

Examining Main Motivational Factors in Dark Tourism – Gallipoli, Turkey

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ABSTRACT

Dark tourism or battlefield tourism is a new term in tourism industry that is still not well defined. Death-related sites fascinate millions of visitors worldwide. Despite this fact, only few studies started to focus on examining the phenomenon, especially war-related attractions and people usually do not know what dark tourism is exactly about.

This study identifies the main motivational factors of visiting Gallipoli Battlefields located in Turkey. As this place plays significant role in history of Turkey and Australia, motivational factors were compared between Australian and Turkish visitors.

This research was designed as a quantitative study. Survey research with questionnaire design was chosen to measure main motives that brings tourist to Gallipoli Battlefields. Total number of 85 visitors from Australia (New Zealand) and 97 visitors from Turkey served as a particular sample for this study.

Results show that motivation related to dark attractions is not about to see death. The main motivation factors of visiting Gallipoli Battlefields were “History” and “Remembrance”. In addition results of this study show that there was no significant difference in terms of motivation between respondents from Australia and Turkey.

In conclusion, study shows positive aspects of these unconventional tourism destinations and management implications were provided. In addition, limitations of the study and future research directions were given.

Key words: Dark tourism, battlefield tourism, death, motivation, Gallipoli

ÖZ

Turizm literatüründe fazla bilinmeyen birçok turizm çeşiti vardır. Bunlardan biri de hakkında pek bilgi sahibi olunmayan, literatürde fazla rastlanmayan “Dark Tourism” olarak adı geçen ve Türkçesi “Karanlık, Keder, Hüzün Turizmi” olan bir turizm çeşitidir. Karanlık Turizm, insanların savaş ve doğal afetlerin (ölüm ve acıların) yaşandığı yerlere, bu yerleri görmek için gitmeleri ile gerçekleşen bir turizmdir. Ana konusu, gerçek veya türetilmiş ölüm, hüznün ve dehşet olaylarının geçtiği alanlara, çekim merkezlerine ziyaret veya seyahat etmektir. Dünyanın her tarafından birçok ziyaretçinin ilgisini çeken bu bölgeler akademik dünyanın gündemine ise yeni girmeye başlamıştır. Dünya genelinde alternatif bir turizm çeşidi olarak popülaritesi olan Karanlık Turizm teriminin Türkiye’de ve ülkemizde çok fazla bilinirliğinin olduğunu söylemek mümkün değildir.

Bu araştırmanın ana hedefi Türkiye’de bulunan Gelibolu Savaş Alanı gerçekleştirilen ziyaretlerin ana sebeplerini tesbit etmektir. Çalışmada bu bölgeye, Türkiye ve Avustralya tarihinde önemli bir rol oynaması sebebiyle yoğun bir şekilde ziyaret gerçekleştiren Türk ve Avustralyalılar arasındaki motivasyon faktörleri karşılaştırılmıştır.

Bu araştırma niceliksel bir çalışma olarak tasarlanmış açık uçlu sorularla da niteliksel olarak desteklenmiştir. Ankette sorulan sorular, turistleri Gelibolu Savaş Alanı’na getiren temel motifleri ölçmek amacıyla seçilmiştir. Toplamda Avustralya’dan (Yeni Zelanda’dan) 85 ziyaretçi ve Türkiye’den 97 ziyaretçi bu çalışma için belirli bir örnek olarak sunulmuştur.

Sonuçlar gösteriyor ki karanlık (Dark) turizm bölgeleri ile ilgili ziyaret sebepleri, ölüm görmek değildir. Gelibolu Savaş Alanı’nın ziyaret edilmesindeki

temel sebep ‘‘Tarih’’ ve ‘‘Anılar’’dır. Ek olarak arařtırma sonuçları, Avustralyalı ve Trk katılımcıların ziyaret sebebi aısından belirgin bir fark olmadığını gstermiřtir.

Sonuç olarak bu arařtırma, farklı rnler sunan turizm destinasyonlarının olumlu ynlerini gstermiř ve bu destinasyonların ynetimi ile ilgili neriler yapılmıřtır. Ek olarak, alıřmanın sınırlılıkları belirtilmiř ve geleceęe ynelik arařtırma nerileri yapılmıřtır

Anahtar Kelimeler: Karanlık turizm, savař turizmi, lm, motivasyon (sebepler), Gelibolu.

This thesis is dedicated to all the people who suffered as a consequence of Gallipoli Campaign and to all the people whose death and sorrow are the main elements of dark tourism. May their sacrifice be made meaningful through an education which inspires the promotion of positive peace, tolerance and understanding.

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Chapter 1

INTRODUCTION

This section provides the information related to the research philosophy, aims and objectives of the study and its contribution to the literature as well as to tourism development in Turkey. In addition, methodology and outline of the thesis are proposed in present chapter.

1.1 Introduction to Study

In today' world, information about misfortune can be seen anywhere – in the television, internet, radio, or in the newspaper. Unfortunately, the value of negative occurrences is still increasing.

People were always fascinated with horror, fear, and desire to be afraid. Death become the key item, which sells even in the area you would not expect – tourism. This new extraordinary phenomenon is called “dark tourism”.

Fascination of dark attractions is considered as controversial. Despite this fact, dark tourism is becoming popular form of tourism as more people started to travel to enjoy destinations that are not just beautiful. It is believed that fascination by these extraordinary places is supported by fact that people can see death from comfortable distance. Gaining profit from tragedy has been criticized and critics argue it should be greater taboo. According to other opinions, turning places affected by the catastrophe or tragedy into tourist attraction should be connected with piety and education, not only with the motivation of profit.

This new kind of tourism is not popular only in recent years. The public crucifixion of Christ, looking at public execution on the streets or Gladiatorial bloody games can proof, that people were fascinated by death since time. Even only a day after the battle of Waterloo one of the battlefields was sold as a tourist attraction and sights related to war remained the most popular places of interest all around the world. According to Smith (1998) battlefield tourism is one of the fastest growing sectors in leisure industry with important economic impact.

Battlefields such as Gallipoli, Normandy, Waterloo or Pearl Harbour have become focus in war-related tourism. Smith (1998) in his study researched development of war-related tourism in the USA and it shows war promotional, emotional and political tourism.

1.2 Research Philosophy

This study will focus on the understanding of main motivational factors for visiting Gallipoli Battlefields in Turkey and at the same time it examines if there are any cultural differences in tourist motivation between visitors from Australia (New Zealand) and Turkey. To define and differentiate tourism subgroups, investigation of motives for traveling is critical in order to understand tourism (McCain & Ray, 2003) or to explain the character of visitations to dark destinations (Lennon & Foley, 2000; Stone & Sharpley, 2008). Sharpley (2005) claimed that in order to demonstrate whether dark tourism is really present investigation related to motivation is required. This need for investigation was also supported by Stone & Sharpley (2008) who stated that motives for visiting dark attractions have not been completely examined, and dark tourism phenomenon was not conceptualized properly.

There can be so many reasons to visit battlefields (Slade, 2003). For example an interest in history, to connect to the past, desire to get closer or to commemorate

those who were involved in the war. War-related tourism shows significant contribution in building and strengthening national identities (Holguin, 2005).

For Australians, New Zealanders and Turks, Gallipoli is a must-see attraction. This place plays significant role in modern history of those countries. On 15th March (Martyrs Day) and on 25th April, thousands of Australians, New Zealanders, and Turks are attending special ceremonies to commemorate those who fought at Gallipoli during the World War I. For the 100th anniversary in 2015 number of participants is expected to be over 50,000 (Basarin, 2011).

1.3 Aims and Objectives

As there is no clear understanding of motivation to visit dark sites, the main objective of this thesis is:

Firstly, to investigate the current literature related to dark tourism, war-related tourism, and examine possible motivators to places identified as death attractions. This information will be explained in following chapter related to literature review.

Secondly, this study will investigate possible motivators to conclude if visitor's motivations to the Gallipoli Battlefields might help to better understand travel motivations to different death-related attractions and if there are any cultural differences in motivation to see dark attractions.

Thirdly, recommendations based on this study's findings, will provide useful starting points for holiday makers.

Research questions:

1. "What role do push factors play in visitor motivation to visit the Gallipoli Battlefields?" (Yuill, 2003, p. 4)
2. "What role does an interest in history play in visitation to the Gallipoli Battlefields?" (Yuill, 2003, p. 4)

3. “What role does heritage affiliation or cultural identity play in visitation to the Gallipoli Battlefields?” (Yuill, 2003, p. 4)
4. “What role does pull factors play in visitor motivation to visit the Gallipoli Battlefields?” (Yuill, 2003, p. 5)
5. “What roles do education and remembrance play in attracting visitors to the Gallipoli Battlefields?” (Yuill, 2003, p. 5)
6. “What role does site sacralization play in pulling people to the Gallipoli Battlefields?” (Yuill, 2003, p. 5)
7. “What other motivations might bring people to the Gallipoli Battlefields?” (Yuill, 2003, p. 5)
8. “Are there any cultural differences in motivation between Australians (New Zealanders) and Turks?”
9. “What are the management implications of visitor motivations at sites of death and disaster?” (Yuill, 2003, p. 5)

1.4 Contributions of the Thesis

The main contribution of this thesis is to fill the gap in literature related to dark tourism. This gap of knowledge can be caused because of several reasons:

Firstly, current motivation research has been focused only on several types of dark attractions for example Holocaust sites. Thus this study focuses on Gallipoli Battlefields and compares main motivational factors between Australian (New Zealand) and Turkish visitors.

Secondly, current studies mostly focus on descriptive approach, following the theory that visiting death-related attractions necessarily shows dark motives. This study shows different motives and the scale of motives is based on previous study (Yuill, 2003).

Finally, as the motives are mostly not based on empirical research, but framed from theoretical research (Seaton & Lennon, 2004; Wight, 2005), empirical research was conducted among “Gallipoli” tourists during August – October 2012.

Understanding of visitor’s motivation of dark sites is very important. Better knowledge of visitor’s motivation can improve management, help managers to improve marketing activities or to stop the commodification. Detailed implications for management are described in Chapter 6.

1.5 Proposed Methodology

This quantitative study developed a survey research with questionnaire design because it enables to make comparisons between groups as study compares main motivational factors of visiting Gallipoli Battlefields between two main groups – visitors from Australia (New Zealand) and Turkey.

Since the examination of visitor motivations to Gallipoli Battlefields, remains limited, study takes an adoptive approach as a subsequent study for Yuill’s (2003) investigation of main motivational factors in Museum of Holocaust (USA).

Prior to the development of these motivational scales analyzed in second chapter based on Yuill’s (2003) study, the self – managed questionnaire served as the central data-gathering tool to examine the travel motivation with “Gallipoli” tourists, in August – October 2012, who could also respond to the on-site survey directly after their visit as questionnaires were distributed to and collected from tourists during their visit (cross-sectional survey). Because of time limitations, some respondents had opportunity to answer questions online and send their survey via email because of time limitations.

Accidental non-probability sampling, sometimes known as convenience sampling was used as a proper technique in this study.

After data collection process The Statistical Package for the Social Sciences (SPSS) version 15.0 was used to facilitate quantitative data. This data analysis strategy was developed in order to achieve the research objectives.

1.6 Outline of the Thesis

Aforementioned thesis is divided into six parts - chapters. First chapter provides information related to the research philosophy and purpose of the study. Information regarding the contributions of the thesis to the management and literature, and proposed methodology is also demonstrated.

Chapter 2 involves theoretical framework, including especially explanation of dark tourism phenomenon, motivation theories and last part brings information about attraction where the research was conducted – Gallipoli Battlefields, Turkey.

Chapter 3 consists of information about the research methodology focusing to sampling issues, data collection, and questionnaire structure. Additionally, data analysis is discussed. Research limitations are described at the end of third section.

The outcomes of this study are presented in chapter 4. Specifically, the results regarded to visitors motivation.

Discussion of the empirical findings is provided in chapter 5.

Chapter 6 consists of implications for tourism practitioners, implications for future research and the final part of the thesis.

Chapter 2

LITERATURE REVIEW

This section defines literature review regarding the dark tourism and battlefield tourism. Information about motivation and motivational factors to war-related attractions are presented in the second part of this chapter. Last part describes Gallipoli Battlefields - the attraction where the empirical research was conducted. Explanation of its historical background is necessary for better understanding and analysis of main motives bringing tourist to visit this site.

2.1 Tourism

Tourism has existed since ancient Roman times. Considering some theoretical differences, we can say that recreation, leisure and tourism are associated to each other (see Figure 2.1). Tourism is a phenomenon related to history, culture, persons' activities and thoughts, described as temporary movement of individuals to places that are situated further from their typical location.

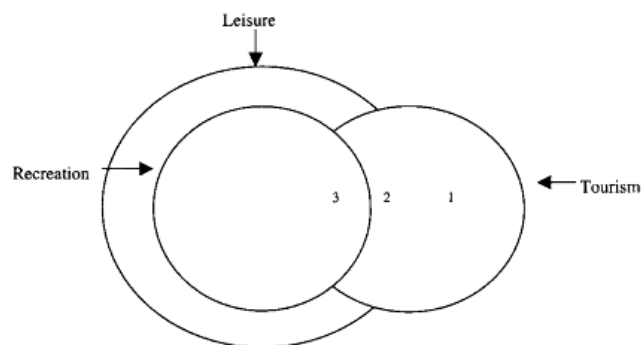


Figure 2.1 The Relationships between Leisure, Tourism, and Recreation
Source: Poria, Y. et. al. (2003)

According to the World Tourism Organization,

... "Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes."

(Kovalainen, 2012, p. 6)

Additionally Mathieson and Wall outline tourism as:

... "temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations and the facilities created to care to their need."

(Mathieson & Wall, 1982, p. 1)

Tourism can consist of leisure and recreation. Leisure is defined as:

... "free time when other obligations are at a minimum and one can spend leisure time at home."

(Bowen & Clarke, 2009, p. 6)

Moreover according to Bowen & Clarke (2009) recreation involves actions accomplished throughout the period of relaxation.

According to the World Tourism Organization's Tourism Highlights 2012, tourism has experienced continued growth and modification in last 60 years. Travel industry has turned into one of the broadest rapidly-growing service sectors worldwide and the traditional tourism attractions started to be challenged by new emerging ones. Tourism, ranks fourth after fuels, chemicals and food in terms of export category. But in many developing countries it plays the key role in export and foreign exchange income, creating employment and opportunities that are necessary for development. In 2010, due to 4.6% growth, international tourist arrivals reached 983 million entrances worldwide. Up from 928 billion USD, in 2011 international tourism receipts are projected to extend to 1,030 billion USD. Despite economic

challenges in many markets these numbers are setting new records in most tourism destinations.

According UNWTO World Tourism Barometer, at the beginning of 2012, international tourist arrivals kept continuing growth trend that started in 2010 by growing 5%. Expected growth of international tourist arrivals is projected to be 3.3% a year towards the year 2030. In other words it symbolizes more than 43 million international tourist arrivals annually, expecting 1.8 billion arrivals by 2030.

Based on the information from Tourism Satellite Account, involvement of tourism to gross domestic product (GDP) is projected to be around 5% worldwide and participation in job creation tends to increase to be around 6-7% of the global employment.

According to Theobald (2005), there are special forms of tourism or niche that become more widespread in the recent years including the following sectors: Agrotourism, Battlefield tourism, Culinary tourism, Dark tourism, Ecotourism, Medical tourism, Pilgrimage tourism, or Wildlife tourism.

In the following sections, we will describe sectors that are related to this research.

2.1.1 Classification of Tourism

According to different authors, tourism can be classified into different subgroups:

2.1.1.1 Educational Tourism

To increase the knowledge about the world was the main motivation to travel for the Greek and Roman elite members. Nowadays, this learning phenomenon can be seen among exchange students or in special interest holidays where travellers are motivated to travel in terms of education. Growth in this sector was recently

recognized especially among so-called “empty-nesters”, or in other words among early retired people (Swarbrooke & Horner, 2007).

2.1.1.2 Cultural Tourism

As a part of a society individuals absorb abilities, knowledge, customs, beliefs, routines, moral, and values. All these aspects refers to culture that can be separated into two main types – internal and external. Internal culture includes beliefs, language, political or religious views, social norms and external culture comes out through different shapes, physical objects, customs or behavior, for example as a music or clothes. Culture affects all parts of consuming behavior as well as shaping individuals (Albense & Boedeker, 2003).

Tourism related to culture is about experiencing other recent cultures and viewing the arte-facts of previous cultures. Visiting heritage destinations and attractions, enjoying national, regional or local cuisine, attending a local events or leisure activities, visiting workplaces such as farms or factories can be considered as cultural tourism (Swarbrooke & Horner, 2007).

Due to the increasing interest towards the history, arts, and culture this special type of leisure activity became popular during the 1980’s. Another reason why cultural tourism is still more popular, especially in the Western world, is because of demographic changes caused specifically by increasing quantity of retired travellers. As they are having lots of free time, interest in culture, and money, these retired and active elderly people have extended the cultural tourism markets. Additionally, historic cities became famous holiday destination for single travellers and pairs without children who are running away from a hectic lifestyle. Modern travellers are seeking for personal fulfillment and identity enhancement and this greater interest

towards regional and national history increased interest in cultural tourism. (Sigala & Leslie, 2005).

2.1.1.3 Special Interest Tourism

Special interest tourism can be the way how to spend one or two days or it can be the main focus of the whole holiday. The main motivation factor in special interest tourism is about to find a new interest in a different or familiar place or to develop present interest. Typical example of this extraordinary travel can be dark tourism, interest in military history or battlefield tourism, culinary tourism, wine tourism, event tourism, or visiting amusement parks and sport events (Swarbrooke & Horner, 2007).

2.1.1.4 Heritage Tourism

Heritage is about what we have inherited from our past and heritage tourism can be seen as a type of travel activity oriented towards the cultural heritage of the location where tourism occurred. This special type of tourism helps to bring harmony and understanding among people by supporting culture and preserving the heritage, and it has a positive economic and social impact (Richards, 1996). In heritage travel activity there is connection with nostalgia for the past, romanticism, sense of belonging in time, connection with different emotions, and it is exclusive and common at the same time. The main concentration of heritage tourism can be on historical buildings, art works, or even on beautiful scenery (Sigala & Leslie, 2005). Examples of heritage tourism activity can be also pilgrimage, visiting battlefields, old canals, railways (Richards, 1996; Porter & Salazar, 2005).

2.2 Dark Tourism

The term “*dark tourism*” was firstly described by Foley & Lennon (1996, p. 198). Attractions associated with death, horror, tragedy, or misfortune have been considered to be part of heritage tourism long time ago. Phenomenon of dark tourism is also recognized as “*black spots tourism*” (Rojek, 1993, p. 137), “*atrocities heritage tourism*” (Tunbridge & Ashworth, 1996, p. 94), “*thanatourism*” (Seaton, 1996), “*morbid tourism*” (Blom, 2000, p. 32), or “*milking the macabre*” (Dann, 1994, p. 61). In academic literature, the most commonly used is the term dark tourism (Sharpley, 2009), that it is described as:

... „the act of travel to sites associated with death, suffering and the seemingly macabre“.

(Stone, 2006, p. 146)

Another definition which is one of the first definitions describing this interesting tourism activity as:

...“tourism that is a chronologically modern, primarily Western phenomenon based upon non-purposeful visits due to serendipity, the itinerary of tour companies or the merely curious who happen to be in the vicinity.“

(Lennon & Foley, 2000, p. 23)

On the other hand, according to Seaton (1996) eventhough history of dark tourism dates back to the Medieval Times, it became popular mostly during the eighteenth and early nineteenth century because of various attractions such Waterloo battlefields (Seaton, 1999). He also suggests that death-related tourism is aspect of thanatopsis, defined as:

... „travel to location wholly, or partially, motivated by the desire for actual or symbolic encounters with death, particularly, but not exclusively, violent death.“

(Seaton 1996, p. 240)

2.2.1 Classification of Dark Tourism Activity

Seaton (1996) developed five groups related to dark travel movements:

- *“To observe public representations of death”* – this activity refers to public executions that do not exist anymore or they can be seen only in few current societies. Sensation tourism developed by Rojek (1997) or Dunkley et al’s (2007) extreme thanatourism can be considered as good example.
- *“To travel to sites of individual or mass deaths after they have occurred”* - some illustrations of these travel activity are battlefields, death camps genocide sites attractions, places where famous celebrities died together with attractions of the former homes of publicized murders.
- *„Memorials or internment sites“* – these dark attractions are for instance graveyards, crypts cenotaphs and war memorials. The main reasons for visits can be interest in collectiong epitaphs (Seaton, 2002) or to make pilgrimages to famous people’s resting places.
- *„To see symbolic representations of death“* – this symbolic representation can be seen in museums containing death weapons and according to Dann (1998) these morbid museums‘are more likely to be focused on selected themes than on historical events.
- *„To witness re-enactments of death“* - Seaton (1996) explains that this special travel activity is originally coming from religious festivals and plays and have become increasingly popular especially over the last century as a form of society’s reproduction of legendary conflicts.

2.2.2 Approaches in Dark Tourism

According to various studies related to dark tourism, there are three different approaches in dark tourism. These are, the *supply* and *demand* perspectives that implement a descriptive understanding, and an *integrated supply-demand* perspective, that implements an experiential understanding of dark tourism.

1. **The first perspective - *supply perspective***, concentrates on traveler's occurrence in locations connected with tragedy and misfortune. This approach brings large group of cause works discovering a variety of dark attractions, classifying them from lightest to darkest. The *lightest attractions* are "dark fun factories" (Stone, 2006, p. 152). Good example of these commercial and funny death-related attractions is for instance Romanian's Dracula tourism (Light, 2007) or Jack the Ripper walks in London (Stone, 2006, p. 152). The *darkest attractions* are categorized by high ideological and political impact, providing learning experience (Stone, 2006). Typical example is genocide camp Auschwitz-Birkenau in Poland.
2. **The second perspective - *demand-oriented perspective***, examines motivation related to dark tourism destinations. This approach follows that the presence of tourists at dark attractions shows some grade of dark motives (Slade, 2003), but not every individual visiting genocide camp Auschwitz should be seen as dark tourist. There is a probability that the main reasons attracting visitors to see places related to tragedy are different than interest or fascination by death. It should be taken into consideration that tourist may be motivated to visit particular site only because it was marked as a "must see" attraction.
3. **The third perspective - *integrated supply-demand perspective***, considers nature of supply and demand-oriented perspective. Sharpley (2005, 2009), suggested four "shades" of dark tourism in order to clarify the connection between sought experience the aspects of attraction:

- “*Black tourism*” – represents “pure” dark experience where interest in death and tragedy is pleased by meaningful sources of experiences projected to fulfill this interest.
- “*Pale tourism*” – shows partial or minimal fascination with death while coming to places or sights that are not projected to be travel attractions.
- “*Grey tourism demand*” – illustrates fascination with tragedy while seeing unintended death attractions.
- “*Grey tourism supply*” – shows attractions that are purposely recognized to perform death fascinating individuals with curiosity in death that is not dominant.

There are also specific themes presented by some scholars:

- “*Battlefield tourism*” (Ryan, 2007, p. 17),
- “*Atrocity heritage tourism*” (Ashworth & Hartmann, 2005),
- “*Genocide tourism*” (Beech, 2009),
- “*Slavery tourism*” (Dann & Seaton, 2001),
- “*Prison tourism*” (Strange & Kempa, 2003, p. 387).

2.2.3 Dark Sites (Supply and Demand of Dark Tourism)

Sites of death fascinate millions of visitors worldwide. In 2007, the famous Holocaust attraction of Auschwitz-Birkenau (2009) located in Poland attracted more than 1.2 million travelers, and 3.5 million tourists were interested in one of the New York City’s top attractions - the Ground Zero (Blair, 2002).

In general we can say that sites of death are one of the most famous attractions in the world. This special group of holiday destinations include for instance places such as Forest Lawn Cemetery (USA), Alcatraz prison (USA), Pearl Harbour (USA), Chernobyl (Ukraine), Tower of London, London Dungeon (UK).

It is necessary to bear in mind that dark tourism is not a new concept within holiday industry. The fascination with death and tragedy appeared long time ago. As an example we can use another famous attraction – Coliseum in Rome (Italy) that was built to accommodate famous Roman Gladiators and their fights to death fascinated masses of audiences. In 1838 the first guided tour was arranged in England (Wadebridge) where people were taken to the nearby city Bodmin by special train and visitors witnessed the hanging of two murderers (Boorstin, 1987).

The descriptive conceptualization of dark tourism includes attractions recognized and categorized as heritage sites and it is especially valid for what Stone (2006) termed as darker “*conflict sites*” (battlefields) and darkest “*genocide camps*” (Auschwitz).

According to literature, four different types of dark attractions have been developed through such examination:

1. “*Battle sites and death camps*”,
2. “*The death sites of celebrities*”,
3. “*Sites of extraordinary disaster*”,
4. “*Prisons*”.

2.2.4 The Main Dark Tourism Product – Supply Side

From a supply-oriented view, Stone (2006) introduced “*Seven Dark Suppliers*” of dark tourism products.

2.2.4.1 Dark Fun Factories

A Dark Fun Factories are sites or tours with focus on entertainment and commercial ethic. Usually these tours show real or fictional death and macabre events. For instance, dungeon that are now popular all around Europe. One of the well-known examples is the London Dungeon - a popular London tourist attraction,

which shows and illustrates many of unpleasant and macabre historical events through comedy. It uses a combination of live actors, special effects and rides. Another example is Horror Chamber in Madame Tussauds Wax Museum located in the famous cities all around the world.

2.2.4.2 Dark Exhibitions

Dark Exhibitions are usually exhibitions and sites that basically reflect knowledge and possible education opportunities. Comparing to Dark Fun Factories, products of Dark Exhibitions rotate around tragedy, death, or the morbidity with some educational and reflective message. For instance, an exhibit reflecting pictures and other artifacts of the terrorist attacks that occurred on 11th September 2001, located in the Smithsonian Museum of American History, can be considered to be dark exhibition. Another example is the ‘Body Worlds’ exhibition, that fascinated more than seventeen million tourists worldwide displaying anatomy of real human corpses. These bodies conserved through a technique called plastination, allow visitors to observe bodies under the appearance of anatomy, physiology and health education.

2.2.4.3 Dark Dungeons

Dark Dungeons are sites or attractions established in present former prisons. These special types of dark product are usually combination of education and entertainment, showing a high degree of commercialism and tourism infrastructure, inhabiting attractions that were originally not meant to be a product of dark tourism.

The best example of dark dungeon is prison Alcatraz located in San Francisco, USA. Alcatraz is number one attraction in United States run by National Park Services and it has been considered as one of the most popular prisons all around the world.

2.2.4.4 Dark Resting Places

Dark Resting Places include cemeteries or graves especially those belonging to celebrities and other famous people. Mostly people are interested in visiting graves of celebrities such as Elvis Presley, Michael Jackson, or Marilyn Monroe. Examples of these cemeteries are Forest Lawn Memorial Park and Forest Hill Cemetery (USA).

2.2.4.5 Dark Shrines

Dark Shrines are places or attractions that basically consist of remembrance for the person who recently passed away. These commemorative spots are mostly constructed not far from the place where death occurred and during the short period of time after tragedy. For instance, one of the most famous Dark Shrines occurred in 1997 and it was constructed around the Kensington Palace in commemoration of Diana, Princess of Wales. At this time, place became significant point for millions of people.

Ground Zero in New York (USA) can be considered as Dark Shrine attraction as well. After terrorist attack in 2001 people started to bring flowers and candles to show their respect to all victims. In 2011 during the 10th anniversary of this disaster, president of United States put flowers on this place. This act of remembrance will be never forgotten in human history.

2.2.4.6 Dark Conflict Sites

Dark Conflict Sites, in other words war battlefields, have commemorative and educational concept. Battlefields, memorials or other war-related attractions are mostly from World Wars such as Pearl Harbor (USA) or historical battlefields – Waterloo (Belgium), which was sold as a tourist attraction even day after the battle in 1815. Nowadays, this place is the most famous attraction in Belgium and the most famous battlefield in Europe.

2.2.4.7 Dark Camps of Genocide

Genocide Camp characterizes places connected to brutality, genocide, and belong to the darkest attractions within the “*dark tourism spectrum*”. Camps of Genocide or death-camps provide the ultimate emotional experience illustrating the human suffering through terrible stories and most of them have political attachment.

The best example of death-camp is Auschwitz-Birkenau (Oswiencim) located in Poland, that became universal synonym for evil. During The World War II., this camp was used for organized devastation of Jewish people with more than 1 million victims only in this camp.

This iconic site with symbolic meaning was considered to be a “must see” attraction and Lonely Planet (2010) listed Auschwitz among top attractions in Poland. Nowadays this attraction is on the list of UNESCO World Heritage Sites.

2.2.4.8 Places of Disaster

According to different resources, places of disasters can be considered as dark attractions as well. One of the examples is place of nuclear tragedy that occurred in 1986 at the Chernobyl Nuclear Power Plant in Ukraine. Despite the fact that even 25 years after tragedy with fatal consequences, this place still represents a serious threat because of radiation, local tour operators started to provide tours in this area.

Another famous example is city of Pompeii located in Italy. Pompeii was devastated during a catastrophic explosion of the famous Mount Vesuvius volcano. This explosion that occurred in the year AD 79 covered Pompeii with 4 - 6 m (13 - 20 ft) of ash and for almost 1700 years it disappeared from Earth’s surface. In 1749 the city was rediscovered accidentally. This archaeological site is currently providing an amazingly complete understanding into the lifestyle of this famous Roman city.

This UNESCO attraction currently belong to the most popular places in Italy attracting 2.5 million tourist annually.

2.2.5 Battlefield Tourism

Battlefield tourism or war-related tourism can be considered as a different kind of dark tourism (Ashworth, 2004; Seaton & Lennon, 2004) and it determinates misery, learning and understanding from past events, and sharing and expressing sympathy for other people (Braithwaite & Lee, 2006).

Even if only a small number of battlefields survived, according to Ryan (2007), war tourism is important component of national and international tourism and:

... “one of the fastest growing phenomenon within holiday industry.”
(Sharpley & Stone, p. 9)

Battlefields located all around the world are important tourist incomes. Famous battlefields are for instance Gallipoli (Turkey), Normandy Beaches (France), the Western Front (France and Belgium), Pearl Harbour (USA), Waterloo (Belgium), or Culloden (Scotland).

These specific dark attractions were popular mostly in 19th century when only a day after the battle of Waterloo place where the famous struggle occurred was sold as tourist attraction. Interest in war-related places increased during the 20th century right after the Great War and after World War II. This enormous interested was caused by soldiers’ families and war veterans who wanted to commemorate those who had served and died during the War (O’Bannon, 2006).

Waterloo has been the most popular tourist attraction for more than 200 years and nowadays it became the main focus of mass tourism together with Gallipoli and Pearl Harbour (Goodheart, 2005). According to Smith (1998) who researched the

development of battlefield tourism in USA, war motivates emotional, promotional, and first of all political tourism. Smith also argues that attractions related to war represents the largest single category of tourism.

2.3 Motivation

Motivation is the main reason,

... "why people decide to do something, how long they are willing to sustain the activity and how hard they are going to pursue it".

(Dörnyei, 2001, p. 8)

Ryan and Deci (2000) argued that:

... "to be motivated means to be moved to do something".

(Ryan & Deci, 2000, p. 54)

Maslow's (1947) "*hierarchy of needs*" belongs to the most significant models and principles of motivation. This theory, proposed by Abraham Maslow, was originally established for clinical psychology but because of its easiness it became popular and widely adapted in various disciplines. Maslow's "*Hierarchy of Human Needs*" (1943) uses the terms such as "*physiological, safety, belongingness, love, esteem, and self-actualization needs*" (Maslow, 1943, p. 394) to describe the pattern of human motivations and all of these needs are illustrated in pyramid (Figure 2.2) that is also well known as "*hierarchy of needs*". This hierarchy shows fundamental needs on the bottom leading towards to aims to self-actualization on the top. According to Maslow, the lowest needs would dominate behavior in case that any of the needs included in this model was fulfilled. On the other hand, if one level of needs was fulfilled individual would be motivated by the next level as it would bring no more stimulation (Cooper et al. 2008). In other words, this theory suggests that before the individual will focus his or her motivation on needs in higher level, the most fundamental level of needs must be fulfilled.

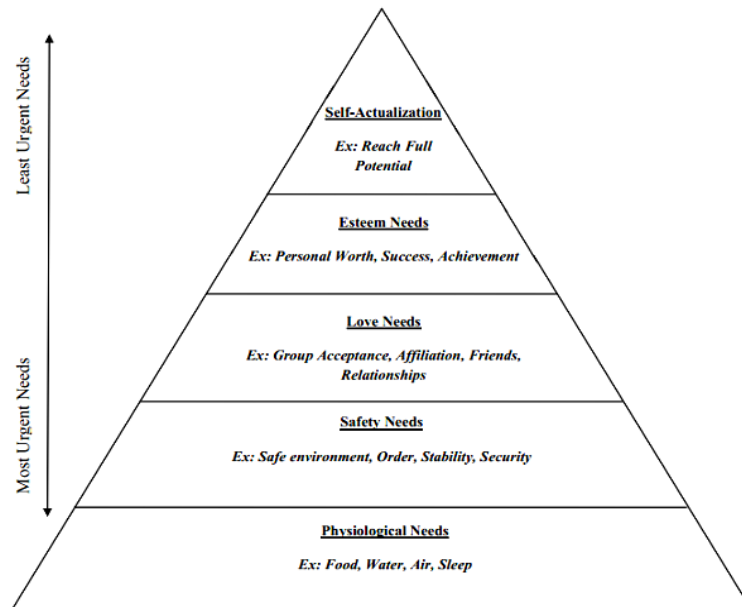


Figure 2.2 Maslow's Hierarchy of Needs
Source: Maslow, A. H. (1954)

- *Physiological needs* – as can be seen in the hierarchy, the lowest level of pyramid consist of fundamental physiological needs that are needs are crucial for existence such as water, food or shelter requirements. If these basic necessities are not fulfilled, the human body is nor able to continue its elementary functions.
- *Safety and security needs* – the next part of pyramid includes a need for protection, stability, order, and need for structure. This level can be found more likely in children because their need to feel safe more comparing to adults. This category of needs include: financial and personal security and health and well-being.
- *Love and belonging needs* – when first two levels are achieved, the next stage consists of interpersonal involving feelings of acceptance and belongingness. These feelings include for instance family, friendship, and intimacy.

- *Esteem needs* – this level of needs is divided into another hierarchy starting with the lower level of esteem needs consist of the need for status, prestige, fame, respect of others, recognition, and attention. The higher level is the need for strength, competence, mastery, self-respect, self-confidence, independence and freedom.
- *Self-actualization* – the highest level of desires, in proposed model is according to Maslow, self-actualization. This level illustrates an individual's full potential and how is this potential realized. For example the strong desire to become perfect father or mother, can be expressed through athletics, or another technique of expression can be through painting and pictures. As previously mentioned, to meet this level of needs is necessary for each individual not only to accomplish the earlier desires - physiological, safety, love, and esteem, but it is also required to master and control them.

2.3.1 Motivation in Tourism

Academic studies in various disciplines became more motivation-focused during the 1960's. Tourist motivations have been predominantly the main interest to those looking for a better tourist experiences and behaviors, such as tourism marketers and managers because better understanding of specific motivations can help to developing attractions, plan better products and services, or to provide more effective marketing communication.

Most of the empirical studies focusing on tourist motivation are grounded on previously mentioned Maslow's (1970) "*hierarchy of needs*". For example Gonzales & Bello (2002) have developed a ladder based on Maslow's theory in order to describe tourist's process of choices going from interest to fulfilled satisfaction.

Following their study, tourist has to fill psychological needs before they will climb up higher to satisfy greater needs.

Gonzales & Bello (2002) explained each stage of this hierarchy as follows:

- *Physiological needs* – is the stage where humans must fulfill their fundamental needs that are critical for them in order to stay alive. For instance, tourists need to escape from normal every-day life, because of romance, stimulation or simply curiosity.
- *Safety/Security* – in this is level travellers want to decrease anxiety in their travel behavior.
- *Relationship needs* – in this stage travellers will concentrate on partner's or close relatives' needs during their trip.
- *Esteem/development needs* – this is the stage where curious part of human being wants to up rise and it also called satisfying behavior or self-efficiency.
- *Fulfillment needs* – this level represent stage in which travellers reached fulfillment that was aimed at the beginning.

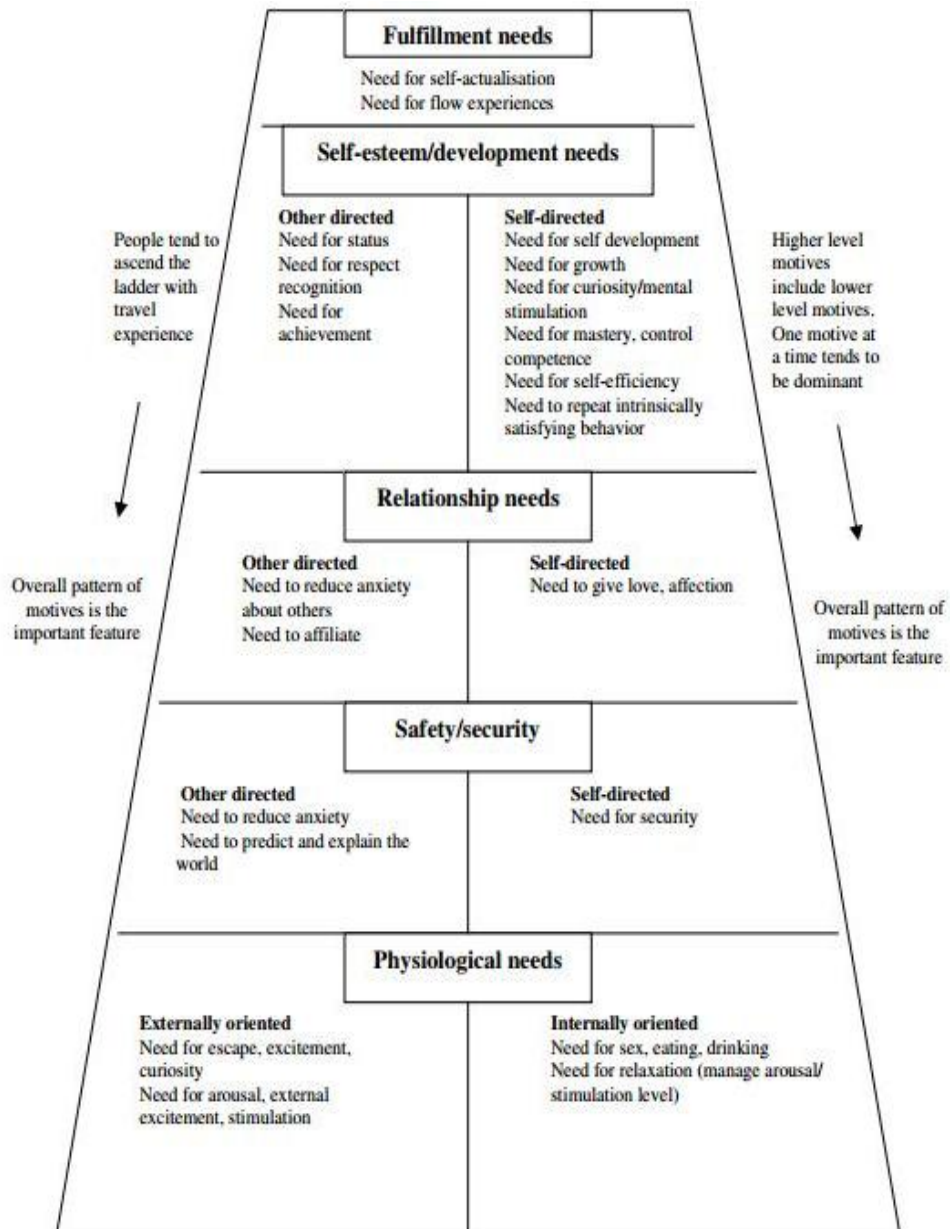


Figure 2.3 Travel Career Ladder
 Source: Adopted from Gonzales & Bello (2002)

The ladder explained above is also called “*journey through life*” having also fragment of an area, for example part of life or single trip, or it can represent a lifeline or tourist’s travel life experience. The more travel experience is collected during travellers’ life, the more will fulfillment needs tend to grow (Gonzales & Belo, 2002).

2.3.2 Main Motivators in Tourism

Traveler's motivators can be described as:

... "a wide range of factors that support tourist to make particular purchase decision".

(Burman & Soderberg, 2007, p. 17)

Different motivators influence travellers' even before they decide about purchase. As tourists are individuals, motivators and its influence will differ according to their personality, current life situation or the type of product or service they want to purchase (Swarbrooke & Horner, 2001).

Main motivators in tourism can be split into two main groups:

- Motivators that influence person to take a holiday
- Motivators that influence person to take a particular holiday, to a specific destination at a particular time.

According to Swarbrooke & Horner (2001) many potential motivators influence travellers in tourism. According to this suggestion they developed model called "*Leisure motivation scale*" (see Figure 2.4) which explains that tourist motivators can be split into four main types:

- *The intellectual component* – this motivator engages tourists in journeys that consist of exploring, mental activities, discovering and learning.
- *The social component* – this motivator attracts travelers seeking social contact.
- *The competence component* – tourists are engaged to travel and to use their skills, for example marathon runners, engineers and specialist in specific areas.

- *The stimulus avoidance component* – this motivator attracts those travellers who need to take a break from every-day life and stressful environment they usually live in.

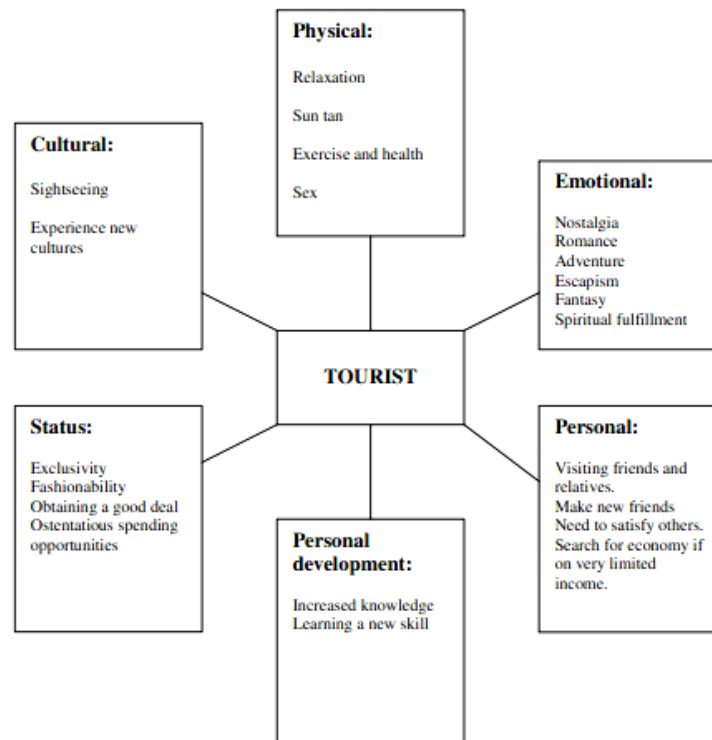


Figure 2.4 Typology of Motivators in Tourism
Source: Swarbrooke, J. & Horner, S. (2001)

As mentioned before, tourists are individuals with different behavior and they will seek different tracks in their life because of different personality and experience. Swarbrooke & Horner (2001) have developed the main motivators that will affect the individual's decisions:

- *Personality*
- *Image*
- *Lifestyle*
- *Perceptions*
- *Past experience*

- *Past life experience*

Authors also mentioned that motivators will change over time according to personality changes. They also pay attention to those motivators that differ among different markets, not only among personalities. Scholars have made conclusion that travellers who belong to the same age groups act according to predicted pattern. For example young people are usually looking for various types of entertainment; elderly people prefer to relax with calm activities. Motivators can be also influenced by gender, income, and culture.

Swarbrooke & Horner (2001) described determinants in tourism business that can influence every individual's awareness. They stated that are two different types of factors. The first factor determines if a person can take vacation or not. The second factor determines individual's decision related to type of trip the person wish to take in case the first factor is fulfilled. The type of trip depends on many variables:

- *The destination*
- *The mode of travel to be used*
- *Type of accommodation*
- *The duration of the trip*
- *When the trip will be taken*
- *Who will be included in the holiday*
- *Activities undertaken by the tourist during the holiday*
- *How much money will be spent on the trip*

Swarbrooke & Horner (2001) divided determinants into two subgroups that can be seen in Figure 2.5 and 2.6. - determinants that are considered to be personal or external to individual visitor.

According to authors, determinants will differ, accordingly to individual's personalities, attitudes, lifestyle, fears, principles, and past experiences. Both external and internal determinants are very important and it is also necessary to mention that significance in determinants will change over specific period of time as people gets older and they receive more travel experiences.

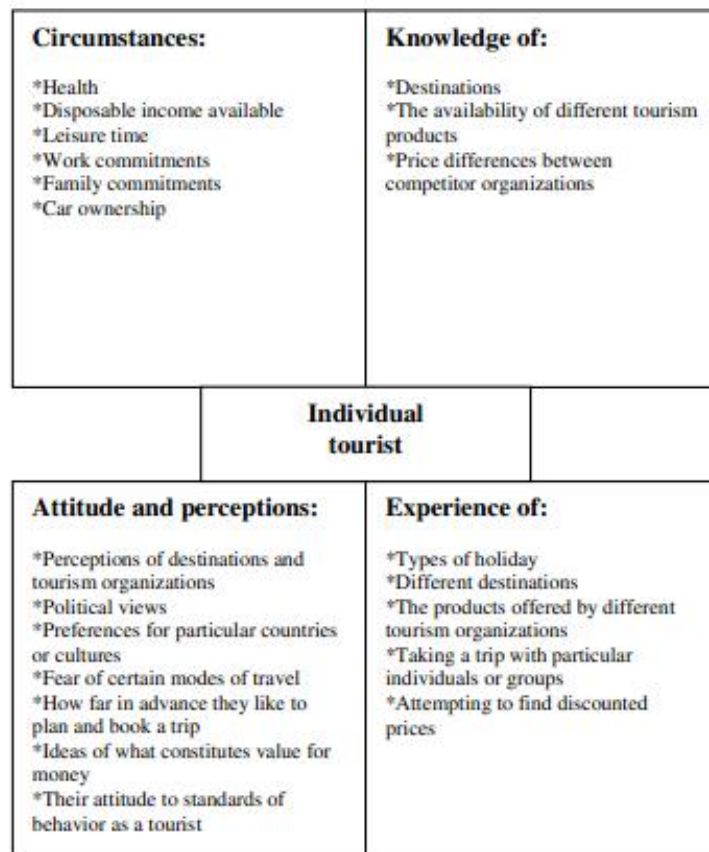


Figure 2.5 Personal Determinants of Tourist Behavior
 Source: Swarbrooke, J. & Horner, S. (2001)

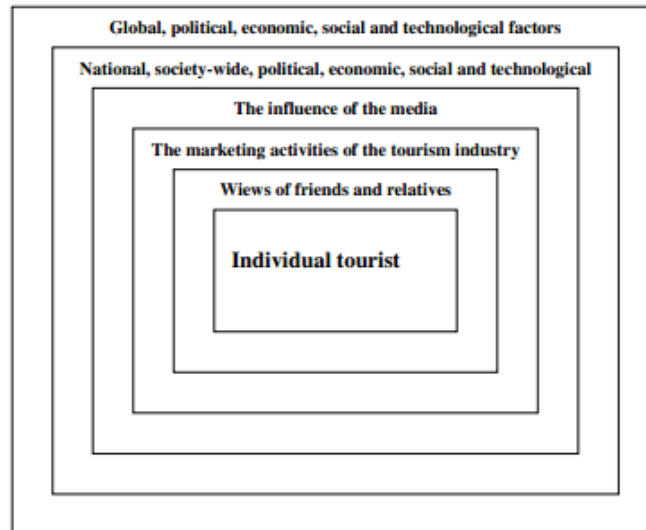


Figure 2.6 External Determinants of Tourist Behavior
 Source: Swarbrooke, J. & Horner, S. (2001)

2.3.3 Main Approaches to Tourist Motivation

This section describes main approaches to tourist motivation from two influential areas, social psychology and sociology.

2.3.3.1 Social - Psychological Approaches to Tourist Motivation

Social - psychological approach considers the travel behavior process to be driven psychologically and motivational fundamentally. In other words, this suggestion explains that human beings are born with elementary desires, and when they experience disequilibrium in their system of needs, these desires can be satisfied through travel and tourism (Jamal & Lee, 2003).

- **A Hierarchy of Needs** - Maslow's (1943) "*Hierarchy of Human Needs*" was described in previous section already. This theory influenced studies related to travel motivation. Pearce and his colleagues (Pearce, 1982, 1993; Pearce & Caltabiano, 1983; Pearce & Moscardo, 1985) tested the hypothesis related to the importance of the prior satisfaction of lower order needs in order to fulfill higher order needs. Later in was developed by Swarbrooke & Horner (2001)

who tested “*the travel career model*” to show the changing nature of travel motivation over time. Their study was explained in previous section and as it can be seen according to Swarbrooke & Horner (2001) older and more experienced people who climb the ladder of their needs as they become more knowledgeable. Young people are less experienced have a tendency to look for lower level benefits. They can look for stimulation, relaxation, and relationships. On the other hand, older experienced people look for sophisticated benefits, for example self-esteem and self-actualization.

- **Intrinsic Motivations** – according to Iso-Ahola (1982), motivation is a psychological concept and he described a motive to be:

... “an internal factor that arouses, directs and integrates a person’s behavior”.

(Iso-Ahola, 1982, p. 230)

He also suggested, that:

... “this internal factor can be related to “an awareness of potential satisfaction” referring to “autonomous initiation” or “self-determination” of behavior.”

(Iso-Ahola, 1982, p. 230)

After development of the potential satisfaction, two motivational factors can affect traveller’s behavior: firstly the need to leave the ordinary location, and secondly need to gain essential rewards. Travellers can run away from their personal everyday life, problems and troubles as well as from their interpersonal everyday environment that consists of colleagues, friends, or neighbors. The individual might be also looking for personal intrinsic reward. In order words, tourist will be looking for the recreation and relax, feeling of mastery, information about new cultures. With the intention of interpersonal intrinsic reward, tourist will be looking for communication with friends,

family, and residents of destinations. In conclusion, Iso-Ahola argued that any tourist can be positioned in one of the four cells of suggested model (see Figure 2.7).

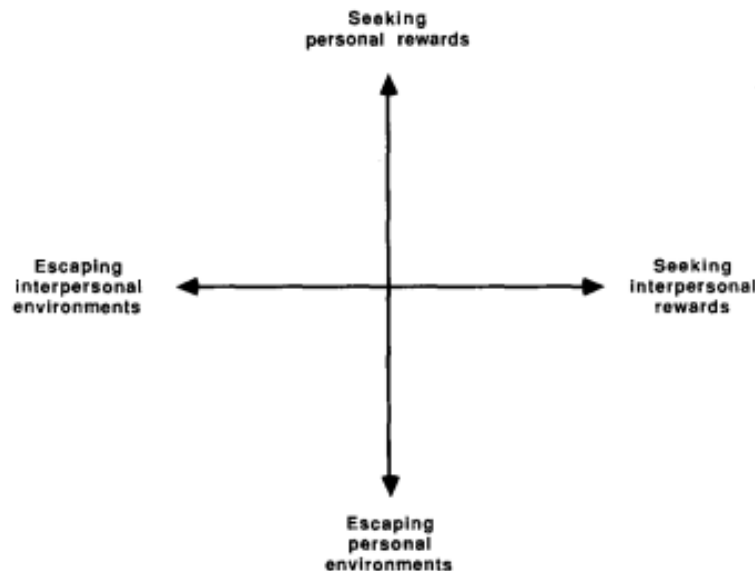


Figure 2.7 The Escaping and Seeking Dimensions of Leisure Motivation
Source: Iso-Ahola (1984)

- **Homeostasis, Disequilibrium, and Novelty** - Crompton et al. have also made a contribution to social psychological framework of tourist motivation (Crompton, 1979; Lee & Crompton, 1992; Crompton & McKay, 1997). Model centered on two concepts – disequilibrium and homeostasis was developed based on literature related to consumer behavior and marketing (Howard & Sheth, 1968). Crompton suggested that in a stage of disequilibrium, individual may try to escape from routine and, purposely or automatically, may think about other options how to fulfill the unmet needs initiating the disequilibrium (Jamal & Lee, 2003). The desire to take a break from every-day monotonous routine can be fulfilled by going on a pleasure holiday, engaging in business travel or simply by staying at home. The role of

motivation related to novelty-seeking in the holiday destination was also hypothesized by Lee & Crompton (1992). They explained that based on theory of exploratory and novelty behavior, a destination that is related to tourist's preferred level of arousal is considered to be novel. By simply choosing a holiday destination based on estimation how well its characteristics meet preferred level of novelty-seeking motives, a traveller can look for or remove arousal from their every-day routine.

2.3.3.2 Sociological Approaches to Tourist Motivations

The concept of social-psychological motivation, in contrast to a sociological approach, discovers every-day life. In order to better understand the reason why people travel it also explores socio-cultural and institutional characteristics of post-modern culture (Britton, 1991; Watson & Kopachevsky, 1994; Rojek, 1995; Wang, 2000).

- **Push–Pull Model** – According to sociological approach, society plays the significant role as motivational factor within the area of tourism. In other words, modern industrial society pushes or pulls people to travel, thus it is the main reason why they travel (Jamal & Lee, 2003). Push factors can be described as reasons that would influence a person to move away of secure places. Pull factors are reasons that would influence an individual to be interested in another place. Push and pull factors can differ depending on person's opinion or place. Usually push factors are changing according to famine, bullying poverty, war, discrimination, and even because of trouble in finding courtship. Pull factors can vary because of peace, more food services, high income, lower criminality, anti-discrimination laws, or because of less bullying.

An interesting analysis of tourist motivations has been suggested by Dann (1977, 1981, 1996). This approach is based on exploration of push factors that are specifically connected to the tourist's home world – job stress, climate or weather. Dann also developed a widespread analysis of critical role of marketing and mass media in promoting the need to travel.

- **Search for Authenticity** - according to MacCannell (1989), the search for authenticity represents significant motivator that pushes people to collect more authentic sightseeing experiences. As relationships in current society became fragmented and false, modern people are likely to experience destruction in their everyday existence. Same problem occurred in their daily experiences. Products of modern society have a tendency to be messy, quasi-products that are in bad taste. MacCannell suggested that in modern society individuals are motivated to look for authenticity outside of their everyday life and the main reason to do so is overall the anxiety about the authenticity.
- **Cohen's Sociological Center** – Cohen (1972, 1973, 1979), focused his study on examination of the main reasons why individuals travel, and at the same time he was trying to find out what type of experience are they usually looking for. He developed "*typology of tourists*" (Cohen, 1979), and since this typology is focused on pilgrim tourist on an authentic journey, some similarities to MacCannell's theory of search for authenticity can be found here. Cohen's stated that because of innovation developments and increasing interest in life, culture, and natural environment, the traditional and the holy descriptions of the universe are out of control. In contrast to the pilgrimage, modern tourism moves away from the cultural, spiritual or religious center into its outside borders, toward the centers of other cultures. Comparing to

MacCannell, Cohen stated that the strength of search for authenticity differs from one tourist to another.

- **Urbanization, Industrialization, and Modernity** – according to Burns and Holden (1995), and Holden (2000) modernity has two significant sociological dimensions that have emerged in today’s technologically advanced world: “*urbanization*” and “*industrialization*”. A process of adaptation and changing individual’s living environment from semi natural into a purpose-built metropolitan structure is called “*urbanization*”. A process of changing the nature of factory work together with living orientations from task-related to time-related is called “*industrialization*”. Modification from rural–agrarian to urban–industrial society created technologically advanced, economic and social environment with higher level of incomes that stimulates tourism demand. Improved knowledge about other destinations through entertainment and communication media supported raising tendency in travel and tourism demand and thus introducing the new phenomenon of a distinct modern form of tourism (Burns & Holden, 1995; Holden, 2000).

2.3.4 Tourist Motivation and Cultural Differences

As tourists are individuals with different needs, behaviors and attitudes, similarities and differences in motivation towards specific destinations between multiple groups have been previously examined.

Study investigating variances between visitors from diverse nationalities approved that tourist perceptions of a destination will differ accordingly to visitor’s country of origin as well as satisfaction levels, travel activities and demographic profiles (Armstrong, Mok, Go, & Chan, 1997; Danaher & Arweiler, 1996; Huang, Huang, & Wu, 1996; Richardson & Crompton, 1988).

Several studies distinguish individual's behavior depending on nationality or cultural group (Brewer, 1978, 1984; Pizam & Telisman-Kosuta, 1989; Cho, 1991).

Kozak (2002) examined modifications in motivation between two different destinations and nationalities. In his analysis he developed four possible travel motivators that are associated with:

- Culture,
- Physical motives,
- Pleasure-seeking (fantasy-based motives),
- Relaxation.

Hi study comparing visitors from Germany and Great Britain visiting Turkey and Mallorca, showed that motivation varies according to nationality. For instance visitors from Germany were more culture and nature-oriented, while British visitors enjoyed holiday mostly by socializing with other associated tourists while having fun. Moreover, the study displayed inhomogeneous choice of destinations (Devonish & Jonsson, 2008). Following the findings of this study, individual motivation and characteristics of destination should serve to studies related to destination positioning. Understanding of motivational factors bringing tourists to a particular destination and what are the differences among tourists visiting diverse destinations should be critical for all destination planners in other to improve their marketing strategies, build a self-image and differentiate products and services from competing destinations (Marcussen & Zhang, 2007).

Pizam and Sussman (1995) examined the value of nationality and approved that nationality should be considered in forecasting differences in tourist behavior together with other different variables (Devonish & Jonsson, 2008).

Despite the proof that tourist actions are influenced by nationality, Dann (1993) argued that belongingness to country of residence or nationality the only discriminating variable in order to explain the variances among the visitors' behavior (Devonish & Jonsson, 2008).

Dann's criticism was based on following observations:

1. Differences related to culture exist even among individuals with the same nationality since many travellers have multiple nationalities and their country of origin can be different than country where they were born;
2. It may be useless to talk about national identification especially in countries with newly formed political system such as Yugoslavia or South Africa;
3. Some countries such as United States, Canada and Australia cannot be considered as a single national unit because of high number of immigrants from various nationalities living in those countries; and
4. Many countries are pluralistic in their cultures for example India and Brazil.

Following these observations Dann (1993) suggested that alternative approaches should be considered in visitors' analysis.

2.3.5 Main Motivations for Dark Tourism

This study will focus on the main motivational factors in dark tourism. To the extent of better understanding the nature of visitations towards dark sites, the investigation of motives is critical. As there is a wide range of death-related sites and the variety of perspectives on visits, scholars developed possible reasons that might influence visitor's interest towards death related attractions. Dann (1998) suggested following possible motivators:

- *"The desire to overcome phantom",*

- “*Nostalgia*”,
- “*Search for novelty*”,
- “*Basic bloodlust*”,
- “*Celebration of crime and deviance*”,
- “*Interest in challenging one’s sense of mortality.*”

(Biran et al, 2011, p. 824 – 825)

These classifications are very general and rather than to individual’s motivation, categories should be associated to destinations and attractions that are more specific.

Seaton (1999, p. 240 - 242) examined secondary dark sites such as memorials and museums, and developed five motivations such as:

- “*Travel to witness public enactments of death*”,
- “*Travel to see sites of mass or individual death after they have occurred*”,
- “*Travel to internment sites of, and memorials to, the dead*”,
- “*Travel to view material evidence/symbolic representations of particular deaths*”,
- “*Travel for re-enactments or simulation of death*”.

Seaton and Lennon (2004) described two major influences: “*shadenfreude*” refers to desire or satisfaction in observing others’ misery and “*thanatopsis*” is about observation of death. Asworth (2002) suggested potential motives in dark tourism as follows:

- “*Satisfying curiosity about the unusual*”,
- “*Emphatic identification*”,
- “*Seeking self-identification and self-understanding*”,

- “Being entertained by the horrific occurrences and the suffering of others.”

(Biran et al., 2011, p. 825)

Asworth (2004) also suggested that the travel motives related to these specific dark destinations can differ from “search for identity, pilgrimage, quest of knowledge, and a sense of social responsibility to darker motives such as interest and understanding of suffering and violence” (Biran et al, 2011, p. 825).

2.3.5.1 Authenticity

As stated in previous section, MacCannel (1976) suggested that search for authenticity plays significant role in tourism related motivation. According to his study, Bruner (1991) explained visitors’ need for self-transformation through encounters with authentic cultures. Authenticity has been used to describe tourist experiences and Wang (1999) found differences among three types of authenticity:

- *Objective authenticity* – related to museum artifacts,
- *Symbolic authenticity* – generally created signs of authenticity,
- *Existential authenticity* – accommodating tourists with real sense of Being.

From different point of view, Andriotis (2009) developed five core elements of authenticity: “*cultural, educational, environmental, spiritual and secular*” (Cohen, 2011, p. 195). Despite the efforts towards identifying authenticity, this elastic concept and its perceptions will be always affected by one’s personal social identity.

According to Cohen’s (1979) “*typology of tourists*” (see Figure 2.8), perceptions of authenticity and importance of attraction are influenced by fact how close the particular attraction is to visitor’s spiritual center. In other words, the same site will be experienced in different way, because of individuals’ variances in degree to emotional and psychological involvement. “For those visitors with an intimate

emotional involvement with site-related events, dark tourism can provide “*peak experiences*” – transient moments of self-actualization (Maslow, 1970) or “*flow experiences*” – repeated moments of self-actualization arising when individual is involved in an ongoing activity” (Cohen, 2011, p. 195).

Tourist Type	Familiarly-Novelty Requirements
1. Organized Mass Tourist	Familiarity is at a maximum while novelty at a minimum.
2. Individual Mass Tourist	Seeks familiarity but also a greater degree of novelty.
3. The Explorer	Novelty dominates but likes to retain some basic remnants of his or her native way of life.
4. The Drifter	Novelty is at its highest while familiarity is non-existent.

Figure 2.8 Cohen’s Typology of Tourists
Source: Cohen, E. (1972)

2.3.5.2 Personal meaning

Various studies concentrating on dark attractions show obvious importance of the personal meaning. The necessity to differentiate “ordinary” (Muzaini et al., 2007) visitors from those who are personally attached to attraction or destination – victims or family members was emphasized by many scholars. Beech (2000), in his study concentrating on genocide camp Buchenwald, recognized two main categories of visitors looking for altered type of experience. The first category represents those visitors without personal connection and distinguishes the visit as leisure. The second category of visitors characterizes those somehow related to the attraction. Site or

destination has deep personal meaning because of their relatives. Personal connection is the main motivator influencing their decision to visit particular attraction and they don't visit these places in purpose of leisure.

As there is a variety of sites classified as dark, with different perspectives on visits to such places, the number of reasons influencing visitors' interest in death-related attractions is still raising. According to scholars, dark tourism can be seen as a scale of "*shades of darkness*" that contains leisure and amusing attractions (Stone, 2006). The motivations bringing visitors to dark attractions, especially those under the category called the "*darkest*", that are the most emotionally disturbing places usually connected to war, violence and genocide, consist of combination of psychological sociological factors (Coles & Timothy, 2004; Sharpley & Stone, 2009).

Stone and Sharpley (2008) also argued that current studies can provide only a limited generalization of this interesting phenomenon and main motives influencing visitors' interest towards death related sites should be fully examined.

2.3.6 Motivations for War-related Tourism

War is a huge tragedy which opened deep wounds in human history and it is also basic part of it. As stated in previous section, warfare tourism has been considered to be a part of dark tourism. Apparently the history and social consequences of the former warfare events assist as assets that can be considered to influence travel activities in previously war-related locations. These resources that serve as motivators bringing visitors to battlefield and memorials are for instance artifacts, reunions or nostalgia.

According to Smith (1998) warfare attractions and battlefields are probably:

...“the largest single category of tourist attractions in the world”.

(Smith, 1998, p. 205)

Smith (1996) also identified a typology of war-related motives and developed following categories of the “*warfare-tourist*” that are determined by motivation of remembrance (Smith, 1996, p. 205):

- “*The heroic phase*”,
- “*Remember the fallen*”,
- “*Lest we forget*”,
- “*When we were young*”,
- “*Reliving the past*”.

This typology that appeared in post-war societies was developed built on stimuli and nature of specific “consequences” connected to war such as commemorative events. These war consequences together with site characteristics are influencing visitors’ interest and studies suggested that warfare attractions as well as their cultural attributes play significant role in establishing general memorial theme motivations.

Ryan (2007, p. 251), based on understanding the motivations related to warfare tourism, developed the eleven possible reasons for visiting death-related attractions previously recognized by Dunkley (2006):

- “*Authenticity*”,
- “*Special interest*”,
- “*Pilgrimage*”,
- “*Thrill/risk seeking*”,
- “*Self-discovery*”,
- “*Iconic sites*”,
- “*Validation*”,

- “*Convenience*”,
- “*Morbid curiosity*”,
- “*Remembrance and empathy*”,
- “*Contemplation*”.

Ryan (2007, p. 251)

Ryan (2007) also added motivators such as “*for preservation, recording, and memory*” Ryan (2007, p. 251), that consist of discovery of heritage, legitimization, economic resurgence, acts of commemoration and personal ambitions.

According to research from Biran *et al.* (2011) motives for visiting another well-known war-related attraction - genocide camp Auschwitz - might be gathered into following reasons:

1. “*See it to believe it*” – shows visitors’ interest to visit this iconic attraction in order to believe that such massacres and violence really occurred there.
2. “*Learning and understanding*” – refers to the massacres that took place in Auschwitz along with visitors’ interest in education and learning related to World War II.
3. “*Famous death tourist attractions*” – this factor refers to a basic need or interest to visit such place because it is as a famous travel destination. Surprisingly, this factor includes also interest in visiting this famous attraction regarding to empathy and understanding towards the victims.
4. “*Emotional heritage experience*” - these motive is connected with an emotional experience and individual’s wish for heritage attachment.

Study of Auschwitz proposed that it is necessary to provide further investigation in different attraction or destination that is not that much famous providing visitors with alternative forms and sorts of death.

Based on previous researches, Yuill (2003) developed the exploratory survey research that provided a conceptual model of warfare tourism including ten motivational factors of visiting “*dark tourism*” attractions. These factors based on previous studies related to area of dark tourism were included in a questionnaire and research was conducted in Houston Holocaust Museum (Texas, USA). Results of Yuill’s (2003) study show that “*remembrance*” and “*education*” were the key motivators that influenced visitors’ interest in this attraction (Yuill, 2003).

2.3.7 Main Motivators for War-related Attractions

Ten possible motivators related to warfare tourism developed by Yuill (2003) are the main motivators and essentials for this study.

2.3.7.1 Heritage and Identity

This factor is related to personal connection or identification with specific attraction or event. This is true especially for war veterans, as well as for others who are not directly connected to the place or event - descendants, friends, victims or relatives. Usually, people who are involved with death and misfortune do not have tendency to return to the place where the specific tragic event occurred. Therefore it has to be bear in mind that those individuals influenced by identity and heritage do not essentially visit particular places or events. They can possibly visit representative places such as museums and reconstructions (Yuill, 2003).

2.3.7.2 Historical Motivations

Apparently not all of the tourists visiting warfare attractions are personally associated with a certain place or event. Their main reason to visit such site can be

simply connected with interest in history. History has been found to be a significant motivator for common leisure activity (Crompton, 1979; Pearce and Caltabiano, 1983, Anderton, 1995). Studies focused on genocide camps mentioned before (Beech, 2000) also considered history to be one of the key motivators to visit war-related attractions.

2.3.7.3 Survivors' Guilt

Survivors' guilt as a motivator emerged mostly after the Great War and The World War II., when veterans and other survivors started to visit former battlefields to pay respect to the victims. But for all those people who experienced brutality and tragedy of the war, returning to the specific places can be also seen as a way how to honor those who survived. For some people it can also be connected to a sense of guilt some of them kept simply because they survived and visiting these specific war related places can help them to take away all guilty feelings (Yuill, 2003).

2.3.7.4 Curiosity and Novelty Seeking

The best example, in order to explain curiosity as possible motivator, is iconic battlefield Waterloo which experienced its first visitors only one day after the battle. The main reason for their visit was simple – *curiosity*.

Smock and Holt (1962) argued that boring and routine objects motivate people to look for new features of their environment and on the other side objects that are unusual or novel tend to arouse curiosity. According to several theories, travel represents the main accepted way how individuals can escape from monotonous every-day life (Mayo and Jarvis, 1981).

Additionally, according to Judd (1988) novelty can be seen as the stage of being new and something is acknowledged to be novel in case it is new or different comparing to previous experience. This theory is connected to Cohen's "*typology of*

tourists”(Cohen, 1972) and proposes that novelty is crucial component of travel experiences and build on this knowledge based on travelers’ need for novelty and familiarity he developed a typology of tourists.

Mehrabian and Russell (1974) argued that novelty is nearly connected to the travelers’ favorite level of excitement and individuals who are excited to explore new locations frequently seek for variability complexity and novelty. In general, studies describe five dimensions of novelty that can be used by visitors for their evaluation of destination’s novelty potential (Kelly 1955) including: thrill, escape, adventure, change from routine, and relief of boredom (Yuill, 2003).

2.3.7.5 Death and Dying

In our society, death and dying are considered to be natural occurrences. Visible differences related to death approaches can be visible among cultures, especially because of religion. Approaches to death can also differ between generations within one culture.

Interest in the outcomes of death can be caused by fact that people cannot experience it personally. Therefore dark tourism represents socially acceptable alternative offering variety of ways to express curiosity in dying that brings visitors to dark destination. It has to be stated that:

...“memorials help people accept the reality of loss; allows them to experience the pain of grief; initiates adjustments to new roles; and draws the emotional energy from the dead and turns it to those who are left.”

(Yuill, 2003, p. 84)

2.3.7.6 Nostalgia

According to Davis (1979), modern society accepts nostalgia to be a normal human reaction. He also interpreted nostalgia as:

... “a positively toned evocation of a lived past”.

(Davis, 1979, p. 18)

Holbrook and Schindler (1991) improved the definition and according to them nostalgia is:

...“a preference (general liking, positive attitude, or favorable affect) towards objects (people, places, or things) that were more common (popular, fashionable, or wider circulated) when one was younger (in early childhood, in adolescence, in childhood, or even before birth)”.

(Holbrook and Schindler, 1991, p. 330)

Nostalgia plays significant role as a characteristic of post-modernism. Smith (1996) in his study related to warfare tourism, mentioned:

“Old soldiers do go back to the battlefields, to revisit and to remember the days of their youth...one graying veteran summed it up well, “those of us who have been in combat share something very special...I simply had to be here, to honor those men”.

(Smith, 1996, p. 260 - 261)

The sense of nostalgia can be well understood also from Smith's motivation factors related to warfare tourism that have been described in previous chapter:

...“the heroic past, remember the fallen, lest we forget, when we were young, reliving the past.”

(Smith 1996, p. 205)

Romantic desire for the past can be defined or expressed by all of these above described factors.

2.3.7.7 Education

Education and knowledge provide better understanding of misfortunes and brutal events demonstrated by death-related attractions. As modern tourists are becoming more interested in travel for purpose of knowledge, seeking educational opportunities, most of the death-related exhibits consist of learning element and dark attractions continue to provide their educational mission in order to give us the opportunity to learn from past mistakes (Yuill, 2003).

2.3.7.8 Remembrance

According to Young (1993) and Foley & Lennon (1999) remembrance can be seen as:

...,a vital human activity that connects us to our past and our future, and the ways we remember define us in the present“.

(Yuill, 2003, p. 102-103)

Through learning and understanding from past mistakes, remembrance can possibly help individuals to realize their identities and to go further with clear future vision. Young (1993) added that societies together with individuals, need the past events in order to build their own personalities and to create future vision (Yuill, 2003).

2.3.7.9 Artifacts

Seaton in his classification of thanatourism, developed one important reason why people are interested to visit such places. He stated that individuals travel to see physical proof or symbolic representation of death in places that are not directly connected with war or another tragedy. By those places he meant for instance museums where visitors can experience tragedy events through displayed artifacts (Seaton, 1999).

According to Smith (1996) tourism activity in locations where struggle occurred is supported by military triumph or success and it has been found that at some war-related attractions artifacts play significant role as motivator attracting more visitors. As a good example we can mention exhibition related to *Titanic* disaster. Artifacts from this iconic ship wreck were the key article that pulled visitors to see this unique exposition.

2.3.7.10 Sight Sacralization

Sight sacralization is process that consists of few stages of phases. The first step, at the beginning of this process, consists of object's evaluation and naming.

Object or attraction is named and thus evaluated to be worth of protection (MacCannell, 1976, 1989). This first stage also involves test of “object’s aesthetic, historical, monetary, recreational, and social value” (Yuill, 2003, p. 113).

The next step is known as „*the framing and elevation phase*“ (Yuill, 2003, p. 113). In this stage an object is exhibited and authorized boundaries such as signs, displays, plaques, spotlights, additional protection, and hanging silk cords are established (MacCannell, 1976, 1989).

In stage that is also known as „*the mechanical reproduction stage*“, the object, sight or site, is duplicated or copied, for instance in form of souvenirs and photographs. When social groups, municipalities, and regions start to use the same name as the well-known attraction, we call this stage “*social reproduction*” and it is the last stage of sight sacralization process.

2.4 Gallipoli - Turkey

Warfare and combat were basic and important parts of the history since the very first day of the world. It is believed that in terms of casualties the 20th century was the worst century in modern human history (Musai, Mehrara & Nemati, 2012).

Due to 25 wars and armed combats, this “*bloody*” century, shows incredible number of human casualties that are likely to be concerning 170 - 200 million individuals with around 110 million people that were lost in various battlegrounds. Researches display historical areas relating to war across the world to be the most visiting attractions with billions of the tourists every year. Due to commercial and political purposes, this special part of tourism industry shows peaceful concept as the most of the war-related attractions are under protection of UNESCO (Musai, Mehrara & Nemati, 2012).

One of the famous war battlefields are Gallipoli Battlefields positioned in Çanakkale Gallipoli Peninsula in Turkey. Çanakkale, passage dividing two continents - Asia and Europe, is also well-known as Dardanelles by ancient Greeks. Many nations wanted to control or command this strategic area. Therefore the importance of Çanakkale province is historically extremely significant and many critical battles occurred there because it used to be a homeland of many nations.

Çanakkale also played critical role in the World War I. Gallipoli Campaign was the conflict between the Allies and Turkish forces and it took eight months, starting in April and finishing in December 1915. The main reason of this battle was to take Çanakkale from Turkish Ottoman Empire due to straits' strategic location. Countries such as Turkey, Australia, New Zealand, United Kingdom and France were involved in this battle that finished with serious casualties. The spirit of the heroes is still there on Gallipoli Peninsula and visitors can even feel it in their hearts.

Today, Gallipoli peninsula is The Gelibolu Peninsula Historical National Park, created in 1973, and nowadays listed on United Nations list of Parks and Protection Areas with total capacity of 33,000 hectares. This open air museum is the right place for all visitors who came to pay respect to war's victims. Memorials can be found in 31 Commonwealth War Graves Commission cemeteries, French cemetery, Turkish graveyards, and other 50 memorials along with other graveyards dedicated to all victims. There are also hundreds of remains from war such as sunken ships, towers, trenches, and castles. Park is officially registered as a historical site because of its huge cultural importance. Many archaeological attractions and monuments dating back to 4000 B.C can be found in this area as well. Between these ancient monuments visitors can enjoy beautiful beaches, bays, salt lakes and variety of plants.

2.4.1 The Gallipoli Campaign

The Gallipoli Campaign, known also as the Battle of Gallipoli, Dardanelles Campaign or the Battle of Çanakkale is a name for the battle that occurred on the Gallipoli peninsula during the World War I. This famous struggle started on 25th April 1915 and officially finished on 9th January 1916. The main reason of this war was to occupy the Dardanelles (Çanakkale) and defeat the Turkey (Ottoman Empire) out of the war. This campaign was considered to be epic victory of the Turks but on the other hand for the Allies it will be always remembered as their major failure in World War I. Gallipoli was a decision taken by Winston Churchill to finish the war sooner by attacking the Ottomans. His plan was about to take control of the Gallipoli Peninsula that would enable Allies to occupy and conquer Istanbul and to control the 67 kilometers of the Dardanelles waterway. According to Churchill's plans, control of the Dardanelles would not only allow them to reach Istanbul, but would also enable them to transport supplies through Russia over the Istanbul Bosphorus.

By the end of October 1914, The Ottoman Empire came into the war. After its wars (1911 – 1913) Turkey's treasury was empty and Enver Pasha, the empire's leader and a military officer considered the war to be good chance for Turks to receive their lands back that have been undertaken by Russia. Enver Pasha wanted Turkey to be energized again but he was also worried that Allies might take more of the Ottoman Empire under their control in case of their victory against Germany and Austro-Hungarian Empire. Therefore, he decided to fight on Germany's side.

Ottoman Government ordered two warships to England and paid for them just before the war started. But Britain started to have fears because of Turkey's close relationship with Germany and accordingly decided not to distribute those warships.

This caused tensions among the Turks against Britain. According to Enver Pasha this would be a fine opportunity how to start the war against the Allies. By the order of Enver Pasha German Konteradmiral Wilhelm Souchon, who was responsible of the battle cruiser Geoben and light cruiser Breslau (then transferred to Turkish Navy, changed the names with Yavuz and Midilli) took the warships into Black Sea under permission of Ottoman Government for navy practice but raided Russian seaports – Odessa, Sevastopol and Novorossiysk. Three days later, on 2nd November, Russia officially declared war on Turkey. France officially announced to be in war on 5th November, as well as Britain. Britain found this as an opportunity to take control of Cyprus and Egypt, lands under British authority that were technically territory belonging to Turkey. By blocking the passages, Bosphorus and Dardanelles, between the Mediterranean and Black Sea, Turkey wanted to prevent Russia's export and to stop any possible material shipments from her allies as the Black Sea accounted for more than 90% of Russia's trade route. Meanwhile, in order to defend oil wells in the area of Middle East, Britain's military forces moved to the Persian Gulf, where engaging with Turkish forces started. Turkey initiated an offensive into Russia's Caucasus Mountains in a five-day battle (December 1914). As the consequence of this attack, Turks lost the Caucasus war front and from the total number of 95,000 soldiers, only 18,000 returned and more than 50,000 froze over to death. Turks wanted to know who was responsible for this disaster.

Meanwhile Winston Churchill, as stated before, started to plan an offensive attack to take Dardanelles under control. It would enable Britain to open a safe naval way to Istanbul. At the same time, Churchill expected that this situation would be difficult for Central Powers. By this simple idea of a new war front formation he wanted to force the Germans to divide their army and to ask for support the badly

rated Turkish army. In other words it would force Germany to finish the War sooner, because of its inability to cope with this difficult situation. The Allies expected to have a weakened army to fight against as Germany's assistance to the Turks would leave their front weak and fragile.

In November 1914 the Turks had joined the Central Powers and according to Churchill they were considered to be weakest part of Central Powers, those fighting against the Allies or Entente Powers.

All of the Allies' warships were put together under the command of Admiral De Robeck in front of Dardanelles Strait. On 3rd November 1914 German warships blocked the Dardanelles at the entrance to the Strait, and the Allied naval forces began bombarding the Turkish. The initial naval attack of the Allies was launched on 16th February 1915. However offence was stopped several times as a result of adverse weather conditions. Irregular offence continued up until March, but then had to be paused for military assistance.

The Allied forces step on the peninsula on 25th April 1915 but because of their sporadic attacks the progress was slow. The assistances arrived and landed on the Suvla Bay by 6th August 1915. The number of losses was given on both sides between the Allied and Central forces.

In order to abandon the campaign, in September 1915, Lieutenant General Sir Charles Monro took charge from Sir Ian Hamilton. Lord Kitchener, the British Secretary of State for War, after visiting the peninsula in November 1915, agreed with Monro's suggestions and in January 1916, the Campaign was not under control anymore. The Allies clearly saw that there was no possibility to achieve expected outcome in the Gallipoli operation because of inability to break the Turkish defense in the Dardanelles.

The Gallipoli Campaign influenced all countries involved. For instance, in Turkey, this battle is significant moment in the republic's modern history and in creation of their nationhood. The battle was also considered to be the beginning for the Independence War of Independence. Mustafa Kemal Atatürk, the legendary commander at Gallipoli and important person in history of Turkish nation, established the modern Republic of Turkey eight years later after this legendary battle.

In Australian and New Zealand's modern history, Gallipoli Campaign plays the significant role as it was the first key fight for their army well-known under the name "ANZAC" (Australian and New Zealand Army Corps). The Anzac Day, celebrated on 25th April, is still the major commemoration dedicated to the veterans and war victims and this day is also considered to be the day when awareness in both of these nations was born

The total number of 60,000 soldiers from Australia and 18,000 soldiers from New Zealand served as ANZAC in the battle and as a consequence 26,000 Australian soldiers and 7,571 soldiers from New Zealand were injured. Altogether 10,025 soldiers died. In terms of numbers Gallipoli was their main operation and it has significant national and personal importance for all Australians and New Zealanders who served in Gallipoli Battlefields.

The Dardanelles Campaign is considered to be Australia's and New Zealand's premier to the World War I. and many of young men fought in Campaign from the very first day (25th April 1915) until the day of evacuation (20th December 1915).

The Battle of Çanakkale was an ambitious allied intervention. It stands out in minds and at the same time it was their biggest failure.

According to the Department of Veterans' Affairs in Australia, the consequence of the battle was almost half a million casualties. Additionally, lack of hygiene caused that many of soldiers were disabled because of healthy problems. By the finale of the Dardanelles Campaign, more than 120,000 soldiers passed away, including more than 44,000 soldiers from Great Britain and France, more than 8,500 from Australia, 2,721 New Zealanders and 80,000 Turkish soldiers.

In conclusion, this enormous human sacrifice was done for any result.

2.4.2 Commemoration of Death

Gallipoli visitors can pay their respect to the victims on 31 war cemeteries. All of them embrace 22,000 tombs and only 9,000 of them were identified. 13,000 graves belong to soldiers who were unidentified and 14,000 of corpses were never found. These soldiers are commemorated individually and memorials dedicated to them are separated according to their nationality. British, Australian and Indian names are listed on Helles Memorial; Australian and New Zealand names can be found on the Lone Pine Memorial and the Hill 60, together with the Twelve Tree Copse and Chunuk Bair Memorials are dedicated to soldiers from New Zealand. Chunuk Bair and the New Zealand National memorial were designed by their national architect S. Hurst Seager. Commonwealth cemeteries and memorials located on the peninsula were designed by Sir Burnet, well – known Scottish architect who also designed the war cemeteries in Palestine. He used different features such as walled cross instead of typical free-standing Cross of Sacrifice and stone-faced pedestal grave markers instead of headstones in order to differentiate these cemeteries from other Commonwealth war cemeteries.

One of the Gallipoli memorials shows these iconic sentences quoted from Ataturk, the legendary commander and the founder of modern Turkish Republic:

“Those heroes that shed their blood and
lost their lives...!
You are now lying in
the soul of a friendly country, therefore
rest in peace. There is no difference between
the Johnnies and the Mehmetts to us where they
lie side by side.
You, the mothers who sent their sons far away
from their countries, wipe away your tears. Your sons are now
lying in our bosom and are in peace. After having
lost their lives on this land, they have become
our sons as well.”

(ATATURK, 1934)

2.4.3 The Anzac Day

The Anzac Day is dedicated to all the ANZAC members who served at Gallipoli and it is celebrated on 25th April as Australia’s and New Zealand’s national commemorative day. Now this day remembers and honours all those who attended and passed away in military operations and it is also celebrated in the Cook Islands, Pitcairn, Tonga, and Niue.

On 25th April 1915 early in the morning, the ANZACs, stepped on the Peninsula at the place that is known as Anzac Cove and it was the beginning of a campaign. The consequence of this eight month long battle was 25,000 Australian casualties, together with 8,700 fatalities. That early morning ANZACs arrived from Egypt and they did not expect the Turkish soldiers to be awake. Their task was to go inland to prepare place for men who were about to land after them but instead of this they were met with horrible gun fire right after they landed on the shore. Turkish bullets killed and wounded many men in only few hours. This caused disorganization among ANZACs and it was obvious that they had landed on a wrong place! The

landing should have been made on the south of Anzac Cove. This place is called Brighton Beach. By the sunset 2,000 ANZACs were dead.

On 30th April 1915 a half-day commemoration was recognized right after the first news reached New Zealand, and on 5th April 1916 a public holiday was declared. Men who returned from the war started to organize memorial services and events in honour to all soldiers who served on the Gallipoli Peninsula and thus created ANZAC legend.

On 25th April 1916, with authorization of George Pearce (former Prime Minister), this day was officially named “Anzac Day”. Commemorative services and ceremonies appeared also in different countries. Effort to celebrate the remembrance of all those young men killed during the World War I. was made by the ANZAC’s units and according to old war diaries written by soldiers from Australia as well as from New Zealand, this special day started with a funeral mass, followed with memorial services and organized sports activities supporting Battalion funds.

Anzac Day became a public holiday by the 1920’s and ceremonies were held throughout Australia. In the 1940’s, veterans from World War II., together with peacekeepers and servicemen from Vietnam, Korea, Malaya, Indonesia, and Iraq started to join the celebrations. During the 1960’s and 1970’s, Australians questioned the relevance of this remembrance and the number of ceremonies’ attendants fell. In the 1990’s, after the movie Gallipoli (1981) directed by Peter Weir and starring Mel Gibson and Mark Lee, interest in Anzac ceremonies increased, especially among young people who started to make the pilgrimage to the Gallipoli Peninsula.

Today, according to Lonely Planet, to visit Gallipoli Peninsula on 25th April is must-see attraction. Anzac Day memorial service, belongs to the most attractive events in Turkey for visitors from all around the world. In 2005 during the 90th

anniversary, more than 20,000 people celebrated the Gallipoli landings and for its 100th anniversary in 2015 even more people are expected. The area that is important and where celebrations take place is exactly at the same place where ANZACs received their “baptism in fire” - around Anzac Cove. This military disaster caused separation Australian & New Zealand nationhood.

2.4.4 Çanakkale Naval Victory

The 18th March known as Martyrs day is the day when the Gallipoli victory or the Çanakkale (Dardanelles) Naval Victory (*Çanakkale Deniz Zaferi*) is celebrated.

Çanakkale port is the place where, in March 1915, the Royal Fleet was driven back. This Çanakkale victory played an important role in creating Turkish nationalism and this famous battle became part of the epic story celebrating the founder of turkish nation - Mustafa Kemal. His statement "*Çanakkale geçilmez*" (Çanakkale is impassable) became a synonym of turkish nationhood and "*Çanakkale içinde*" is a famous song remembering all those fallen in the battle.

For the Ottoman Empire 18th March was an important victory as they sunk three battleships and caused 700 casualties on the British-French fleet with only 118 casualties on their side. It was Britain decision to press on with the naval attack and as mentioned before, battle continued on April with ANZACs landings.

After Allies fail to overcome Ottoman defences, the Dardanelles Campaign, purely naval operation, continued with invasion of the Gallipoli peninsula. With strong naval force involvement Allies tried to pass through the Dardanelles by submarines to interrupt Ottoman Empire shipping in the Sea of Marmara.

Today the Gallipoli Peninsula, especially the Monument of Martyrs created in the honor of the Turkish soldiers, is significant holy site for the Turkish nation. This

Monument commemorates the Turkish soldiers who died and fought in the Battle of Çanakkale and avoided a possible invasion of Turkey. As mentioned before this important victory over the Allies known as Çanakkale Zaferi (Çanakkale Victory) is celebrated on 18th March every year and same like Australians and New Zealanders in April, tens of thousands of Turks are attending the commemorative events and celebrations on the Gallipoli battlefields. During the 97th anniversary of this epic victory, on 15th March 2012, Deputy Prime Minister Bulent Arinc mentioned that:

... "The struggle for national independence shown in the Çanakkale battles became an example for other nations seeking their independence since then and the Çanakkale naval victory showed the world that nothing is impossible if people stand in solidarity."

Çanakkale Martyrs Memorial (Çanakkale Şehitleri Aniti) was built during 1950s and the sign near a picnic area illustrates significant status of this area for Turkey to all visitors who reached the memorial itself. Sign shows rhyme by Mehmet Akif Ersoy who is also the author of the Turkish national anthem.

The museum at the Çanakkale Şehitleri Aniti helps visitors to be even more connected to the Battle of Çanakkale. Tourists are able discover numerous original objects and photographs from the frontline such as belt buckles, shields used by snipers or a British wireless. On the walls of the museum there are boards with quotes by Mustafa Kemal Atatürk. One of those boards shows quotation referring to the 57th Regiment of the 19th Division. It is a unit Kemal knew well, as the head of this regiment, and that he had set out for the morning war in April 1915 to fight against the Australians.

Chapter 3

METHODOLOGY

In order to examine the main motivational factors of visiting Gallipoli Battlefields, Chapter 3 will describe the examination approaches that were used in order to establish this goal. The limitations of the study will also be described in this chapter.

3.1 Purpose of Research

This investigation was directed in order to examine main motivational factors in visiting Gallipoli Battlefields. The main research questions of this study were adapted from Yuill's study (2003):

1. "What role do push factors play in visitor motivation to visit the Gallipoli Battlefields?" (Yuill, 2003, p. 4)
2. "What role does an interest in history play in visitation to the Gallipoli Battlefields?" (Yuill, 2003, p. 4)
3. "What role does heritage affiliation or cultural identity play in visitation to the Gallipoli Battlefields?" (Yuill, 2003, p. 4)
4. "What role does pull factors play in visitor motivation to visit the Gallipoli Battlefields?" (Yuill, 2003, p. 5)
5. "What roles do education and remembrance play in attracting visitors to the Gallipoli Battlefields?" (Yuill, 2003, p. 5)
6. "What role does site sacralization play in pulling people to the Gallipoli Battlefields?" (Yuill, 2003, p. 5)

7. “What other motivations might bring people to the Gallipoli Battlefields?”
(Yuill, 2003, p. 5)
8. “Are there any cultural differences in motivation between Australians (New Zealanders) and Turks?”
9. “What are the management implications of visitor motivations at sites of death and disaster?” (Yuill, 2003, p. 5)

With the aim of answering these objectives, questionnaires were distributed to Gallipoli visitors, especially residents of Australia, New Zealand and Turkey as this place plays significant role in history of those countries.

3.2 Sample Selection

Appropriate sampling technique for this study was selected, in order to collect the necessary information related to visitor’s motivation.

As the main purpose of this investigation was to examine main motivational factors of visitation of Australians, New Zealanders and Turks to Gallipoli Battlefields, the target groups were easily recognized. This target group is also called *sampling unit*. To construct the sample, total number of 85 respondents from Australia and New Zealand, and a total of 97 respondents from Turkey were randomly selected.

Accidental non-probability sampling, sometimes known as convenience sampling was used as a proper technique in this study. Main characteristic of this approach is that everyone who occurs in a certain location at certain time becomes a part of the sample (McQueen & Knussen, 2002).

3.3 Research Approaches

As the main research question was to examine the main motivational factors or visiting the Gallipoli Battlefields, this research implements inductive and deductive approach.

Inductive approach creates new theories, ideas, concepts, and broader generalizations by specific observations. According to Neuman (2003) inductive approach usually starts with detailed measurements and observations that lead to intangible concepts and generalization. This research starts with a specific theme or subject that is then more developed. Usually examiners formulate hypotheses that can be explored, and that can help to develop general deductions at the end of the study. In other words, there are no theories at the beginning of the inductive research and examiner is free to substitute the way for the study (Larner, 2009; Babbie, 2010; Wilson, 2010).

On the other hand, deductive approach is based on development of a hypothesis (or hypotheses), and then on creation of an examination strategy to test the hypothesis based on current concepts and models (Wilson, 2010). Therefore inductive approach was also suitable for this study as there are only few theories related to dark motivation factors that have to be more generalized.

3.4 Research Strategy

Quantitative method was selected as appropriate research strategy for this thesis. Different scholars give different definitions to “quantitative research.” Burns & Grove (2005) describes quantitative approach as “formal, objective, logical and organized procedure in which statistical records are used to gain information about the world” (Burns & Grove, 2005, p. 23). This process of examination can be used to:

- “Describe variables”;
- “Examine relationships among variables”;
- “Determine cause-and-effect interactions between variables”. (Burns & Grove, 2005, p. 23)

Quantitative research is also well-known as statistical research because studied phenomenon is described through numerical data and other appearances (Babbie, 2001). In this study motivation as phenomena was described through frequencies, averages, and statistical calculations thus research is called “*descriptive research*”.

This study takes survey research, the most representative research technique, as a proper type of quantitative research method. In order to measure characteristics of the selected population, survey research uses questionnaire design and scientific sampling (Sukamolson, 2012).

Survey research also allows examiners to compare specific groups within the sample. This study compares main motivational factors of visiting Gallipoli Battlefields between two main groups of visitors – Australians/New Zealanders and Turks therefore this type of quantitative research technique was chosen to be the most suitable one for this study.

3.5 Research Design

Current literature related to dark and warfare tourism provides incomplete understanding of main motivational factors to such sites. Therefore, perception on visitors’ motivation has to be improved. First exploratory research made by Yuill (2003) served as an example for this study.

Exploratory approach happens when the subject of study is relatively new and examiner becomes interested in a new subject. It mostly uses focus groups or small group discussions, which are frequently used in market research (Babbie, 2001).

Since the research related to visitors' motivations to Gallipoli Battlefields remains incomplete, this thesis takes an adoptive approach as a subsequent study for Yuill's (2003) examination of main motivational factors in Museum of Holocaust (USA).

Survey conducted with Gallipoli tourists, residents of Australia, New Zealand and Turkey in August – October 2012 was based on motivational factors analyzed in previous chapter (Yuill, 2003). The main objective of this examination was to categorize the main drivers demonstrated by “Gallipoli” visitors and therefore to provide better understanding of visitors motivation to warfare attractions. As the main motivational factors are compared between Australian (New Zealand) and Turkish visitors, this study used comparative research.

3.6 Survey Design and Administration

As pointed out before, survey research design was engaged to this quantitative study. “The survey is the most widely used quantitative method as it can provide a portrait of a particular segment of society at a particular point in time that can be adapted to the entire population” (McQueen & Knussen, 2002, p. 36).

Questionnaire served as the main tool to obtain data that were necessary to examine travel motivation of visitors from Australia, New Zealand and Turkey to Gallipoli Battlefields (Appendix A).

The questionnaire form consist of two main sections: The first section examined main motivational factors of visiting Gallipoli Battlefields. The second section was related to socio-demographic information about respondents such as

gender, age, nationality, level of education, employment status and average monthly income.

In order to gather information about visitors' motivation towards Gallipoli Battlefields, questionnaire used closed-ended and open-ended questions. In open-ended questions respondent is free to response and share his/her own view of feelings, values and opinions (McQueen & Knussen, 2002). There were two unstructured questions in survey and respondents were free to share their experience and reasons for visiting Gallipoli Battlefields. The rest of survey's questions was based on closed-ended questions with potential response prearranged by the examiner (McQueen & Knussen, 2002). Five questions used a dichotomous scale – offering only two answer choices. Ten questions are multiple-category scale, offering three or more choices to answer and five are Likert scale questions.

The self-completed questionnaire was aimed to be fast and easy for visitors to complete including a selection of tick boxes, with a minimum amount of written responses required. Questions are based on number of sources - literature review that was described in previous chapter. Questions related to visitor's motivation were adapted from previous study conducted in The Holocaust Museum Houston (Yuill, 2003).

3.7 Data Collection

This study used two types of data. Primary data were collected from tourists visiting Gallipoli Battlefields to examine main motivation factors towards this famous destination. Questionnaire was developed based on information obtained from academic articles, archival records, documentation and internet sources that were used as the secondary data resources.

Questionnaire was firstly distributed to smaller group of respondents more accurately to academic staff in Faculty of Tourism. In every academic research, this stage is necessary in order to check questionnaire's cogency and to improve the data gathering process (Thi Le, 2009). This step was also useful in collecting suggestions from university lecturers.

Respondents could respond to the on-site survey directly after their visit as questionnaires were distributed to and collected from tourists during their visit (cross-sectional survey). Some respondents respond on-line and mail their survey back as they had limited time to see Gallipoli Memorials, especially tourists from Australia and New Zealand. On-line questionnaire was delivered to visitor's email addresses and data were collected from August till October of 2012.

3.8 Data Analysis

After data collection, information gathered from study's research instrument was computed for interpretation. The Statistical Package for the Social Sciences (SPSS) software version 15.0 was employed to simplify previously collected quantitative data.

Survey's data were firstly coded and then entered to the program. To answer the main research questions, the "*scales of measure*" (nominal scale and ordinal scale) were used. According to Stevens (1941), science uses four different types of scales that he called "*nominal*", "*ordinal*", "*interval*" and "*ratio*" (McQueen & Knussen, 2002).

An ordinal scale is used to order the categories of a variable according to some preferences. For the section one questions 1, 2, 7, 8, and 10 respondents ranked the variables provided in terms of how important they are to them.

For questions 9, 11, 12, and 13 respondents ranked their level of satisfaction or their level of motivation on scale 1 – 5. Therefore ordinal scale was used to evaluate data related to these questions.

The key objective of this analysis was to examine motivational factors of visiting Gallipoli Battlefields. As mentioned before this place plays important role in history of Australia and Turkey. Thus this study also investigated if there were any different characteristics between visitors from Australia (New Zealand) and Turkey. In line with this research question cross-tabulations were constructed.

3.9 Research Limitations

Before any investigation, it is necessary to provide limitations of this study that can influence any observations and conclusions.

Limitations are mostly in the procedure of this analysis. Data were gathered from a particular group of population (Australia, New Zealand, Turkey), and it was collected in a short period of time, during 3 months period August – October 2012 in a specific location related to the World War I. – Gallipoli, Turkey. Since this study takes only tourists visiting Gallipoli Battlefields into consideration, outcomes may not automatically implement to different warfare or dark attractions and locations. It must be understood, that results reflect only motivational factor related to one specific attraction.

These limitations must be taken into account. Information illustrated in this study is based mostly on a literature review, but conclusions and discussions reflect also individual preferences. Additional investigation and contribution supporting this study is required in the field of dark and battlefield tourism.

Chapter 4

DATA ANALYSIS AND RESULTS

In this chapter, results from survey are discussed and observations are based on the findings are provided.

4.1 Visitor Types

The Gallipoli Battlefields attract a diverse composition of visitors, mostly citizens from Australia, New Zealand, and Turkey as this place plays important role in history of those countries. Gallipoli and Çanakkale tours are attracting international tourists coming from all around the world mostly from the USA, Canada, Great Britain, Germany and other European countries.

4.2 Visitation Dates

Springtime is confirmed to be the demanding time towards visitation to the Gallipoli Battlefields, especially 25th April, known as a national day of commemoration that has been already described in Chapter 2. This day is considered to be the most significant national occasion and it honors all people and soldiers who served or were killed in war. 15th March has significant importance in Turkey's modern history and on this special day known as Martyrs Day tens thousands of Turks are attending ceremonies to commemorate those who died in the battle and to celebrate their epic victory.

4.3 Visitation Duration

The majority of visitors, especially those from Australia, New Zealand stay at Gallipoli Peninsula for all day, as Gallipoli tours usually include battlefields, cemeteries and memorials in their itinerary. If visitors want to see all monuments it is recommended to stay 2-3 days.

4.4 Survey Analysis

182 questionnaires were recognized to be acceptable for absolute data analysis. Survey outcomes are illustrated in following section while next chapters conclude any significant findings and observations.

4.5 Results

4.5.1 Demographic Breakdown

Table 1 shows demographic breakdown of variables. There are total of 6 demographic variables in this study – gender, age, nationality, education level, type of employment and income level. As it can be seen in this table, 85 respondents from Australia and 97 respondents from Turkey created the sample. About 52% of the respondents were male and about 48% were female.

Majority of the respondents (63.2%) belong to the second age group – 20-29. Moreover, most of the respondents hold bachelor's degree with a response rate almost 49%. The least educational qualification that the respondents hold was high school education with almost 24%.

Furthermore, vast number of respondents were students (28.6%). The second largest category was professionals with 22% and 19.8% of respondents are employed within service industry. Additionally, vast number of respondents (41.2%) answered to earn \$1,000 – 2,999 per month.

Table 1. Respondents' Profile

Gender			Nationality		
	F	%		F	%
Male	95	52,2	Australia	85	46,7
Female	87	47,8	Turkey	97	53,3
Total	182	100,0	Total	182	100,0
Age			Education		
Under 20	10	5,5	High School	43	23,6
20-29	115	63,2	2-year Diploma	34	18,7
30-39	34	18,7	Bachelor's Degree	88	48,4
40-49	6	3,3	Master's Degree	17	9,34
50-59	10	5,5			
Over 60	7	3,8			
Total	182	100,0	Total	182	100,0
Employment status			Income level		
	F	%		F	%
Professional	40	22,0	Less than \$500	10	5,5
Self-employed	32	17,6	\$500 - 999	50	27,5
Service	36	19,8	\$1,000 - 2,999	75	41,2
Unemployed	6	3,3	\$3,000 - 4,999	24	13,2
Retired	9	4,9	\$5,000 - 6,999	9	4,9
Other	7	3,8	\$7,000 - 9,999	1	0,5
Student	52	28,6	More than 10,000	9	4,9
Total	182	100,0	Total	182	97,7

4.5.2 Basic Indicators

Table 2 shows basic indicators about visitor's previous experience with Gallipoli Battlefields or any other site related to World War I.

As it can be seen in Table 2, almost 54% of respondents answered they have seen Gallipoli Battlefields before, but they were all Turkish citizens. Visitors from Australia and New Zealand don't have previous experience with this attraction.

Second question related to visitor's previous experience asks how many times respondents have visited attraction before. 32.4% of Turkish citizens answered they have visited Gallipoli once before.

Last question focuses on other attractions related to World War I. and 86.2% of all respondents answered they have not visited these places of museums before.

Table 2. Basic Indicators

Have you seen Gallipoli Battlefields before?		
	F	%
Yes	98	53,9
No	84	46,1
Total	182	100,0
How many times?		
	F	%
Once	59	32,4
Twice	26	14,3
More than twice	13	7,2
Total	98	53,9
Have you previously visited any other museum related to World War I.?		
	F	%
Yes	24	13,2
No	158	86,8
Total	182	100,0

4.5.3 The Role of Media in Visitors' Motivation

First two questions in questionnaire are related to the role of media as pull factor in visitor's motivation. Table 3 illustrates results related to question from where visitors have heard about Gallipoli Battlefields and Table 4 shows what influenced visitors' decision to visit Gallipoli Battlefields.

As it can be seen in Table 3, 85.7% of respondents have learned about Gallipoli from school or other institution. Moreover almost 70% of them have heard about Gallipoli from their friends, family and relatives. Third important source was internet for 34.6% of all visitors.

Table 3. Information Sources about the Gallipoli Battlefields

Information Sources	Ranking	Responses		Percent of Cases
		Frequency	%	N
School	1	156	36,4%	85,7%
Friends (Relatives)	2	127	29,6%	69,8%
Internet	3	63	14,7%	34,6%
TV Programs	4	44	10,3%	24,2%
Radio	5	13	3,0%	7,1%
Travel Agencies	6	12	2,8%	6,6%
Other	7	8	1,9%	4,4%
Information Brochures	8	5	1,2%	2,7%
Advertisements	9	1	0,2%	0,5%
Total		429	100,0%	235,7%

Table 4 shows that the most of Gallipoli tourist (64.8%) were influenced by family and friends in decision to visit this attraction. 53.8% of visitors were influenced by documentaries and almost 25% by television.

Table 4. Factors Influencing Decision to Visit Gallipoli Battlefields

Influence	Ranking	Responses		Percent of Cases
		Frequency	%	N
Family/Friends	1	118	33,1%	64,8%
Documentaries	2	98	27,5%	53,8%
Television	3	45	12,6%	24,7%
Other	4	30	8,4%	16,5%
Newspaper Articles	5	23	6,4%	12,6%
Movies	6	22	6,2%	12,1%
Magazine Articles	7	11	3,1%	6,0%
Fiction Novel	8	5	1,4%	2,7%
Non-Fiction Book	9	5	1,4%	2,7%
Total		357	100,0%	196,2%

Following tables indicates if there are any differences between responses from Australia and Turkey, related to sources and factors influencing visitors' decision to visit Gallipoli Battlefields. Cross-tabulation function in SPSS 15.0 program was used in order to explore this research question.

School or other institution was the most frequent source, and friends, family and relatives the second most frequent between both nationalities (see Table 5).

There is visible difference between the third most frequent source. For Australians it was "TV programs", on the other side for respondents from Turkey the third most frequent source was "Internet".

Table 5. Importance of Information Sources according to Nationality

AUSTRALIA			TURKEY		
	F	% of cases		F	% of cases
1.School (other institution)	65	76,5%	1.School (other institution)	94	97,0%
2.Family, relatives	51	60,0%	2.Family, relatives	76	78,4%
3.TV Programs	28	33,0%	3.Internet	46	47,2%
4.Internet	17	20,0%	4.TV Programs	16	16,5%
5.Travel agencies	11	13,0%	5.Radio	10	10,3%
6.Information brochures	4	4,7%	6.Other	4	4,1%
7.Other	4	4,7%	7.Travel agencies	1	1,0%
8.Radio	3	3,5%	8.Information brochures	1	1,0%
9.Advertisements	1	1,2%	9.Advertisements	0	0,0%
Total	85	216,6%		97	255,5%

Table 6 compares responses related to main factors influencing the decision to visit Gallipoli Battlefields. As it can be seen “Family/Friends” is the most important factor for both nationalities as well as the second factor – “Documentaries”.

Small difference is shown between third factors. Visitors from Turkey mostly answered “Television, Australians mentioned other factors such as pilgrimage, or national history as the third most important factor that influenced their decision to visit Gallipoli Battlefields.

Table 6. Factors Influencing Decision to Visit according to Nationality

AUSTRALIA			TURKEY		
	F	% of cases		F	% of cases
1. Family/Friends	56	65,9%	1. Family/Friends	62	64,0%
2. Documentaries	39	45,9%	2. Documentaries	59	60,8%
3. Other	23	27,1%	3. Television	25	26,6%
4. Television	20	23,5%	4. Newspaper Articles	19	19,6%
5. Movies	11	13,0%	5. Movies	11	11,3%
6. Newspaper Articles	4	4,7%	6. Magazine Articles	8	8,2%
7. Magazine Articles	3	3,5%	7. Other	7	7,2%
8. Fiction Novel	3	3,5%	8. Non-fiction Book	3	3,1%
9. Non-fiction Book	2	2,3%	9. Fiction Novel	2	2,1%
Total	85	189,4%		97	202,9%

4.5.4 Main Motivational Factors of Visiting Gallipoli Battlefields

Questions 6, 7, 8, and 9 in questionnaire were directly related to visitors' motivation of visiting Gallipoli Battlefields. Question 7 asks what attracted respondents to visit Gallipoli and was developed according to Yuill's (2003) study. Each factor is explained in Chapter 2.

Table 7 illustrates results related to this question. As shown below, more than 86% of respondents answered that "History" was the main motivational factor with "Remembrance" on the second place (73.5%). The third factor was "Education" followed by "Survivor's guilt and "Curiosity" with 22%.

According to results "Nostalgia" and "Hope" don't play important role in respondents' motivation to visit Gallipoli Battlefields.

Table 7. Motivation Factors

Motivation Factors	Ranking	Responses		Percent of Cases
		Frequency	%	N
History	1	156	32,9%	86,2%
Remembrance	2	133	28,1%	73,5%
Education	3	61	12,9%	33,7%
Survivor's Guilt	4	41	8,6%	22,7%
Curiosity	5	40	8,4%	22,1%
Artifacts/Exhibit	6	28	5,9%	15,5%
Nostalgia	7	8	1,7%	4,4%
Hope	8	4	0,8%	2,2%
Other	9	3	0,6%	1,7%
Total		474	100,0%	261,9%

Table 8 illustrates differences related to motivation between visitors from Australia and Turkey. "History" and "Remembrance" are the most frequent factors for both nationalities. Significant difference is between third most frequent factors. Australian respondents answered "Education" comparing to Turkish respondent who mostly mentioned "Survivor's guilt" as important motivator after "History" and "Remembrance".

Table 8. Motivation Factors according to Nationality

AUSTRALIA		F	% of cases	TURKEY		F	% of cases
1.	History	66	77,6%	1.	History	90	92,8%
2.	Remembrance	64	75,3%	2.	Remembrance	69	71,1%
3.	Education	46	54,1%	3.	Survivor's Guilt	36	37,1%
4.	Curiosity	23	27,0%	4.	Artifacts/Exhibits	26	26,8%
5.	Nostalgia	7	8,2%	5.	Curiosity	17	17,5%
6.	Survivor's Guilt	5	5,9%	6.	Education	15	15,5%
7.	Other	3	3,5%	7.	Hope	3	3,1%
8.	Artifacts/Exhibits	2	2,4%	8.	Nostalgia	1	1,0%
9.	Hope	1	1,2%	9.	Other	0	0,0%
Total		85	255,2%			97	264,9%

Question 8 was related to main reasons that brings respondents to the Gallipoli Battelfields and Table 9 demonstrates results related to this question. Almost 70% of all respondents answered the fact that site is a part of cultural heritage was their main reason to visit the Gallipoli Battelfields. Almost 48% mentioned that they visited Gallipoli to respect the victims. 36.8% of visitors wanted to learn more about site's background (see Table 9).

Table 9. Reasons for Visit Gallipoli Battlefields

Reasons for Visit	Ranking	Responses		Percent of Cases
		Frequency	%	N
Site part of cult. heritage	1	127	32,9%	69,8%
Respect the victims	2	87	22,5%	47,8%
Learn more about background	3	67	17,4%	36,8%
Feel emotionally involved	4	50	13,0%	27,5%
Aust./Turkey's role in War	5	37	9,6%	20,3%
Gallipoli - famous attraction	6	7	1,8%	3,8%
Other	7	7	1,8%	3,8%
Fascination with death	8	3	0,8%	1,6%
Wanted to have a day out	9	1	0,3%	0,5%
Total		386	100,0%	212,1%

Table 10 illustrates if there are any significant differences in respondents' answers according to their nationality. For Australian visitors the main reasons were: 1. "Respect the victims" – 61.2%, 2. "To learn more about attractions background" – 60%, 3. "Site is a part of cultural heritage" – 51.8%.

Comparing to respondents from Turkey where reasons were as follows: 1."Site is a part of cultural heritage" – 88.3%, 2. "Respect the victims" –36.1%, 3. "Feel emotionally involved" – 25.7%.

Table 10. Reasons for Visit according to Nationality

AUSTRALIA			TURKEY		
	F	% of cases		F	% of cases
1. Respect the victims	52	61,2%	1. Part of cultural heritage	83	88,3%
2. Learn about background	51	60,0%	2. Respect the victims	35	36,1%
3. Part of cultural heritage	44	51,8%	3. Feel emotionally involved	25	25,7%
4. Aust./Turkey's role in War	25	29,4%	4. Learn about background	16	16,5%
5. Feel emotionally involved	25	29,4%	5. Aust./Turkey's role in War	12	12,4%
6. Gallipoli famous attraction	7	8,2%	6. Other	3	3,1%
7. Other	4	4,7%	7. Fascination with death	2	2,1%
8. Fascination with death	1	1,2%	8. Wanted to have a day out	1	1,0%
9. Wanted to have a day out	0	0,0%	9. Gallipoli famous attraction	0	0,0%
Total	85	245,9%		97	185,2%

In order to find out if personal connection plays a role as a motivator of visiting Gallipoli Battlefields, question 6 asks if respondents (or anyone who are they closely related to) are personally connected to the events associated with the Gallipoli Battlefields. Table 11 shows that 78% of respondents were not related to events associated with attraction. 22% of respondents who had personal connection with the Gallipoli Battlefields were mostly visitors from Turkey – 33 responses from 40 (see Table 12).

Table 11. Personal Connection

Connection	Frequency	Percent
NO	142	78,0
YES	40	22,0
Total	182	100,0

Table 12. Personal Connection according to Nationality

Nationality	Relatives		Total
	NO	YES	
Australia	78	7	85
Turkey	64	33	97
Total	142	40	182

Last question related to motivation asked respondents' to express their overall motivation to visit Gallipoli Battlefields. Results are shown in Table 13.

Most of the visitors expressed their motivation as "high" (59.3%) and 36.3% of them answered "very high". There were no responses such as "very low" and "low".

Table 13. Visitors' Overall Motivation

Overall Motivation	Frequency	Percent
Neutral	8	4,4
High	108	59,3
Very High	66	36,3
Total	182	100,0

Table 14 illustrates differences in overall motivation according to the visitor's nationality. There was no significant difference as both groups felt highly motivated to visit Gallipoli Battlefields. Same number of respondents from Australia and Turkey answered that their motivation was "high". Small difference is visible among responses related to "very high" motivation. More responses are from Turkish visitors.

Table 14. Overall Motivation according to Nationality

Nationality	Motivation			
	Neutral	High	Very High	Total
Australia	7	54	24	85
Turkey	1	54	42	97
Total	8	108	66	182

4.5.5 Experience of Visit

In question 10 respondents were asked to express their feelings about experience of visit Gallipoli Battlefields. 67 respondents answered that their experience was informative (educational) and emotional at the same time. 60 of all feelings were only emotional and 51 respondents expressed their experience as only informative (educational).

Table 15. Visitor's Feelings about Experience of Visit

Experience	Ranking	Frequency	Percent
Informative + Emotional	1	67	36,8
Emotional	2	60	33,0
Informative	3	51	28,0
Other	4	2	1,1
Surprising	5	1	0,5
No comparable	6	1	0,5
Total	182	182	100,0

4.5.6 Overall Satisfaction

Questions 11, 12, and 13 were related to visitor's satisfaction with attraction. Respondents should evaluate the level of their satisfaction on scale 1 (very dissatisfied) – 5 (very satisfied). In question 11, respondents should express how well did the visit meet their expectations. Almost 55% were satisfied and 44% of respondents were very satisfied (see Table 16).

Table 16. Overall Satisfaction Comparing to Prior Expectations

Satisfaction	Frequency	Percent
Very dissatisfied	1	0,5
Dissatisfied	1	0,5
Satisfied	100	54,9
Very satisfied	80	44,0
Total	182	100,0

Table 17 illustrates if there are any significant differences related to satisfaction between Australian and Turkish citizens. As shown below, among Australians 41 responded “satisfied” and 43 responded “very satisfied”. On the other side Turkish respondents were mostly (59 responses) “satisfied”, and 37 visitors answered they were “very satisfied”.

Table 17. Overall Satisfaction according to Nationality

Nationality	SATISFACTION				
	Very dissatisfied	Dissatisfied	Satisfied	Very satisfied	Total
Australia	1	0	41	43	85
Turkey	0	1	59	37	97
Total	1	1	100	80	182

Question number 12 was related to the tour giving and respondents should evaluate the level of satisfaction on the scale 1 (Very dissatisfied) – 5 (Very satisfied). Table 18 shows that 25% of visitors who attended the tour were “very satisfied” and almost 21% expressed their level of satisfaction as “satisfied”. None of the Turkish citizens attended the tour and this fact is showed as “missing” (97 respondents).

Table 18. Impression about the Tour Giving

Impression	Frequency	Percent
1.Very satisfied	46	25,3
2.Satisfied	38	20,9
3.Very dissatisfied	1	0,5
Total	85	46,7
Missing	97	53,3
Total	182	100,0

Last question related to visitors' satisfaction (number 13) express respondents' level of satisfaction with regard to overall appearance of physical facilities offered in Gallipoli Battlefields.

Table 19 displays results of the frequencies analysis. Majority of respondents (51.6%) were very satisfied with appearance of physical facilities and 44.5% evaluated their satisfaction as "satisfied".

Table 19. Overall Appearance of Physical Facilities

Facilities	Frequency	Percent
Very satisfied	94	51,6
Satisfied	81	44,5
Undecided	5	2,7
Dissatisfied	1	0,5
Very dissatisfied	1	0,5
Total	182	100,0

Table 20 shows if there is difference in level of satisfaction with regard to overall appearance of physical facilities related to the nationality. As showed below, there is no significant difference. Both groups – visitors from Australia and Turkey

were mostly very satisfied with appearance of physical facilities offered in Gallipoli Battlefields.

Table 20. Satisfaction with Physical Facilities according to Nationality

Nationality	FACILITIES					
	Very dissatisfied	Dissatisfied	Undecided	Satisfied	Very satisfied	Total
Australia	1	1	4	35	44	85
Turkey	0	0	1	46	50	97
Total	1	1	5	81	94	182

In relation to visitors' satisfaction question 17 asked if respondents will visit Gallipoli Battlefields again. Table 21 shows that 68.7% of visitors will visit attraction again and as can be seen in table 22, almost all respondents from Turkey answered they will visit Gallipoli Battlefields again. Comparing to visitors from Australia, majority (51) answered they won't visit this place again.

Table 21. Future Visit Intentions

Future Visit	Frequency	Percent
YES	125	68,7
NO	53	29,1
Total	178	97,8
Missing	4	2,2
Total	182	100,0

Table 22. Future Visit Intension according Nationality

	Nationality		Total
	Australia	Turkey	
YES	30	95	125
NO	51	2	53
Total	81	97	178

4.5.7 Knowledge about Attraction's Background

Question number 14 was related to respondents knowledge about attraction's background. Respondents could evaluate their knowledge on the scale 1 (Very poor) – 5 (Excellent). Majority (45.6%) answered their knowledge was good and 24.2% thinks their knowledge was excellent (see Table 23).

Table 23. Knowledge about Attraction's Background

Knowledge	Frequency	Percent
Very poor	1	0,5
Poor	21	11,5
Fair	33	18,1
Good	83	45,6
Excellent	44	24,2
Total	182	100,0

Chapter 5

DISCUSSION

In this section discussion of the study's results is presented and information related to visitors' motivation to the Gallipoli Battlefields is provided. A survey of 182 visitors uncovered a set of circumstances and elaboration on study's results follows in the ensuing paragraphs.

5.1 Main Motivation Factors for Visiting Battlefield Sites

The literature review described ten possible factors in dark tourism visitation based on Yuill's (2003) study that have been discussed in Chapter 2. However, during this investigation, only two factors appeared to have significant influence towards interest in Gallipoli Battlefields: "History" and "Remembrance". Comparing to Yuill's (2003) study conducted in Museum of Holocaust in the USA two main factors were remembrance and education.

Comparing results between two groups of Gallipoli visitors – Australians (New Zealanders) and Turks, study manifests that differences were not essential. In both groups remembrance and history were the main motivational factors. Difference can be seen on the third place. For visitors from Australia the third factor was "Education" and for Turkish citizens "Survivor's guilt".

We can see cultural similarity between Australians and Americans (Yuill, 2003) even if researches were conducted on two different war-related places. For Turkish visitors survivor's guilt plays important role in terms of motivation. There was also one more motivational factor included in survey – "Personal connection".

As discussed in previous chapter, in general personal connection doesn't play important role as only 22% of respondents were personally connected with the Gallipoli Battlefields. But it is necessary to mention the fact that the majority of them was from Turkey – 33 responses out of 40. Respondents were free to specify this personal connection and all of them mentioned “family relatives” such as “grandfathers” and “great uncles” fighting at the Gallipoli as the way how they are connected with attraction. This can be the reason why 36 of Turkish visitors felt survivor's guilt in terms of motivation to visit the Gallipoli Battlefields.

When discussing main motivational factors, it was also necessary to understand the main reasons why visitor's decided to see such attraction. The most important reason was that “site is a part of cultural heritage”. Then visitors wanted to “respect the victims” and the third important reason was to “learn more about attraction's background”.

Slade (2003) claimed that motivational drivers towards Gallipoli are not related to fascination with death (Foley & Lennon, 1996) or curiosity. Study's results support this argument as only around 22% of visitors were motivated by curiosity and less than 2% answered that fascination with death was the key driver that influenced their decision to visit this location. Study also supports Slade's (2003) argument that motivation to visit Gallipoli is more related to desire to be connected with a location that is recognized to be the origin of a nation. As a proof we can see these comments from visitors from Australia and New Zealand related to the reasons for visiting the Gallipoli Battlefields:

“It is a significant part of Australian history and has been a significant factor in the formation of Australian culture.”

“New Zealand Nationhood started here.”

According to Biran *et al.* (2011) as stated in Chapter 2, there are four main motivational factors of visiting war-related sites. One of them is “Famous death tourist attraction”. Gallipoli visitors haven’t seen attraction just because it is a famous place. Study’s results support another two factors from Biran’s *et al.* (2011) study: “Learning and understanding” is supported by following statement from Turkish visitor related to the reason for visit:

“Understanding those days clearly and learn something for the future generation.”

Another factor supported by this study is “Emotional heritage experience” as most of the respondents answered that their experience of visiting Gallipoli was informative and emotional. Australian visitors explained Gallipoli experience as follows:

“One of a saddest experiences – so wasteful of a whole generation of young men.”

“The sites are very informative and respectful.”

Turkish visitor stated:

“I think everyone must see this place. It is absolutely emotional and impressive place. Also, my main reason is that to see my history.”

Study does not support the last motivator from Biran’s study - “See it to believe it”.

When seeking for differences between nationalities, visitors from both countries – Australia and Turkey mentioned that the main reason why they have visited Gallipoli Battlefields was to “respect the victims” and because the “site is a part of cultural heritage”. Respondent from Australia shared his feelings about the reason of visiting Gallipoli as follows:

“...to show respect to the soldiers from all countries who had to go to war.”

Among the first three reasons was the fact that visitors from Australia wanted to learn more about attractions background, while Turkish respondents felt emotionally involved. This involvement can be influenced by their personal connection as in case of motivation and also by the fact that attraction is situated in Turkey.

In order to answer the research question “What other motivations might bring people to the Gallipoli Battlefields?” (Yuil, 2003, p. 5), question 15 and 16 in questionnaire were open ended and asked respondents if there is anything else they would like to share about their experience or about their reasons for visiting the Gallipoli Battlefields.

Most of the answers from Turkish respondents supported that “History” was the main motivational factor for visiting this place:

“It is only the place where people can learn the history of Turkey.”

“Wanted to learn how my country defended and I wanted to learn about our history.”

There was one interesting answer different from the others. It can support “Remembrance” or “Respect the victims” as the main motivators:

“I prayed over there for my grandfathers and other victims. That’s why I was there.”

Australian visitors’ answers support Slade’s (2003) study and his argument that visiting Gallipoli is more about nationalism:

“As an Australian it is a significant part of our national history. You can’t travel to Turkey without visiting Gallipoli.

“It is an Australian thing to do.”

“...because of cultural significance in Australia.”

Other comments from Australian visitors support that “History” and “Remembrance” are the main motivation factors for visiting Gallipoli Battlefields:

“...to learn more about Australian history, and to see the sights.”

“Coming here to respect victims and remember brave men who fought for their countries.”

From the study’s results we can see that media doesn’t play important role in pulling people to the Gallipoli Battlefields. Majority of respondents have learned about attraction from school or other institution or they have heard about Gallipoli Battlefields from their friends, family and relatives. The only important source for respondents was internet and then TV. Also most of them were influenced by family, friends and relatives when deciding to visit Gallipoli. But it is necessary to mention that more than 50% of respondents were influenced by documentaries. Same results are shown in Yuill’s (2003) study in Museum of Holocaust (USA) where media played secondary role. Respondents were mostly influenced by family, friends and relatives. Education was the second most frequent source information regarding to museum.

There was no significant difference between visitors from Australia and Turkey, both groups have learned about Gallipoli Battlefields from school or family. The only difference is between the third most frequent sources. In Australia it was TV and on the other hand in Turkey it was internet.

When comparing the main factors influencing visitors’ decision to visit Gallipoli, both groups mentioned they were mostly influenced by their friends and families and then by documentaries. Small difference is again visible on the “third

place”. Turkish visitors showed influence by television, Australians mentioned other factors such as pilgrimage. This fact supports Hannaford’s (2001) statement from his study about the reasons for the visit to Gallipoli where a trip to Gallipoli is described as “a true spiritual pilgrimage”. Another factors mentioned by Australian visitors support Slade’s (2003) argument that “Australians and New Zealanders come to see the place where their great nation building stories happened.” (Slade, 2003, p. 792)

Visitor’s mostly evaluated their level of satisfaction as “satisfied” and then “very satisfied”. When evaluating the main impression about the tour giving, respondents were mostly “very satisfied”. It is necessary to mention the fact that none of the Turkish respondents attended the tour, therefore responses were only from Australian visitors. The level of satisfaction with regard to overall appearance of physical facilities offered in Gallipoli Battlefields was mostly “very satisfied”. Few respondents mentioned that their evaluation was lower because of garbage, and they also mentioned that government should take more care of it. Some respondents mentioned that according to them trenches are not in a good condition. Despite this fact we can say that Gallipoli visitors were “very satisfied” and generally the visit met their expectations. Respondent from New Zealand expressed her feelings about visit as follows:

“...very pleased I came.”

Most of the Australians and New Zealanders visited Gallipoli only once and they call this experience “Been there done that!”. Only 37% would like to visit Gallipoli again and some of them mentioned that they “have seen what they came for”. On the other hand most of the Turkish respondents have visited Gallipoli at

least once before and 98% mentioned that they will visit attraction again. It can be influenced by location and the fact that Gallipoli Battlefields are situated in Turkey. The significance role that location plays in influencing visitors' interest towards warfare attractions was previously underlined by some scholars (Hanink & Stutts, 2002; Yuill, 2003).

Chapter 6

IMPLICATIONS AND CONCLUSION

This chapter presents implications for tourism practitioners as well as implications for Turkey's tourism organizations. Recommendations are based on study's results presented in previous chapter.

6.1 Implications and Recommendations for Tourism Practitioners

Outcomes of this study confirm that dark tourism is not just about fascination with death. Even if additional research related to motivation factors in dark tourism is more than necessary we can see that battlefield tourism is related to history, remembrance and education. Despite that fact that dark tourism still represents small niche market, death-related sites represents the broadest particular group of attractions worldwide, especially battlefields and war-memorials. Only in France there are 176,000 memorials related to the World War I. Warfare tourism became one of the fastest growing industries and has a key role as the main element of national and international tourism (Ryan, 2007). Better understanding of visitors' motives related to warfare attractions can help tourism practitioners improve tourism activities as well as marketing (Thi Le, 2009). Studies show that the main motivators for visiting war-related attractions are history, remembrance and education. Yuill (2003) stated that battlefields as significant sites of dark tourism are ideal educational instruments that can help to show the consequences of war and help in peace-building. Therefore tourism practitioners should focus on information provided – exhibits, brochures, etc., and they can focus on providing special tours for students.

Government should take care of these sites as they are considered to be part of cultural heritage of each country. While developing strategies, management should be sensitive to the history, communication, and exclusivity of these specific sites and locations (Korstanje, 2011).

Despite the fact that battlegrounds and warfare tourism products are not the core elements of the domestic travel promotion, appropriate maintenance and financial support towards and improvement of these historical and war-related locations should be considered (Thi Le, 2009).

6.1.1 Implications for Turkey's Tourism Organizations

According to UNWTO Tourism Highlights 2012 Edition Turkey moved up one place comparing last year and now it is on the sixth place in arrivals with 29 million visitors holding twelfth place in receipts. According to the projections this number will increase in near future.

Since Turkey is surrounded by four different well-known seas, it is distinguished to be ideal destination for tourists seeking relaxing seaside breaks. But holiday resorts are not the only reason why this country attracts more and more visitors each year. Turkey has rich history dating back to seventh century B.C. and tourists can find variety of the major antique sights here such as legendary city of Homer - Troy, located opposite Gallipoli peninsula. Ephesus is probably the most impressive city in the ancient world because of the Artemis Temple – one of “The Seven Wonders of a World”, representing home to the goddess Artemis or Roman Diana, located about an hour from Izmir, or Hierapolis – place known as ancient cemetery with samples of sarcophagus of all sizes and types. All these destinations can be classified as heritage tourism attractions but at the same time we can talk about dark sites as there are lots of tombs within these areas. Dark tourism is still

small niche market and battlefield tourism is new to Turkish tourism industry. The Gallipoli Battlefields located in Gallipoli Peninsula is one of the most visited attraction in Turkey by Australians, New Zealander, Turks especially during the last years (Basarin, 2011) and it is one the most famous battlefields from the World War I. As mentioned before this place has significant importance to the national identity of Australia and Turkey.

According to the outcomes of this study the main motivational factors of visiting Gallipoli Battlefields are history and remembrance. At the same time study confirms Slade's (2003) argument that "motivation to visit this place is not associated with curiosity and death but is more about need to connect with a place that is considered to be a birthplace of a nation" Slade, 2003, p. 792). Therefore Australian visitors are very sensitive about this place and even if the visit met their expectations and they were very pleased that Turkish government is taking care of it some of them mentioned that there was lots of garbage and trenches were in bad condition. Research was conducted during the August and September and even if this time is not considered as the "main season" for Gallipoli Battlefields, government should be careful and avoid those small "mistakes" in the future. This examination demonstrates that majority of Gallipoli visitors are influenced by family, friends or other relatives in decision to visit this attraction it is necessary to make sure that visit will meet tourists expectations. This is very important especially during the event called Anzac Day when thousands of Australians and New Zealanders are coming to commemorate soldiers who fought and died there during the World War I. According to Turkish Ministry of Tourism the number of visitors from Australia and New Zealand reached 16,000 in 2009. The prediction for 2015, the 100th anniversary of Gallipoli Campaign is that there will be more than 50,000 visitors attending the

Anzac Day. Tour operators started to provide information about tours offering special packages and government should be ready for this incredible number of attendants. At the same time they should be careful that the ceremony won't sacrifice its main purpose only to satisfy the loads of commercial visitor operations (Basarin, 2011).

In general most of the Gallipoli tours are designed especially for Australian visitors. Tour operators should focus also on international visitors as this attraction is not that much famous among other nationalities. Results of this study show that Gallipoli experience is very informative and emotional, main motivators are history and remembrance, other nationalities should learn more about this attraction and its background as well.

According to Tarlow (2005), Europe can serve as a prototype of dark destination as attractions related to brutality and misfortune are dominated in European tourism, mostly because of the tours focusing on graveyards of poets, kings, even mass graves from the World War I. Thi Le (2009) in his study from Vietnam stated the fact that for European tourists, Asia has turned into a widespread destination and they are mostly interested in Asian battlegrounds. Agencies offer Gallipoli tours within the packages with Istanbul and Troy tour, and at the same time Gallipoli Peninsula offers beautiful places for camping. This can be the opportunity for tour operators to focus their marketing effort towards new markets, especially towards tourists from Europe.

Moreover, while providing a tour in Gallipoli tour guides should involve more personal stories or meetings and contacts with locals and people who lived around Gallipoli during the War to personalize the experience and allow tourists to feel a personal connection. While traveling between memorials, tour guides can show

authentic videos from the War, or some interesting artifacts to make the tour more enjoyable and increase the authenticity of visitors' experience.

Last but not least, information reflecting war together with historical background should be presented to visitors from both perspectives. Henders (2000) argued that it can be challenging and maybe even not possible for the holiday makers working inside the certain governmental system to meet the demands of a diversity of travellers and at the same time sustain authenticity and integrity (Thi Le, 2009).

6.2 Implications for Future Research

There is wide-range of dark tourism and war-related attractions that might be studied with the aim of better understanding of main motivations to these specific attractions. This study suggests that history and remembrance can be the main motivators of visiting war-related attractions, especially battlefields.

Study examined only visitors from Australia, New Zealand and Turkey at the Gallipoli Battlefields. Therefore it is necessary to administer more comprehensive investigation. Studies should be done examining international visitors to battlefields in different locations and when other motivators are established then they can be compared to other dark tourism destinations not just those related to the war. Following investigators should apply the same motivators as Yuill's (2003) study but at different sites. Especially interviews with visitors could provide better understanding of their motives.

Despite the fact that media played a secondary role in case of Gallipoli Battlefields it is necessary to mention that media received progressively essential position in our lives and in its effect towards the future (Yuill, 2003). Therefore future research in this area would be beneficial.

6.3 Conclusion

Tragedies are significant part of dark tourism phenomenon that is strongly related to heritage, culture and history. This extraordinary category of tourism business is not suitable for every individual but it has critical role in reproducing the past to present. Dark tourism also delivers information that is turned not only to wider dialogues and conversations related to dark part of humanity and history (Korstanje, 2011).

There are different reasons behind visiting a dark attractions and understanding of visitor's motivation is therefore very important. As can be seen also from study's results motivation is not about to see death. Motives related to emotions and education are significant, together with looking for personal heritage. Better knowledge of visitor's motivation can help managers to improve marketing activities, to stop the commodification and to improve management (Korstanje, 2011). While improving management strategies, attention should be paid on sensitivity to the history, interaction, and uniqueness of these sites.

This research provided both a theoretical contribution to research related to tourism motivation together with useful significant addition to the Turkey's tourism industry. The main deductions are therefore as follows:

Firstly visitors are interested to visit the Gallipoli Battlefields for a diversity of motives. Second conclusion is that the majority of Gallipoli visitors are from Australia, New Zealand and Turkey as this place plays significant importance of these countries. Therefore appropriate marketing strategies are necessary in order to target different markets, for example tourist from Europe, as this place plays also important role in history of the World War I and many more countries were involved in Gallipoli Campaign.

Last but not least, proper management of these sites, especially battlefields and other war-related attractions could be involved in improving the understanding of human brutality, suffering and assist us and next generations to prevent the same mistakes in the future (Thi Le, 2009).

While visiting war-related attractions tourists are faced with a dark and ugly past that can help to show the way to attractive future (Stone, 2011).

In conclusion it is necessary to say that all dark attractions are stories of history and important part of cultural heritage. Stone (2011) stated in his study one very important fact related to importance of dark tourism:

„Human history is fraught with violence and tragedy, death and disaster. If we ignore that, we are left with a sanitized and incomplete past.“
(Yuill, 2003, p. 219)

As we can see dark tourism is not just about fascination with death.
Apparently:

...“dark tourism is more associated with life and living, than with the dead and dying.”
(Stone & Sharpley, 2008, p. 590).

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APPENDIX

Appendix A: Questionnaire

Dear Participant,

the purpose of this study is to examine the main motivational factors of visiting Gallipoli Battlefields. Because you have visited these battlefields before, we invite you to participate in this research study by completing this questionnaire. Participation is strictly voluntary and it will require approximately 10 min. to complete. There is no compensation for responding nor is there any known risk. The information you provide will be kept confidential.

We thank you for your participation and time. If you require additional information or have questions, please contact us at the numbers listed below.

Sincerely,

Romana Puryova

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SECTION I.

1. From where have you heard about Gallipoli Battlefields?

- Travel agencies or tour guides
- Advertisements in newspapers or magazines
- Tourism information brochures
- TV programs
- Radio
- Internet
- Friends, family and relatives
- School or other institution
- Other (please specify) _____

2. Which of the following influenced your decision to visit the Gallipoli Battlefields?

- Family/Friends
- Television
- Movies
- Documentaries
- Newspaper Articles
- Magazine Articles
- Fiction Novel
- Non-Fiction Book
- Other (please specify) _____

3. Have you seen Gallipoli Battlefields before? (If not, continue with question number 5, please.)

- Yes
- No

4. How many times?

- Once
- Twice
- More than twice

5. Have you previously visited any other museums and/or sites directly related to the World War I.?

- Yes Which one(s)? _____
- No

6. Are you or anyone you're closely related to, personally connected to events associated with the Gallipoli Battlefields?

- No
- Yes (please specify) _____

7. What attracted you to visit the Gallipoli Battlefields ?

- Education
- Remembrance
- Survivor's guilt
- Curiosity
- Artifacts/ Exhibits
- Hope
- Nostalgia
- History
- Other (please specify) _____

8. What was your main reason to visit the Gallipoli Battlefields?

- To learn more about Turkey's (Australia's) role in World War I.
- To learn more about site's background
- Respect the victims
- Feel emotionally involved
- Fascination with death
- Gallipoli is a famous tourist attraction
- Wanted to have a day out
- Site is a part of cultural heritage
- Other (please specify) _____

9. Please express your overall motivation to visit Gallipoli Battlefields.

1	2	3	4	5
Very low	Low	Neutral	High	Very high

10. Please pick one option which is the closest to your feelings about experience of visit Gallipoli Battlefields.

- Informative (Educational)
- Emotional
- Shocking
- Surprising
- Scary
- Neutral
- No comparable
- Other (please specify) _____

11. How well did the visit meet your expectations? Evaluate your level of satisfaction.

1	2	3	4	5
Very dissatisfied	Dissatisfied	Undecided	Satisfied	Very satisfied

12. What was the main impression about the tour giving? (If you have not attended any specific tour within the attraction, please continue with question number 13.)

1	2	3	4	5
Very dissatisfied	Dissatisfied	Undecided	Satisfied	Very satisfied

13. How would you rate your level of satisfaction with regard to overall appearance of physical facilities offered in Gallipoli Battlefields?

1	2	3	4	5
Very dissatisfied	Dissatisfied	Undecided	Satisfied	Very satisfied

14. What was your knowledge about attraction's background before visiting Gallipoli Battlefields?

1	2	3	4	5
Very poor	Poor	Fair	Good	Excellent

15. Is there anything else you would like to share about your experience at the Gallipoli Battlefields?

16. Is there anything else you would like to share about your reasons for visiting the Gallipoli Battlefields?

17. Will you visit Gallipoli Battlefields again?

- Yes
- No

SECTION II.

18. Are you?

- Male
- Female

19. What age group do you belong to?

- Under 20
- 20-29
- 30-39
- 40-49
- 50-59
- Over 60

20. What is your nationality?

Please, name your country of residence: _____

21. What is the highest level of education you have completed?

- Primary school
- Secondary school
- High School
- College/University (2-year diploma)
- College/University (Bachelor's Degree)
- College/University (Master's Degree)
- College/University (Doctorate)

22. What is your employment status?

- Professional
- Self-employed (Business owner)
- Service
- Clerical
- Official
- Unemployed
- Retired
- Student
- Soldier
- Housewife
- Other (please specify) _____

23. What is your average monthly income?

- Less than \$500
- \$500 - 999
- \$1,000 – 2,999
- \$3,000 – 4,999
- \$5,000 – 6,999
- \$7,000 – 9,999
- \$10,000 +

*Thank you very much for your participation in this survey.
Your assistance is greatly appreciated.*