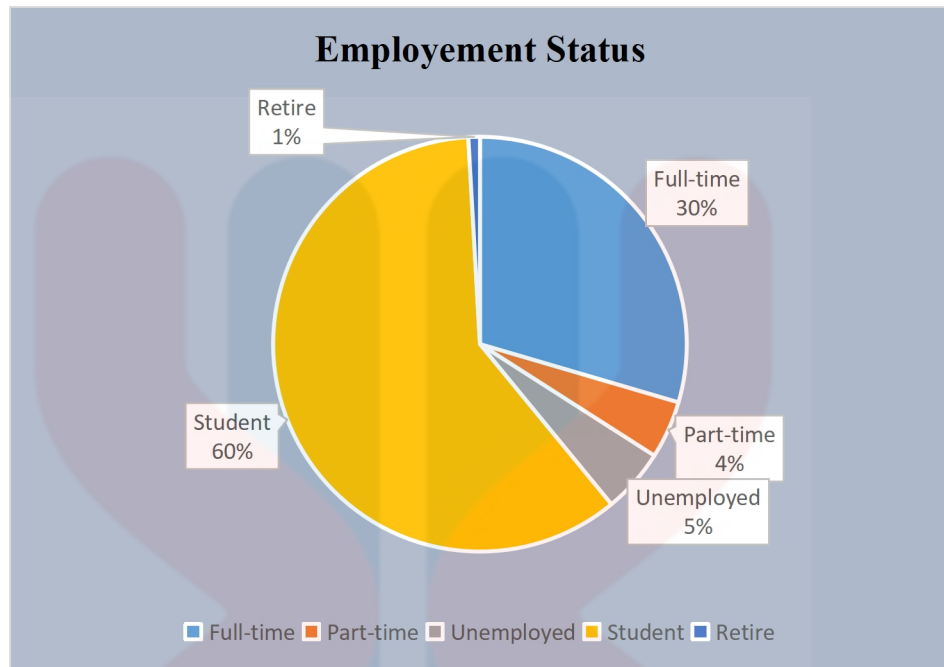


Figure 4.5: Percentage of Respondents by Employment Status

Table 4.7 and Figure 4.5 viewed the total respondents from different employment status. The majority of the respondents were from being students with a percentage of 60% (132 respondents) and followed by full-time employment 30% (65 respondents). There was the unemployed status for 5% (11 respondents), part-time status 4.5% (10 respondents) and the least were 0.9% (2 respondents) who already retired.

MALAYSIA

KELANTAN

4.3.6 Monthly Income

Table 4.8: Number of Respondents by Monthly Income

Monthly Income	Frequency	Percentage (%)	Cumulative Percentage (%)
Below RM1,000	140	63.6	63.6
RM1,001 - RM 1,999	26	11.8	75.4
RM2,000 - RM2,999	21	9.5	84.9
RM3,000 - RM3,999	10	4.5	89.4
More than RM4,000	23	10.5	100.0
Total	220	100.0	

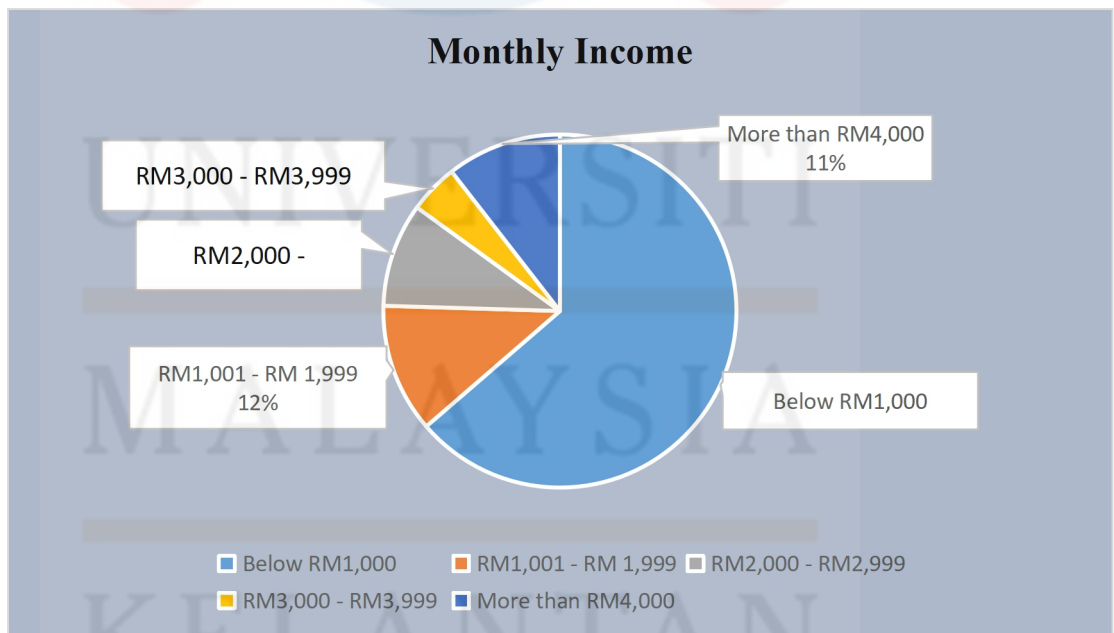


Figure 4.6: Percentage of Respondents by Monthly Income Level

Table 4.8 and Figure 4.6 showed the total respondents for income level. There were 63.6% (140 respondents) who had the highest income level from below RM1,000 who had responded to the questionnaire, and the second-highest was 11.8% (26 respondents) who had income level from RM1,001-RM1,999 and followed by 10.5% (23 respondents) from income more than RM4,000. The second-lowest was from income level RM2,000-RM2,999, which 9.5% (21 respondents) and the least of respondents had income level from RM3,000-RM3,999, which accounted for 4.5% (10 respondents).

4.4 DESCRIPTIVE ANALYSIS

This study has analysed the mean and standard deviation for Section B, C and D of the questionnaires.

4.4.1 Independent Variable and Dependent Variable

Table 4.9: Descriptive Statistics

Variable	N	Mean	Standard Deviation
Motivation	220	4.0691	0.68502
Death Obsession	220	3.4833	0.81958
Dark Tourism Engagement	220	3.5568	0.73795

Table 4.9 showed the number of respondents, mean and standard deviation of independent variable and dependent variables, the highest mean was motivation which is 4.0691 and followed by death obsession which was 3.4833. the mean for dependent variable was 3.5568.

4.4.2 Motivation

Table 4.10: Descriptive statistic of motivation factor

No	Item Description	N	Mean	Standard Deviation
1	I like to experience the paranormal activity as seen on mainstream media (i.e., television, internet)	220	3.38	1.351
2	I want to seek out the stories behind and related to the dark tourism location.	220	3.74	1.082
3	I want to satisfy my fascination with abnormal or bizarre occurrences and share the experience in the social media.	220	3.26	1.287
4	I want to reconnect with individuals related to dark tourism locations.	220	3.19	1.303
5	A creepy story in a dark tour made me feel a little affected and emotional in the incident.	220	3.65	1.073
6	I feel uncomfortable or scared after visiting dark tourism areas.	220	3.68	1.122

Table 4.10 showed the mean and standard deviation analysis on the independent variable, which was motivation. The higher score means in this section is item 2, which was 3.74, where the respondents had intentions to seek more information or stories behind the dark tourism locations in Malaysia. The lowest score mean was items four which is 3.19. Respondents slightly agreed to reconnect with individuals that had experience or related to dark tourism locations. The data set from 220 respondents with the standard deviation most of the value which lowest than 1 indicated the values close to the standard deviation which greater than 1 indicated the values were more dispersed.

4.4.3 Death Obsession

Table 4.11: Descriptive statistics of death obsession factor

No	Item Description	N	Mean	Standard Deviation
1	During the time I discovered dark places to travel, I kept thinking about death.	220	3.44	1.123
2	In this event, I thought of some questions about death, which I cannot answer.	220	3.47	1.124
3	In this event, thinking about death became my top priority.	220	3.32	1.182
4	I am very much afraid of perpetual torture after death.	220	3.98	1.055
5	The sight of a dead body is horrifying to me.	220	3.77	1.145
6	When people talk about death, it does not make me nervous.	220	3.37	1.233

Table 4.11 showed the mean and standard deviation analysis of respondents on the dependent variable, death obsession. Items 4 scores the highest mean value, which was 3.98, where the respondents agreed to be afraid of perpetual torture after death that happened on dark tourism locations, especially at Penang War Museum where the locations remind visitors about perpetual torture death. The lowest mean was item 3, with the mean value number is 3.32. Thinking about death while visiting dark tourism locations is the primary concern for most respondents of this survey. Based on data set from 220 respondents with the standard deviation, most of the value is greater than 1, which indicated the values were more dispersed.

4.4.4 Dark Tourism Engagement

Table 4.12: Descriptive Statistics of Dark Tourism Engagement

No	Item Description	N	Mean	Standard Deviation
1	I want to see the improvement or changes of the dark tourism.	220	4.10	0.952
2	I will increase my knowledge about the dark places in stages.	220	4.10	0.909
3	I am interested in development related to dark tourism places especially in Penang War Museum.	220	4.04	0.99
4	I am more inclined to go to some relaxing and pleasant places.	220	4.39	0.907
5	I will be revisiting dark tourism places in the next two years.	220	3.58	1.037

6	I think dark tourism is famous for its historical heritage.	220	4.21	0.953
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Table 4.12 showed the mean and standard deviation analysis on the dependent variable which was dark tourism engagement. Based on the table, the highest mean value was item 4 which was 4.39, where respondents prefer to go relaxing and pleasant places compared to historical site such as museum etc. the lowest mean values were item number 3 which was 4.04, where respondent slightly agreed in development of dark tourism sites in Malaysia especially In Penang which is War Museum Penang. For the data set from 220 respondents with the standard deviation most of the value which lowest than 1, it indicated the values close to mean.

4.5 PEARSON CORRELATION COEFFICIENT

The Pearson's correlation coefficients used to indicate how strong the relationship between two variables. Pearson's correlation, also known as Pearson's **R**, is a correlation coefficient often used in linear regression. The objective of this analysis was to determine whether there are correlations between the dependent variable, which is dark tourism engagement, and independent variables, which are motivation and death obsession. If the relationship is significant, researchers must decide whether the level of strength of the association is acceptable.

Table 4.13: Strength Interval of Correlation Coefficient

Size of Correlation	Interpretation
0.90 to 1.0 (-0.90 to 1.0)	Very high positive (negative) correlation
0.70 to 0.90 (-0.70 to -0.90)	High positive (negative) correlation
0.50 to 0.70 (-0.50 to -0.70)	Moderate positive (negative) correlation
-0.30 to 0.50 (-0.30 to -0.50)	Low positive (negative) correlation
0.00 to 0.30 (-0.00 to -0.30)	Negligible correlation

Source: Abgunbiade and Ogunyika (2013)

Hypothesis 1: Motivation

H₁: There is a relationship between motivations among tourist and dark tourism engagement in Penang, Malaysia.

Table 4.14: Correlation Coefficient for Motivation Factor and Dark Tourism Engagement in Penang, Malaysia

		Dark Tourism Engagement	Motivation
Dark Tourism Engagement	Pearson Correlation	1	0.415**
	Sig. (2-tailed)		0.000
	N	220	220
Motivation	Pearson Correlation	0.415**	
	Sig. (2-tailed)	0.000	
	N	220	220

Table 4.14 above showed the illustrated Pearson correlation coefficient, significant value and the number of cases which was 220. The p-value was 0.000, which was less than significant level of 0.01. The correlation coefficient of 0.415 suggested a low positive correlation between motivation and dark tourism engagement.

Hypothesis 2: Death Obsession

H₂: There is a relationship between death obsession among tourist and dark tourism engagement in Penang, Malaysia.

Table 4.15: Correlation Coefficient for Death Obsession Factor and Dark Tourism Engagement in Malaysia

		Dark Tourism Engagement	Motivation
Dark Tourism Engagement	Pearson Correlation	1	0.402**
	Sig. (2-tailed)		0.000
	N	220	220
Death Obsession	Pearson Correlation	0.402**	
	Sig. (2-tailed)	0.000	
	N	220	220

Table 4.15 above showed the illustrated Pearson correlation coefficient, significant value and the number of cases which was 220. The p-value was 0.000, which

was less than significant level of 0.01. The correlation coefficient of 0.402 suggested a low positive correlation between death obsession and dark tourism engagement.

4.5 FRAMEWORK ANALYSIS

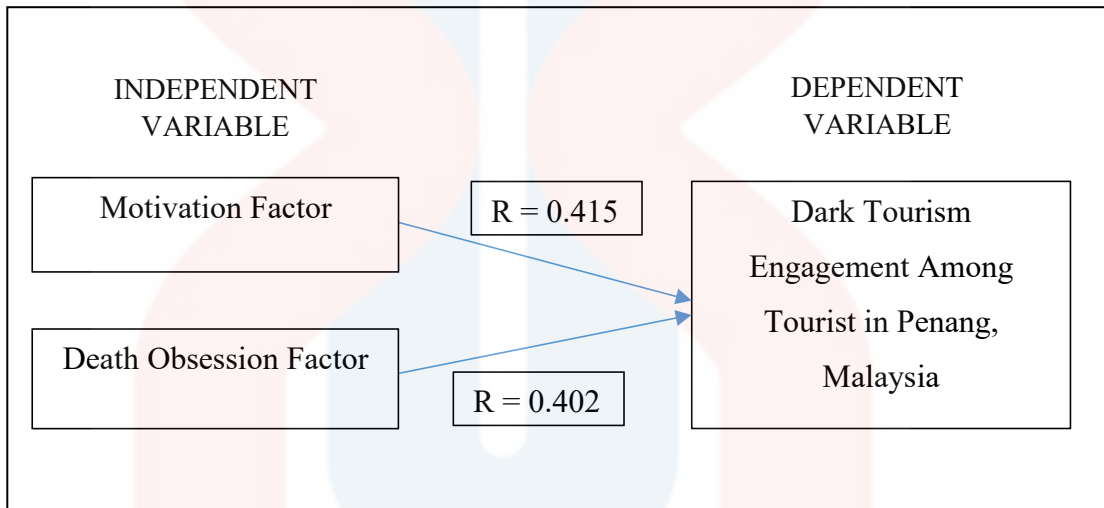


Figure 4.7: Correlation between Motivation, Death Obsession and Dark Tourism Engagement Among Tourists in Penang, Malaysia

Figure 4.7 shows a frame of data values with significant independent variable to dependent variable. The two independent variables (motivation and death obsession) significantly affect the dependent variable (dark tourism participation). The highest Pearson correlation value is between motivation factors and dark tourism participation, which is 0.415. Meanwhile, the lowest Pearson correlation value is between the death obsession factor between dark tourism engagement, which is 0.402. Therefore, there were only two independent variables,

included motivation factor and death obsession factor, that had a significant relationship to the dark tourism engagement toward tourists in Penang, Malaysia.

4.6 SUMMARY

In the end, all the variables' relationship found that the two hypotheses in this study are accepted. All the independent variables show different correlation coefficient with the dependent value, which is 0.415 for motivation and 0.402 for death obsession. The results showed a low positive correlation between all the independent variables and dependent variable. It also answers the research questions of whether any relationship between motivation and dark tourism engagement is there and between death obsession and dark tourism engagement. To conclude, there is a significant relationship between motivation and death obsession with the dark tourism engagement toward tourists in Penang, Malaysia.

CHAPTER 5

CONCLUSION

5.1 INTRODUCTION

This chapter discusses the recapitulation of the study, the finding and the discussion about the relationship between motivation, death obsession and dark tourism engagement in Penang, Malaysia. Furthermore, this chapter also deliberated the limitations of the study and suggested several recommendations for future study.

5.2 RECAPITULATION OF STUDY

The study was conducted to determine the relationship between motivation, death obsession and dark tourism engagement in Penang, Malaysia. The focus point of this study is to know the relationship between motivation and death obsession with the dark tourism engagement among tourists in Penang, Malaysia. In this case, primary data was undertaken which a set of

questionnaires were used to get feedback from respondents. The respondent sample is 220 selected based on the table developed by Krejcie and Morgan (1970). This study also analyzed the relationship between motivation, death obsession and dark tourism engagement in Penang, Malaysia.

The dependent variables in this study were necessary to examine the death obsession among tourists in Malaysia. Whereas independent variables, motivation for dark tourism engagement among tourist in Malaysia. The unique habits and interest, and opinions are characteristics that an individual to make a decision.

The sampling frame of this study was among tourists in Malaysia. The data was collected from the east side, north side, south side, and west side. A total of 220 questionnaires were sent, and all the responses were usable and can be analyzed. This analysis of data included reliability analysis, descriptive analysis, and Pearson's correlation coefficient. The reliability test was carried out on the independent variables to check the internal consistency of the measurement instrument. They were well above the minimum acceptable reliability of 0.6, as suggested by Sekaran (2006). Motivation considered highly reliable with Cronbach's Alpha of 0.77. It showed that tourist most influenced by the motivation to engage in dark tourism. In contrast, dark tourism engagement was 0.81, which indicated very good. Death obsession was considered 0.72, which concluded that variables were reliable, and all variables were kept for further analysis.

The Pearson's correlation was used in this study is to describe the relationship of the two variables in term of direction and strength of the relationship. This result indicated that for motivation to tourist engagement in

dark tourism is strong, positive correlation between dark tourism engagement ($r= 0.42$, $n=220$, $p<0.01$) and for death obsession is ($r= 0.40$, $n=220$, $p<0.01$) suggested a low positive correlation between all the independent variables and dependent variable.

5.2.1 Research Question 1: What is the relationship between motivation and dark tourism engagement in Malaysia?

In this study, motivation was featured as an element contributing to Malaysia's dark tourism engagement. The past results indicated that motivation plays a significant role in shaping travel decisions and tourist conduct (Moutinho, 1987). Based on the analysis done, it was found that the relationship between motivation and dark tourism engagement is at the highest-level factor ($r= 0.42$, $n=220$, $p<0.01$). The finding revealed there was a positive and significant relationship between motivation and dark tourism engagement. Therefore, motivation is the factor that plays an essential role in affecting dark tourism engagement. This finding seems close to a previous study in which only the cognitive component of motivation is considered.

5.2.2 Research Question 2: What is the relationship between death obsession and dark tourism engagement in Malaysia?

In this study, the result indicated that the strength of the relationship between death obsession and dark tourism engagement in Malaysia is at a lower

level ($r= 0.40$, $n=220$, $p<0.01$). The findings imply that there was a positive and significant relationship between death obsession and dark tourism engagement. Death is an inevitable part of human life. At one stage or another of life, almost everyone reflects on death. Returning to motives also affects the approach of tourists. Indulging in this dark travel motive is obsessing with death. Death as a subject has persisted in daily life, mainly through the media, popular culture, and more recently through tourism (Stone, 2012; Stone & Sharpley, 2008). According to Sidon (1996), people are inspired by the desire for a symbolic experience of death, leading to dark tourism. The lure of death and suffering and ingestion of death have also created many controversies, reiterating life's paradox (Stone & Sharpley, 2008).

5.3 FINDING AND DISCUSSION

The Reliability Test was conducted on 30 respondents before it was distributed to 220 respondents using the online survey method. It was tested by the Cronbach's Alpha Coefficient indicating the range from 0.72 to 0.81, and it showed that the result was good and closed to very good where dark tourism engagement variable scored the highest Cronbach's Alpha value of 0.81, second highest, motivation variable had 0.77 and death obsession had the most negligible Cronbach's Alpha value which was 0.72. Thus, all variables had met the minimum requirement of

reliability since all Cronbach's alpha coefficients of all variables were more significant than 0.6.

In the descriptive analysis of independent variable motivation, 4.07, followed by the dependent variable dark tourism engagement 3.56. The lowest mean value for the independent variables was death obsession influences 3.48. It could conclude that motivation was the most influence in dark tourism engagement among tourist in Malaysia.

To measure the linear relationship between the two variables identified as the objectives of this study, the researchers carried out the Correlation Analysis. Table 5.1 showed the summary of Correlation Analysis, and there was a moderate positive relationship between motivation, death obsession and dark tourism engagement in Malaysia.

Table 5.1: Summary of Correlation Analysis

Hypothesis	Significant Value	Conclusion	Correlation Value	Conclusion
1	0.000	Accepted	0.415	Low Positive Correlation
2	0.000	Accepted	0.402	Low Positive Correlation

5.4 LIMITATION

This research has its limitations in any research, which poses a challenge for the researchers to complete this research. This study has some limitations, one of which is the respondent. In this study, not all local Malaysian tourists can become respondents who want to answer the questions or receive questionnaires from the researchers. In addition, some of the respondents felt that answering the researchers' questions would waste their time. Some local tourists may not want researchers to interfere with their privacy or answer questionnaires.

The attitude of tourists is helpful for researchers to complete the research as soon as possible and having to wait a long time to collect information from the respondents, will cause some problems. It requires researchers to spend nearly a month disseminating the questionnaire and getting their answers to the questionnaire. Researchers must be very knowledgeable and know how to interact with target respondents because they cannot anticipate their behaviour or responses. However, because many tourists expressed their promises well, the process of getting their responses went smoothly.

The following limitation of this study is variable. This research analysis determined whether there are correlations between the dependent variable, which is dark tourism engagement, and independent variables, which are motivation and death obsession. As with the tourism industry, many factors in Malaysia's tourism consumption behaviour will affect or interact with local tourists. Other factors are

also relevant in this study. Because of the resources are limited, the researchers can refer to other independent variables for research with limited reference resources.

In addition, the method of data collection is also one of the limitations of the study. In this study, the researchers only used online surveys for data collection methods. The study's subject is local tourists in Malaysia, so the researcher cannot collect data through interviews. The challenge to the researchers by using online surveys cannot to determine whether respondents' information is valid. Moreover, using online surveys will make the respondents to spend much time answering the questionnaire, which will delay the data collection process.

The last limitation of the study is that the study is quantitative. This research only focuses on quantitative research, so it does not expand the scope of the research. When there is no further research, especially qualitative research, other researchers will not further understand the motivation, death obsession and dark tourism engagement among tourists in Penang, Malaysia. Other researchers cannot understand this research better.

5.5 RECOMMENDATION

This research shows that further research can be conducted on foreign tourist who travel in Malaysia, as the research only focuses on local tourists in Malaysia, so it can be seen whether there are any similarities in the survey results. If this research

is applied to foreign tourists in Malaysia, it can produce different results. Therefore, other tourists can answer the questionnaire instead of just focusing on local tourists.

In addition, the current research only focuses on three factors: motivation, death obsession, and dark tourism engagement among tourists in Penang, Malaysia. However, this study may have overlooked other important factors that play an important role in motivation, death obsession and dark tourism engagement among tourists in Penang, Malaysia. Therefore, future researchers can recommend other variables, such as economic factors, to make discoveries in their research.

Due to the sequence of movement control, the methods that the researchers used to distribute questionnaires during Covid-19 were severely restricted. The researchers cannot distribute questionnaires face-to-face, so they must rely on online tools such as Google Forms to collect data. Research suggests that after the establishment of Covid-19, other researchers can distribute their face-to-face questionnaire surveys. The researchers can have some competitions with respondents in answering the questionnaire, so the respondent may be excited about answering the questionnaire.

5.6 CONCLUSION

This chapter concludes that the researcher must put forward the purpose of this research given the problems in this research. This study examines the relationship between Penang tourists' motivation, death obsession, and engagement in dark tourism. The research framework is formulated based on consulting the literature. The researchers plan to investigate the relationship between each element of the independent variable and the dependent variable.

The 220 respondents participated in the study through an online survey. Data uses SPSS 26 version for descriptive statistics, reliability analysis and correlation analysis. From the reliability analysis results, the overall variables are in a good and very good correlation strength (0.72 to 0.81). Therefore, the results shown in this study are reliable and acceptable.

The study aims to understand the relationship between Penang tourists' motivation, death obsession and engagement in dark tourism. The research goal is to determine whether there is a correlation between the the independent variable of motivation and death obsession and the dependent variable of dark tourism engagement. At the same time, it is foreseeable that such results will be the motivation, death obsession and engagement in dark tourism of Penang tourists.

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APPENDIX A
QUESTIONNAIRE



**THE FACTORS INFLUENCING VISITORS TOWARDS DARK TOURISM
ENGAGEMENT IN PULAU PINANG, MALAYSIA**

***FAKTOR-FAKTOR YANG MEMPENGARUHI PELANCONG KE ARAH
PENGLIBATAN PELANCONGAN GELAP DI PULAU PINANG, MALAYSIA***

Dear respondent,

Kepada responden,

We are undergraduate students of Universiti Malaysia Kelantan, in Bachelor of Entrepreneurship (Tourism) with Honors. We are currently doing a research about **“The Factors Influencing Visitors Towards Dark Tourism Engagement in Pulau Pinang, Malaysia”**.

Kami adalah pelajar sarjana muda Universiti Malaysia Kelantan, dalam Sarjana Muda Keusahawanan (Pelancongan) dengan Kepujian. Kami sedang melakukan penyelidikan tentang “Faktor-faktor yang Mempengaruhi Pelancong ke Arah Penglibatan Pelancongan Gelap di Pulau Pinang, Malaysia”.

The objective of this research is to identify the relationship between the factors influencing visitors towards dark tourism engagement in Pulau Pinang, Malaysia. We would be thankful for your commitment for giving response to answer the questionnaire that would take about 10 minutes. Your participation is needed for completing this questionnaire to complete our research.

Objektif kajian ini adalah untuk mengenal pasti hubungan antara faktor-faktor yang mempengaruhi pelancong ke arah penglibatan pelancongan gelap di Pulau Pinang, Malaysia. Kami akan berterima kasih atas komitmen anda dalam memberikan maklum balas untuk menjawab soal selidik yang akan mengambil masa kira-kira kurang dari 10 minit. Penyertaan anda adalah diperlukan untuk melengkapkan soal selidik bagi menyelesaikan penyelidikan kami.

All the information given only meant for research purpose and treated as confidential. For any inquiry, kindly contact any of us:

Semua maklumat yang diberikan hanya bermaksud untuk tujuan penyelidikan dan dianggap sebagai sulit. Untuk sebarang pertanyaan, sila hubungi kami:

MUHAMMAD PUTERA BIN LUKMANAL HAKIM H18B0747 (019-4504152)

ONG TEIK HUAT H18B0523 (010-3953420)

SHANTHINY A/P SIVAKUMAR H18A0553 (017-4430540)

SITI AIDA SYAKIRA BINTI MOHD KHAIROL H18A0565 (010-8014114)

SECTION A: DEMOGRAPHIC PROFILE

BAHAGIAN A: LATAR BELAKANG DEMOGRAFI

Instruction : Please indicate (✓) if the information below appropriate to yourself. Each question should have ONE answer only. All responses are strictly confidential.

Arahan : Sila tandakan (✓) sekiranya maklumat berikut bertepatan dengan diri anda. Setiap soalan hanya mempunyai SATU jawapan sahaja. Semua maklum balas adalah sulit.

1. Gender:

Jantina:

Male

Lelaki

Female

Perempuan

2. Age:

Umur:

< 18 years old

< 18 tahun

19 - 25 years old

19 - 25 tahun

26 - 50 years old

26 - 50 tahun

51 - 65 years old

51 - 65 tahun

More than 65 years old

Lebih dari 65 tahun

3. Marital Status:

Status Perkahwinan:

- Single
Bujang
- Married
Berkahwin
- Divorced
Bercerai
- Single Mother
Ibu tunggal
- Single Father
Bapa tunggal

4. Level of Education:

Tahap Pendidikan:

- No formal education
Tiada pendidikan formal
- High School
Sekolah Menengah
- College
Kolej
- Degree
Ijazah Sarjana Muda
- Masters Degree
Ijazah Sarjana
- Doctorate / PhD
Kedoktoran / PhD

5. Employment Status:

Status Pekerjaan:

- Full-time employment
Pekerja sepenuh masa
- Part-time employment
Pekerja sambilan
- Unemployed / Looking for work
Penganggur / Mencari pekerjaan
- Student
Pelajar
- Retire
Pesara

6. Monthly Income:

Pendapatan Bulanan:

- | | |
|--------------------------|--|
| <input type="checkbox"/> | Below RM 1,000
<u>Bawah RM 1,000</u> |
| <input type="checkbox"/> | RM 1,001 – RM 1,999 |
| <input type="checkbox"/> | RM 2,000 – RM 2,999 |
| <input type="checkbox"/> | RM 3,000 – RM 3,999 |
| <input type="checkbox"/> | More than RM 4,000
<u>Lebih dari RM 4,000</u> |

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SECTION B: DARK TOURISM ENGAGEMENT

BAHAGIAN B: PENGLIBATAN DALAM PELANCONGAN GELAP

Instruction: Please read each item carefully and answer the following question. Kindly tick

(✓) according to the following scale that describes:

Arahan: Sila baca setiap item dengan teliti dan jawab soalan-soalan berikut. Sila tanda (✓) mengikut skala berikut yang menerangkan:

Strongly Disagree <i>Sangat Tidak Setuju</i> (1)	Disagree <i>Tidak Setuju</i> (2)	Neutral <i>Neutral</i> (3)	Agree <i>Setuju</i> (4)	Strongly Agree <i>Sangat Setuju</i> (5)
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DARK TOURISM ENGAGEMENT / PENGLIBATAN DALAM PELANCONGAN GELAP						
NO.	STATEMENT/ KENYATAAN	1	2	3	4	5
1.	I want to see the improvement or changes of the dark tourism. <i>Saya ingin melihat peningkatan atau perubahan berkaitan pelancongan gelap.</i>					
2.	I will increase my knowledge about the dark places in stages. <i>Saya akan menambah ilmu pengetahuan mengenai tempat-tempat gelap secara berperingkat.</i>					
3.	I am interested in development related to dark tourism places especially in Penang War Museum. <i>Saya berminat terhadap perkembangan berkaitan dengan pelancongan gelap terutamanya di Penang War Museum.</i>					
4.	I am more inclined to go to some relaxing and pleasant places. <i>Saya lebih cenderung untuk pergi ke beberapa tempat yang santai dan menyenangkan.</i>					
5.	I will be revisiting dark tourism places in the next two years. <i>Saya akan mengunjungi semula ke tempat pelancongan gelap dalam masa dua tahun akan datang.</i>					
6.	I think dark tourism is famous for its historical heritage. <i>Saya berpendapat pelancongan gelap terkenal dengan warisan sejarahnya.</i>					

SECTION C: THE FACTORS INFLUENCING VISITORS TOWARDS DARK TOURISM ENGAGEMENT IN PULAU PINANG, MALAYSIA

BAHAGIAN C: FAKTOR-FAKTOR YANG MEMPENGARUHI PELANCONG KE ARAH PENGLIBATAN PELANCONGAN GELAP DI PULAU PINANG, MALAYSIA

Instruction: Please read each item carefully and answer the following question. Kindly tick (✓) according to the following scale that describes:

Arahan: Sila baca setiap item dengan teliti dan jawab soalan-soalan berikut. Sila tanda (✓) mengikut skala berikut yang menerangkan:

Strongly Disagree <i>Sangat Tidak Setuju</i> (1)	Disagree <i>Tidak Setuju</i> (2)	Neutral <i>Neutral</i> (3)	Agree <i>Setuju</i> (4)	Strongly Agree <i>Sangat Setuju</i> (5)
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MOTIVATION / MOTIVASI						
NO.	STATEMENT/ KENYATAAN	1	2	3	4	5
1.	<p>I like to experience the paranormal activity as seen on mainstream media (i.e., television, internet).</p> <p><i>Saya suka mengalami aktiviti paranormal seperti yang dilihat di media arus perdana (iaitu, televisyen, internet).</i></p>					
2.	<p>I want to seek out the stories behind and related to the dark tourism location.</p> <p><i>Saya ingin mencari kisah di sebalik tabir dan berkaitan dengan lokasi pelancongan gelap.</i></p>					
3.	<p>I want to satisfy my fascination with abnormal or bizarre occurrences and share the experience in the social media.</p> <p><i>Saya ingin memuaskan minat saya dengan kejadian yang tidak normal atau pelik dan berkongsi pengalaman di media sosial.</i></p>					

4.	<p>I want to reconnect with individuals related to dark tourism locations.</p> <p><i>Saya mahu berhubung kembali dengan individu yang berkaitan dengan lokasi pelancongan gelap.</i></p>					
5.	<p>A creepy story in a dark tour made me feel a little affected and emotional in the incident.</p> <p><i>Kisah yang menyeramkan dalam pelancongan gelap membuatkan saya berasa sedikit terkesan dan beremosi dalam kejadian tersebut.</i></p>					
6.	<p>I feel uncomfortable or scared after visiting dark tourism areas.</p> <p><i>Saya berasa kurang selesa atau takut selepas mengunjungi kawasan-kawasan pelancongan gelap.</i></p>					

Strongly Disagree <i>Sangat Tidak Setuju</i> (1)	Disagree <i>Tidak Setuju</i> (2)	Neutral <i>Neutral</i> (3)	Agree <i>Setuju</i> (4)	Strongly Agree <i>Sangat Setuju</i> (5)
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DEATH OBSESSION / OBSESI DENGAN KEMATIAN						
NO.	STATEMENT/ KENYATAAN	1	2	3	4	5
1.	<p>During the time I discovered dark places to travel, I kept thinking about death.</p> <p><i>Semasa saya menemui tempat-tempat pelancongan gelap, saya sentiasa memikirkan tentang kematian.</i></p>					
2.	<p>In this event, I thought of some questions about death, which I cannot answer.</p> <p><i>Dalam peristiwa ini, saya memikirkan beberapa soalan mengenai kematian yang saya tidak dapat jawab.</i></p>					
3.	<p>In this event, thinking about death became my top priority.</p> <p><i>Dalam peristiwa ini, memikirkan tentang kematian menjadi keutamaan saya.</i></p>					
4.	<p>I am very much afraid of perpetual torture after death.</p> <p><i>Saya sangat takut akan penyeksaan yang berterusan setelah mati.</i></p>					
5.	<p>The sight of a dead body is horrifying to me.</p> <p><i>Penglihatan mayat amat mengerikan bagi saya.</i></p>					
6.	<p>When people talk about death, it does not make me nervous.</p> <p><i>Saya tidak gugup apabila orang bercakap tentang kematian.</i></p>					

THANK YOU FOR YOUR COOPERATION

TERIMA KASIH ATAS KERJASAMA ANDA

CORRECTION

ORIGINALITY REPORT

17% SIMILARITY INDEX	9% INTERNET SOURCES	6% PUBLICATIONS	13% STUDENT PAPERS
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PRIMARY SOURCES

1	Submitted to Universiti Malaysia Kelantan Student Paper	7%
2	Dejan Iliev. "Consumption, motivation and experience in dark tourism: a conceptual and critical analysis", Tourism Geographies, 2020 Publication	1%
3	www.emeraldinsight.com Internet Source	1%
4	Submitted to Pusan National University Library Student Paper	1%
5	eprints.bournemouth.ac.uk Internet Source	1%
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