

Is the Revival of Maras a Viable Dark Tourism Destination: a View from Tourism Operators

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ABSTRACT

Dark tourism, in the context of aforementioned statement, has become a new form of tourism, recent studies show that dark tourism or tourism based on suffering and death has a special place; despite the general fear of death, the interest of tourists to visit places that have experienced natural and manmade disasters is growing. Therefore, the purpose of this study is to examine the case of Maras (called also Varosha in Greek), which has been subject of discussion and debate for many years. The main research question was that is the revival of Maras a viable dark tourism destination. The method of the present research is qualitative. The statistical population of the study is experts. Sampling method in the present study is the purposeful sampling method. In the current study, the number of selected samples will be 15. In the present study, exploratory and semi-structured interview tools are used. Results of the research highlighted some important issues regarding dark tourism in the Maras. The findings can be used by politicians, managers, planners, governors and others working in this sector. Therefore we suggested the Reduce South Cyprus' opposition and propaganda by establishing agreements because it will happen in the near future and develop an agreement between Southern Cyprus and Northern Cyprus to use its interests equally.

Keywords: dark tourism, tourism destination, Maras.

ÖZ

Kara turizm, bahsi geçen ifade bağlamında yeni bir turizm biçimi haline gelmiştir, son araştırmalar kara turizmin ya da acı ve ölüme dayalı turizmin özel bir yeri olduğunu göstermektedir; Genel ölüm korkusuna rağmen, turistlerin doğal ve insan kaynaklı afetlerin yaşandığı yerleri ziyaret etme ilgisi artıyor. Dolayısıyla bu çalışmanın amacı, uzun yıllardır tartışma ve tartışma konusu olan Maraş (Yunancada Maraş olarak da anılır) vakasını incelemektir. Ana araştırma sorusu, uygulanabilir bir karanlık turizm destinasyonu olan Maraş'ın yeniden canlandırılmasıydı. Mevcut araştırmanın yöntemi niteldir. Araştırmanın istatistiksel popülasyonu uzmanlardır. Bu çalışmada örnekleme yöntemi amaçlı örnekleme yöntemidir. Mevcut çalışmada seçilen örneklem sayısı 15 olacaktır. Bu çalışmada keşfedici ve yarı yapılandırılmış görüşme araçları kullanılmıştır. Araştırmanın sonuçları, Maraş'ta kara turizm ile ilgili bazı önemli konuların altını çizdi. Bulgular politikacılar, yöneticiler, planlamacılar, valiler ve bu sektörde çalışan diğer kişiler tarafından kullanılabilir. Bu nedenle yakın gelecekte gerçekleşeceği için Güney Kıbrıs'ın muhalefetini ve propagandasını anlaşmalar yaparak azaltmayı ve Güney Kıbrıs ile Kuzey Kıbrıs arasında çıkarlarını eşit kullanacak bir anlaşma geliştirmeyi önerdik.

Anahtar Kelimeler: karanlık turizm, turizm destinasyonu, Maraş.

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Chapter 1

INTRODUCTION

1.1 Introduction

Nowadays, due to the favorable consequences of tourism, its development in many countries is on the agenda of governments. In the meantime, due to stiff competition, tourism destinations are trying to be innovative through co-creation to provide new tourism products in order to capture a larger market share. On the other hand, since tourism is a dynamic phenomenon, it always changes like any other phenomenon under the influence of technological as well as social and cultural developments (Ohlan, 2017). Nevertheless, most researchers acknowledge the positive role of tourism in reducing poverty, improving living standards, and positive cultural interactions (Matthew et al, 2021; Khan et al, 2020; Carneiro, Eusébio & Caldeira, 2018).

The tourism supply has changed due to changes in demand and the motivations of the travelers through time. For example, the motivation to visit destination that are associated with dark tourism (e.g., death, calamity, atrocities, human catastrophes, natural disasters ...etc.), is testament to innovative ideas in the global tourism domain. Dark tourism includes various types of tourism, of which war tourism is one of the most important subdivisions due to its widespread popularity. Many believe that in an

environment where war is taking place, tourism is subsequently able to grow because tourism can be a factor in eliminating or at least reducing post-war difficulties (Olson & Korstanje, 2019).

In the postmodern era (broad movement that developed in the mid-to-late 20th century across philosophy, the arts, architecture, and criticism), the variation of tourism products and experiences have flourished to satisfy the dynamism of the market. As Fonseca et al (2015, p. 1) noted: ‘Tourism is a complex phenomenon involving a wide range of people, increasingly seeking for new and unique experiences in order to satisfy the most diverse motives, reason why the world tourism landscape has been changing in the last decades’.

Dark tourism, in the context of aforementioned statement, has become a new form of tourism, which is considered as the “visitation to places where tragedies or historically noteworthy death has occurred and that continue to impact our lives” (Tarlow, 2005, p. 49).

Recent studies show that dark tourism or tourism based on suffering and death has a special place; despite the general fear of death, the interest of tourists to visit places that have experienced natural and manmade disasters is growing. Therefore, the purpose of this study is to examine the case of Maras (called also Varosha in Greek), which has been subject of discussion and debate for many years. The site is an example of dark tourism, which has become a ghost town due to war and conflict. It has various attributes representing death and destruction that is contextualized as ‘dark tourism’ site (Hartmann, 2018). The recent opening of some parts of the site to tourists have raised various issues among those who are for the opening and revival of the site, while

many are against it. This study aims to explore the behavioral responses of tourism operators and decision makers towards Maras, as a dark tourism site, which is associated with partition of the island in the aftermath of a bloody conflict (Biswas, 2010).

This study aims to answer the following questions:

- Does Maras have the potential to become a viable dark tourism destination?
- What are the policy and planning frameworks towards this site's revival?
- What are the dark tourism attributes in Maras?
- What are the challenges facing tourism institutions regarding the site's revival as dark tourism destination?

1.2 Rationale and purpose of the study

Tourism and hospitality industry has become one of the important tools to achieve development in various areas. However, over the past two years, because of the pandemic around the world, the situation has changed dramatically. However, in numerous destinations around the world, the lack of long-term planning methods, the absence of sustainability values and the short-term focus on tourism growth has resulted in biodiversity depletion, environmental degradation, and social tension. It is plausible that destinations need to diversify their tourism product and tap on broader market possibilities. North Cyprus has the potentials to diversify its tourism product and the case of Maras is an example of a new destination with unique capacity to draw tourists. However, there is not much attention given to study and explore the potentials and challenges of the site, not to mention the lack of any clear framework how to approach the revival of the site as dark tourism destination. This study will try to fill

this gap and open the discussion for future studies as well as initiating possible scenarios.

1.3 Significance and contributions of the study

The purpose of this thesis is to promote discussion and further research toward the revival of Maras as a new tourism destination, with a specific focus on ‘dark tourism’, which is associated with this site. The significance of this study is manifold. First, this study will be the first attempt to start a scientific conversation about the future development of the site. Secondly, this study will entice further research about the site and finally culmination to a strategic agenda. Third, this study will be an initial research and guideline for the policy makers to learn how to approach a new form of tourism as ‘dark tourism’.

1.4 Organization of the study

First chapter provides precise yet insightful information about the conceptualization of constructs by the author, study aims, rationale and purpose of the study and significance and contributions of the study.

Two chapter the existing literature on the field of research with an acute emphasis on the Tourism: an overview, Types of tourism, Tourism in the past and present, Diversification of tourism product, Co-creation and tourism, Sustainable tourism through diversification and Challenges facing tourism destinations in light of Covid-19.

Three chapter provides precise yet insightful information about the Concept of dark tourism, type of dark tourism, War tourism, The connection between tourism and war, Motivation of war tourists, Factors affecting the formation and necessity of

strengthening dark tourism, Postmodernism and dark tourism, Nostalgia and Dark tourism, Heritage and values in dark tourism, Supply and demand in dark tourism, Media and Dark tourism and Examples of world famous black destinations and attractions.

Fourth chapter provides precise yet insightful information about the Study site, North Cyprus history, Geography, Economy, Culture, Tourism and Introducing Varosha/Maras.

Five chapter provides precise yet insightful information about the method research, participation, data collection tool, reliability of quality tools (interview), validity in qualitative research and data analysis method.

Chapter 2

LITERATURE REVIEW

2.1 Tourism: an overview

Tourism is generally considered a leisure trip. In recent years, however, it has included any travel that takes a person out of their work or living environment. Tourism is an industry; therefore, it can be said that the tourism industry is a set of different activities, services and industries that lead to a unique experience. These industries and activities include itinerary, transportation between origin and destination which is the same as transportation, accommodation and hospitality, shopping, entertainment and other hospitality services that are provided to different individuals or groups from their homeland (Sharpley, 2020). In fact, tourism is the sum of phenomena and connections resulting from the interaction between tourists, capital, governments and host communities of universities and non-governmental organizations, in the process of attracting transportation, hospitality and control of tourists and other visitors (Camilleri, 2018).

The tourism industry has its own world and has advantages over other occupations in terms of the form and content of work, perspectives and advantages. In the tourism industry and related jobs, we can see the employment of specialized people up to low job levels. In this regard, young people can be more attracted to this sector. The

expansion of tourism should not only be considered to lead to economic prosperity but also to the expansion of international relations, peaceful coexistence, the strengthening of friendships and the expansion of world peace and security (Camilleri, 2018).

2.2 Tourism management

Tourism management, especially sustainable tourism in many countries, is a symbol of cultural, natural, human identity and an important economic sector. Therefore, sustainability in tourism requires systematic attention to the technical, cultural, political, economic, historical and environmental dimensions, in moving towards the use of tourist attractions in accordance with the needs of today and the preservation of these resources for the future. Tourism management focuses on the ethical principles of human, socio-cultural, protection of historical heritage (natural and human) and we call it good tourism management, which is the beginning of the sustainability of the tourism system. Usually, in order to formulate a planning and management framework, by formulating policies and strategies (what kind of tourism for which place, considering its service structures and facilities), while determining the desired goals and results, it is determined (Inkson & Minnaert, 2018).

2.3 Types of tourism

Tourism can be classified according to various factors such as goals, amount of capital, motivation, destination, time, length of stay of the tourist, recreational activities, natural and cultural potential, investment facilities, cultural values and health facilities and sports – science (Du Cros & McKercher, 2020).

Knowing the types of tourism is of particular importance for the following reasons:

By recognizing the types of tourism, we realize the breadth of concepts and structural connections of this multi-purpose industry; Therefore, understanding this is important from a philosophical, theoretical, structural, planning and goal setting perspective.

Tourism is a specialty. An institution, not even a country, can operate in all branches of tourism; therefore, with a more accurate knowledge of the types of tourism, countries, institutions and hotels - according to the goals and facilities - choose the appropriate type of tourism. The choice of branches of tourism and investment in that field by countries and tourism institutions depends on many factors, including the existing infrastructure and investment facilities and cultural fields (Inkson & Minnaert, 2018).

Ethnic tourism:

This type of tourism is done with the aim of observing the lifestyle of indigenous people and relatives. The purpose of ethnic tourism is to get to know different ethnic groups and participate in their experiences;

Art tourism:

Art tourism seeks to know and be aware of the arts of other nations;

Historical tourism:

This type of tourism - also called "heritage tourism" - visits museums, places and historical buildings and today is a major part of tourism.

Natural tourism:

The emphasis of this type of tourism is on natural and environmental attractions and taking refuge in the embrace of beautiful nature, admiring, understanding and enjoying natural attractions.

Recreational tourism:

The focus of this type of tourism is on participating in sports activities, the use of mineral water springs, sunbathing and social interactions in a pleasant and comfortable environment.

Business tourism:

The main purpose of this type of tourism is not to have fun or rest, but to do part of the work and profession along with travel. This tourism is characterized by participation in conferences, gatherings, scientific, research and specialized seminars

In some other sources, the typology of tourism is divided as follows:

A) Recreational tourism; B) medical tourism; C) Cultural tourism; D) social tourism; E) sports tourism; C) Religious and pilgrimage tourism; G) Commercial and commercial tourism; H) Political tourism.

This typology of tourism, in addition to emphasizing the motivation of tourists, has considered the two-way trend of tourism travel between origin and destination (Benckendorff, Xiang & Sheldon, 2019).

There are many such typologies around the subject of tourism and each one covers one of the different aspects of tourism, but the common denominator of all these typologies is the human factor that always leaves its original habitat for different purposes than in a place. Another and a new land, to create diversity or excellence in his life (Medlik, 2016).

Types of tourism according to the specialization they require, are divided as follows spatially and thematically:

A. Tourism in terms of destination

- City tour
- Rural tourism
- Nomadic, ethnic, tribal tourism (reserved territory or spaces, for example, for Indians)
- Nature tourism
- Coastal and maritime tourism
- Mountain tourism
- Air-space tourism
- Environmental tourism (spaces that include environmental tourism: forests, mountains, plains, deserts, deep sea, agriculture, caves, etc.).

B. Types of tourism in terms of subject:

- Maritime tourism
- Snow tourism
- Cultural and artistic tourism (heritage tourism)
- Social tourism
- Scientific-educational tourism

- Medical tourism
- Nature tourism (essentially different from environmental tourism)
- ecotourism
- Sport Tourism
- Tourism and agricultural and nomadic landscapes
- Hunting and fishing tourism
- Business tourism
- Political tourism
- Tourism works of war
- Pilgrimage tourism
- Tourism in ghettos
- Tourism of industrial-mineral spaces
- Crime tourism
- Virtual tourism

2.4 Tourism in the past and present

The importance of the tourism industry in creating positive economic effects in the world is becoming increasingly apparent that governments in both developed and developing countries consider tourism as one of the important factors in creating employment and reducing unemployment. Increasing tourism as a source of financing leads to economic growth and development. A country's economic growth is not only a function of labor, capital, exports and other factors in that country, but can also be affected by the amount of tourists entering that country (Park & Kim, 2018). The growth of the international tourism industry in developing countries began after World War II. These countries saw tourism as a potential hopeful way to achieve economic and human growth. In small countries with less capital resources, the tourism industry

is an important factor in development strategy and for larger countries, as an additional source of income and a way to develop less developed areas in these countries. The tourism industry plays a positive role directly and indirectly in the economy of communities. The direct effects of the tourism industry arise from the initial expenditure of tourists on consumer goods and services (Dolnicar & Ring, 2014). This part of the effects is to create direct employment and earn foreign exchange earnings through the sale and purchase of goods and services to tourists. Tourism also indirectly affects growth, as it shows a dynamic effect on the whole economy in the form of overflow or other external effects. In other words, tourism can act as a driver of economic growth and the growth of other economic activities that are related to that industry and to which, provide goods or services or consume its product (Sharpley, 2011). Today, the tourism industry in many countries is not only a manifestation of cultural identity but also an important source of income. The development of the tourism industry is of great importance for developing countries, which face problems such as high unemployment, limited financial resources and a single-product economy. Contemporary tourism is a functional and at the same time an integral part of current societies and an important link in its reproduction (Bastidas-Manzano, Sánchez-Fernández & Casado-Aranda, 2021)

2.5 Diversification of tourism product

So far, the nature of the product of tourism destinations has been discussed and exchanged among researchers and marketers in the field of tourism, and despite the passage of time for a long time, researchers in the field of tourism have not been able to provide a comprehensive definition of it. This lack of agreement on the nature of the product for tourism purposes leads to two different interpretations of this construct. The first group is researchers who emphasize only tangible elements in the definition

of tourism products; Jeffries (2001) believes; the product of tourism includes destination attraction, destination facilities and destination access, or Cooper and Hall (2008) believe; the tourism product is a combination of destination elements including attractions, support services such as accommodation, food, beverages, transportation and so on. The second group consists of researchers who emphasize both tangible and intangible elements; Vanhove (2005) believes; A tourism product is a combination of what a tourist does in a destination and the services he or she uses and possibly provides. This combination of products includes attractions, accessibility, facilities (accommodation, dining, entertainment, inland transportation and communications, in-house tour operators, etc.) and intangible elements (atmosphere or atmosphere, atmosphere and atmosphere, atmosphere and friendship, atmosphere and friendship). And also another noteworthy point is that these elements work with each other and in relation to each other. Kolb (2006) (2) also believes; the product can be a physical and tangible product, a service, an idea or an experience. A city (tourist destination) is simultaneously a combination of physical goods, services and ideas that form the tourism experience. In this group, Middleton and Clarke stated in (2012); the tourism product has five main components: (1) destination environment and attractions, (2) destination access, (3) destination services and facilities, (4) destination image, and (5) consumer or tourist costs. In the following, the mentioned cases are discussed separately:

(1) Destination environment and attractions

So far, attractions have been categorized into different forms by tourism researchers: for example, Middleton and Clarke (2012) have classified tourist attractions into four types: attractions, social attractions, and natural attractions.

Vanhove (2005) categorizes attractions into three categories; (1) The main natural attractions (climate, beaches, spectacles, flora and fauna, waterfalls, lakes, mountains and any other natural phenomenon such as: wetlands, (2) attractions of human attraction Tourists are not built, but they have the ability to attract tourists to their destinations. Human attractions are divided into three categories: (a) Attractions built, such as: ancient and modern architecture, mosques, churches, monasteries, monuments, Natural parks, gardens, etc., (b) Cultural attractions such as: museums, theaters, handicrafts, history, folklore, carnivals, festivals, and (c) social attractions such as: language, racial or ethnic groups, local way of life And (3) purposeful artificial attractions that are built solely for the purpose of attracting tourists, such as festivals, amusement parks, and ski slopes.

(2) Destination access

According to Middleton and Clarke (2012), destination access includes; (1) Infrastructures such as: roads, parking lots, airports, ports and the like, (2) equipment (size, speed and range of public transport vehicles), (3) operational factors (used roads), Charging prices and tolls), (4) government regulations and rules; (A wide range of supervisory controls over transportation operations, such as traffic laws).

(3) Destination services and facilities,

Another key element that allows tourists and visitors to use, enjoy and participate in the attractions of tourist destinations is the destination and services. Middleton & Clarke (2012) divide destination facilities and services into seven subgroups in the order provided; (1) Accommodation units: hotels, apartments, suites, guesthouses and inns, (2) catering units: restaurants, coffee shops, snack bars, (3) sports or hobbies: ski schools, golf clubs, Handicraft shopping centers, galleries, (4) other facilities:

language schools, health clubs (health centers), (5) retailers: shops, travel agencies, souvenirs and (6) services such as other information centers: Information, tourist police, guides. Consumer (tourist) costs: Each type of visit (one hour to one year) from one destination includes a cost for tourists. This includes all the money a traveler pays for accommodation, food and drink, transportation, souvenir shopping, etc. (Middleton & Clarke, 2012). Product and price are closely related, and on the other hand, price is a key element in the competition between companies (in this study, tourism destinations) (Vanhove, 2000) and also a key variable in marketing mixes (Geoldner and Ritchie, 2003). Thus, pricing, and in particular the price of each component of the destination product, can be a key component in attracting, persuading / not encouraging and satisfying tourists, and even tourist loyalty to a destination. Prices change with changing seasons, changing currencies, types of facilities, attractions, and means of transportation (Middleton & Clarke, 2012).

(4) Destination image

The image of the destination is one of the most important elements of a tourist destination, which is one of the essential factors in the success or failure of tourism destination management (Lopes, 2011) due to its impact on visitors 'and visitors' behavior. Their decision-making (Cooper and Hall, 2008) and their impact on tourists' future behavioral tendencies (Phillips et al., 2013) has been substituted. In addition, image of the destination is a valuable concept in the design of positioning strategies (Son, 2005). Retrieval studies show that the development of the image of the destination is based on the rationality and feelings of tourists (Lopes, 2011) and is the result of a combination of three main elements: (1) is the cognitive, emotional and behavioral element (Prayag, 2012). The cognitive or perceptual element refers to beliefs and knowledge about the destination. The emotional element refers to the

feelings and emotions received by the tourist from the destination. This element is highly influenced by the motivations of tourists (Lopes, 2011). The behavioral element is a practical component (Cooper and Hall, 2008) and refers to purposeful behavior. Prayag (2012) and also this element is the result of a combination of two cognitive and emotional components (Cooper and Hall, 2008).

(5) Consumer or tourist costs.

Seeing tourism destinations creates costs for the consumer and the tourist has to pay costs for choosing facilities, services, accommodation, etc. and in the tourism industry, one of the important factors in choosing a destination is its price.

2.6 Co-creation and tourism

Today, the importance of the tourism industry is not hidden from anyone and it is one of the most important enterprises in the economy (Kristensson, Matthing, & Johansson, 2008). Among the service industries, the tourism industry is one of those products that due to the nature of revenue generation, has a special place in global markets. At present, traditional market research is used to identify customer needs, which can not accurately identify hidden and even overt needs. Therefore, in order to ensure the compatibility of new products with the preferences of these customers, companies have sought market-oriented methods for product development, such as involving users in new product development and inviting them to come up with innovative ideas (Dijk, Antonides & Schillewaert, 2014). Prahalad and Ramaswamy (2004) called this approach co-creation. Co-creation is a joint action to develop a new product by the company and its customers (Hoyer et al., 2010) in which consumers

determine the direction of product innovation by participating in an active dialogue. This strategy is able to reduce research and development costs, make products and functions more appropriate and adaptable, and open new markets for the company. Co-creation strategy by influencing the production of tourism services in accordance with the idea of customers, leads companies to produce innovative competitive products and tourists to buy attractive packages (Dijk, Antonides & Schillewaert, 2014).

The main focus of value creation in the tourism industry is on tourist communication. In this industry, creating a purposeful conversation and integrating the personal resources of tourists with organizations creates experience (Wantanee and Jachna, 2015). Experience creation is a process in which tourists and organizations work together to create experience and ultimately create value. Therefore, tourists play a greater role in communicating with destination tourism service providers, influencing other tourists, and choosing how to adapt to all aspects of their personality and needs (Mathis et al, 2016). Tourism companies now believe in the potential of tourists and have realized the importance of a demand-driven approach in which co-creation is a key factor in creating value and gaining a competitive advantage (Buonincontri, Morvillo, Okumus and Niekerk, 2017).

2.7 Sustainable tourism through diversification

The World Tourism Organization first defined the term sustainable tourism in 1988 according to the criteria of the Landa report: Sustainable tourism meets the needs of present tourists and host communities by protecting and enhancing the opportunities of the future (Kapera, 2018).

The Committee for Sustainable Tourism Development revised the definition of sustainable tourism at a meeting in Thailand in March 2004. The purpose of this review is to better reflect the results of sustainability in tourism according to the results of the Johannesburg Conference on Sustainable Development. The new concept definition emphasizes the balance between the environmental, social, economic, and tourism aspects of the need to implement the principles of sustainability in all areas of tourism and to target global tourism goals (such as poverty alleviation) (Ruhanen, Moyle & Moyle, 2019).

Weaver (2007) describes the concepts sustainable tourism as sustainability of a system is, in fact, the ability of the system to maintain survival conditions. Sustainable development is a development that enables the system to maintain a high level of quality of survival. "Sustainable tourism development is also a special form of tourism development that enables the system to maintain a high level of quality.

2.7.1 Sustainable tourism goals

The primary goal of sustainable development is to meet the basic needs of society and expand opportunities for a better quality of life. To achieve this goal, the economic system must be able to provide technical resources and knowledge (Amerta, Sara & Bagiada, 2018). The basic condition for sustainable development is to consider individuals and stakeholders in this process. Other goals of sustainable tourism are (Postma, A., Cavagnaro, E., & Spruyt, E. (2017; Garg & Pandey, 2020):

- 1- Developing awareness and understanding of cooperation and valuable tourism assistance to the environment
- 2- Promoting equality and development
- 3- Improving the quality of life of the host community
- 4- Providing a pure experience to the visitors

5- Maintaining the quality of the environment

2.7.2 Dimensions of sustainable tourism

The three dimensions of sustainable tourism are:

- Environment (natural and handmade)
- Economic life of host communities and tourism companies
- Social aspects of tourism (its effects on host culture and tourists).

Although in the beginning environmental interests had attracted the most attention of sustainability enthusiasts; But today these three dimensions have the same value. Sustainable tourism management can be successful if the relationship between these three dimensions is well identified. However, the goal of sustainable tourism is to maximize the positive effects and minimize the negative effects in these three dimensions (Agyeiwaah, McKercher & Suntikul, 2017).

2.8 Challenges facing tourism destinations in light of Covid-19

COVID-19 is an acute and contagious respiratory syndrome caused by human-animal interaction (Parnell et al., 2020). This disease has no geographical epidemic, it has a world, and no continent is out of its control, and it has shaken the society that we have created over the years. The crisis caused by the outbreak of COVID-19 virus in recent months has had a significant impact on economic development around the world. To deal with this crisis, the imposition of large quarantines, travel restrictions, and social distance caused a sharp drop in consumption and commercial spending. This situation has led to a global recession (Bakar & Rosbi, 2020). According to the latest information, it can be said that the world has not faced such an epidemic during the last century. Due to the fact that tourism and travel activities are carried out at the international level, all countries have restricted tourism activities and international movements to prevent the spread of the virus. Some

countries have completely closed their borders and others have closed border crossings, and countries have warned their citizens not to travel unless absolutely necessary (Gunay et al., 2020).

The crisis caused by the outbreak of Covid-19 virus for reasons such as its epidemic, the length and uncertainty of the transition phase of this crisis, and also due to the cumulative effects of the simultaneity of this crisis with social and economic crises, from crises experienced so far, have been distinct. In this regard, the extent and speed of the spread of the virus has led to the cessation of economic activities and social distance, and on the other hand, human interaction is a positive condition in the tourism industry, in other words, travel without movement of people from point to point It is inconceivable as a destination. Therefore, due to the characteristics of the Covid-19 virus, the crisis caused by this virus has led to the stagnation of the tourism industry and the tourism sector has been damaged much more than other economic activities. As the World Tourism Organization predicts on May 7, 2020, the number of trips will be reduced by 60 to 80 percent this year; this has led to the loss of millions of job opportunities in this sector. Therefore, it can be said that in recent months, the tourism sector in all countries, including Iran, has suffered heavy losses. According to Hotel News, the head of the country's hoteliers' association has announced that 7400 billion tomans of damage has been inflicted on the hotel industry by the end of July. In this regard, some countries, including France and Germany, have provided significant and gratuitous financial assistance to their country's tourism industry, but the Iranian government is unable to provide effective financial assistance to tourism businesses due to the country's many economic problems.

Chapter 3

DARK TOURISM

3.1 Concept of dark tourism

Dark tourism is a multi-layered combination of history and heritage, tourism and tragedy. From the beginning of the formation of religions, man has always been interested in the end of life. Ancient Roman gladiatorial contests and public executions were popular in their time and were considered part of society; But today the phenomenon of death has become a horrible, uncontrollable and taboo phenomenon; So death, despite its inevitability (and necessity for the life cycle), has been recognized as a difficult and unpleasant subject (Titta, 2010).

In modern world literature, the term dark tourism was first coined by Malcolm Foley and Jay. John Lennon was employed; this term has been used to describe the phenomenon of presenting and consuming places of death and real and commodity disasters (by tourists) (Harbsmeier et al, 2014). The study and reporting of this particular type of tourism has been increasingly successful in recent decades by academic circles and the world media (Stone, 2011).

In the meantime, Foley and Lennon explain the limits of dark tourism. According to them, not all people who visit dark tourist destinations in the form of family or friends are included in the category of dark tourism; However, people who visit a place only out of curiosity about what is happening around them, or wealthy people who have

traveled from dark places according to the internal plans of tourism companies, form real dark tourists. For this reason, dark tourism is in contrast to ordinary tourism (which focuses on normal recreational activities) and is associated with destruction and cruelty; In the sense that the places and attractions visited have a bad past. These places are not only used as memorial places; they have also attracted the attention of many tourists. Other places, such as the Kestel Cape in Ghana and the Najing Massacre Memorial Hall in China, can capture the spectacular sight of fear. The history of attracting tourists to a place due to the phenomenon of death can be traced back to ancient Rome and the game of gladiators. Pilgrimage to the Holy Land to visit the site of Christ's crucifixion and public execution in the middle Ages is one of the first forms of dark tourism. The first active company in this field officially started its work in New Jersey, USA to visit the site of the Heidenberg plane crash. According to the mentioned points, dark tourism products are multifaceted and diverse based on their design, purpose and different natures. These diverse products in combination with mass media and commercial markets can be a source of attraction and interest for tourists. In addition, in many studies, the products of dark tourism have been more broadly defined by cultural and political concepts (Amujo & Otubanjo, 2012).

Dark tourism is an activity that is the result of tourists' interest in the negative aspects of human experience. However, in recent years many writers have written about this phenomenon and it has been published under different titles such as Death Tourism (Tana) (Seaton, 1996), Dark Spot Tourism (Rojek, 1993), "Heritage of Cruelty and Cruelty" (Tunbridge and Ashworth, 1996) and "sites of emotion" (Rojek 1997), but it was Lennon and Foley (2000) who coined the term dark tourism with their research in this area. Places explored by this group of authors include cemeteries, battlefields, and sites of celebrity deaths, disaster sites, prisons, torture chambers, sites and memorials

to the genocides. Famous examples of such sites include the Per Lachez Cemetery in Paris, the tomb of Oscar Wilde and Jim Morrison; Ground Zero, former location of the World Trade Center in New York; Kennedy assassination in Dallas; And death camps in Auschwitz, Poland, each attracting a different number of tourists.

According to Lennon and Foley (2000), dark tourism is associated with sites related to contemporary deaths, catastrophes, and atrocities; their analysis falls within the framework of postmodern theories. These authors see the sinking of the Titanic in 1912 as the starting point for this trend, and believe that dark tourism is the product of postmodern culture with global networks of communication, a concern for modernity, and its emphasis on commodification. Here, global communication technologies play an important role in creating primary interest.

Therefore, from the point of view of these authors, dark tourism sites themselves seem to reflect a kind of concern and skepticism about modernity (Lennon, 2017). For example, the use of rational planning techniques to guide genocides and the inability of technology to prevent the sinking of the massive Titanic all suggest that modernity may not be able to lead society to a brighter future. Dark tourism sites reflect consumption, which is an integral part of postmodern culture, and combine education with elements of commodification and business ethics, acknowledging that visiting is an opportunity to develop a tourism product (Sharma, 2020).

Some believe that this form of tourism has a much longer history and includes more sites than what Foley and Lennon enumerate. The following is a brief summary of the authors' work:

Rojek 1993 (dark Spot Tourism)

In constructing the term, Rojek offers a dual meaning of the darker side of attractions. Initially, a true dark dot is a place that represents death or deaths (for example, tombs or monuments). Second, the term can refer to sites where celebrities die. In both cases, tourists visit the sites and leave messages: these messages may be in the form of notes or murals, or more complex forms such as role-playing.

Rojek 1997 (Emotion Sites)

Rojek continued his work after 1993 and modified his definition to include another category of tourist sites, which he called feeling sites. These sites are associated with major contemporary catastrophes such as horrific deaths, kidnappings or sieges of war. In his next work, Rojek cites examples such as Lockerbie, the crash site of a Pan American plane in 1997, or the sinking of the Zebrog ship in 1987. To these can be added newer examples such as Ground Zira and Soham - the place where two young girls were killed in Britain in 2002. What sets these sites apart from the dark spots is that such sites encourage people to travel to these sites mentally as well as physically. Attending sites or watching them on TV interrupts the viewer's routine and allows him to participate in the event at a much higher level than visiting a tomb or the wind of war. It is a sense of a collective experience that enables media coverage and strengthens their identity and sense of togetherness by engaging people jointly in the event.

Seaton 1996 (Tana Tourism)

Seaton states that Tana tourism is not a modern phenomenon, but a tradition that dates back to the Middle Ages and refers to a journey motivated by a desire to be in places associated with death (often violent). In the first examples of these trips, pilgrimages

were made from the shrines of the martyrs or the shrines of the saints. The level of fame of these people could increase the motivation to visit. Tana tourism deals with behavior because it reveals the motivation of travelers instead of emphasizing the specific features of a destination. This tourism has a continuous intensity; In its most severe form, people travel only because they are fascinated by the concept of death. At the other end of the continuum are visitors who know the deceased (for example, a traveler visits a war memorial to honor the memory of a deceased relative). Seaton believes that Tana tourism is so widespread and has a long history that it can be considered a kind of fascination among humankind.

Tunbridge and Ashworth 1996 (Legacy of Cruelty and Cruelty)

In the field of incompatible heritage, Tunbridge and Ashworth examine heritage sites where there are many inconsistencies or disagreements in the narrations and interpretations made. One of these potential areas of incompatibility is the legacy of cruelty and cruelty, sites that are associated with shocking human losses and have become heritage attractions. These two authors name several types of cruelty and cruelty that are central to the formation of such sites:

- Disasters caused by sudden disasters that have been exacerbated by human intervention or neglect (for example, the potato plague of 1840 in Europe that led to a famine in Ireland)
- A large group of people is a disaster for another large group (for example, the slave trade)
- Violence in war (war abuse of civilians)
- Massacre (Massacre of Vietnamese in My Lai by US forces in 1968)
- Genocide - the killing of many people from an ethnic group

- Torture and judicial proceedings - a form of cruelty and cruelty that is much less severe than those mentioned above - discrimination against cultural and linguistic groups or judicial proceedings, such as the apartheid regime in South Africa.
- Within the above categories, heritage sites have been created that attract visitors. However, there are many interpretive challenges as to who exhibits the legacy and how to deal with conflicting views about victims and perpetrators.

Although these authors have different views on dark tourism, they all believe that this form of tourism, whether ancient or postmodern, is due to the commodification and trivialization of death and disaster and turning the suffering of others into a leisure and recreational experience. , Can be criticized. There are also issues with the authenticity of some sites. For example, there are attractions that have a dark tourism theme but have no geographical connection to the actual site of that dark event. Tunbridge and Ashworth (1996) point out that these sites have a high potential for stress or incompatibility. This becomes especially apparent when the views of victims and perpetrators of crimes are not given equal attention.

Other researchers have elaborated on the authors' work, stating that not all death-related travel sites are equally "dark" but display varying degrees of horror (Stone, 2006; Strange & Kempa, 2003). They attribute this dark spectrum not only to the sites but also to the motivations of the tourists. Darker sites that attract visitors motivated by education and respect are considered genuine sites that are relevant to recent events and have minimal facilities and facilities for visitors. The focus of sites with a milder horror is business and entertainment. These sites are considered non-original and are related to the distant past and have a tourism infrastructure.

The interest in death is one of the most important human concerns, and in a purified society where death has been privatized, the opportunity provided by tourist sites to reflect on the purpose of life and its realities is very useful. True or false occurrence of this reflection in a business-entertainment environment is one of the key issues in dark tourism (Dale & Robinson, 2011).

3.2 Types of dark tourism

Voluntary travel to destinations that are somehow associated with death, suffering, violence, and disaster is not an emerging phenomenon (Stone & Sharpley, 2008).

However, Rojek (1993) first used the term dark spots to introduce dark tourist attractions, and thus the economic-tourism development of cemeteries or places where important people or a large group of people, He experienced a sudden and terrifying death and introduced it as a tourist attraction. Now, several decades after the introduction of dark tourism, some of the sections and features that affect the experiences of this type of tourism are:

3.2.1 Disaster tourism

To depict the grief and sorrow that the people of an area have experienced in a period of time due to natural disasters such as earthquakes, tsunamis, floods, storms, etc. Hurricane Katrina in 2005 and observations of abandoned homes, or the recent tsunami in Southeast Asia (Indonesia), Bam Kerman Citadel, chemical bombing of Hiroshima.

"Tragedy tourism" is one of the branches of dark tourism; In this type of tourism, tourists go to see people and areas surviving earthquakes, floods, tsunamis and wars. Among the catastrophic areas that attracted many tourists were the ruins of Pompeii (Italy) and the remnants of the 2004 tsunami off the coast of Indonesia. In this type of tourism, in addition to seeing the effects of the destruction of a disaster area, tourists

also get to know the lives of the people there, and perhaps its application is to learn the skills of coping with difficult situations and dealing with crises (Biran & Hyde, 2013).

3.2.2 Poverty tourism

"Poverty tourism" is one of the types of dark tourism. Most people are interested in visiting rich countries where there are good opportunities for travel and entertainment; but there are some tourists who prefer to meet people who live in poverty and misery. Poor and famine-stricken areas are a destination for dark tourism enthusiasts (Thurber, 2019).

Many people are interested in visiting ancient lands or traveling to rich countries. In the meantime, a group of tourists prefer to travel to deprived areas and get acquainted with the way of life of people who live in poverty and misery. According to some experts, holding world tours in underdeveloped countries and deprived areas is not only a new initiative in the tourism industry and attracting tourism, but will also help poor people in such areas. Soto town camps located in the northeastern part of Africa, southern regions of India, etc. are examples of these areas (Yan et al, 2016).

Some experts believe that touring in underdeveloped countries and disadvantaged areas is not only a new initiative in the tourism industry, but also helps the poor in these areas, as tourists have to pay for their travel expenses wherever they travel. Countries such as Somalia, Ethiopia in Africa and parts of India are among the regions that have the potential to attract dark tourists (Pradhana, 2019).

3.2.3 Imprisonment tourism

Prisons or other notorious sites of prisoners such as Alcatraz from the United States.

3.2.4 Suicide tourism

Another type of dark tourism is "suicide tourism". In suicide tourism, tourists travel to the countries and regions where the suicide rate has the highest record, and by seeing the region, they examine and examine the roots and reasons for the increase in the suicide rate. In suicide tourism, there is another type of travel in which tourists are interested in visiting areas where "euthanasia" or "compassionate murder" is recognized by the court. In these countries, the elderly or people with incurable diseases are allowed to end their lives. This ruling, which is illegal in many countries, is welcomed by tourists. Apparently, studying the living conditions of the people of these areas is attractive for fans of this type of tourism (Zhi, Flaherty & Hallahan, 2019).

3.2.5 World End Tourism

"End of the world tourism" is another type of dark tourism. Most audiences for this type of tourism are researchers and environmentalists. Tourists in this area travel to areas that are most affected by environmental hazards and are at risk of extinction. In this type of tourism, the tour guide is tasked with explaining to tourists about the effects of phenomena such as global warming or how meteorites hit the earth and end its life.

3.2.6 War tourism

War tourism includes visits to battlefields and areas, war and peace museums, war memorials and war cemeteries, and cemeteries for war victims.

Increasingly, visits to historical sites and events related to human history and mass deaths due to war have become an important aspect of dark tourism. War tourism in the 20th century is an important and fundamental subset of dark tourism, which is predicted to be one of the most popular types of dark tourism in the world in the 21st century. The importance of war tourism as a subset of dark tourism is such that some

researchers mistakenly or intentionally use dark tourism and war tourism in the same sense (St-Pierre& Marcotte, 2020).

War tourism means the departure of a tourist with the aim of visiting the attractions of war zones, to gain new experience and record events to satisfy socio-cultural and spiritual needs; War tourists are a special group of tourists who are interested in visiting the battlefields and its monuments. During their journey, they experience emotional, spiritual, humanitarian and even religious and spiritual emotions. They express ideas about the war and the participants (people who have been involved in the war in any way) in different ways (Gordon & Gordon, 2018).

Almost immediately after World War II, war tourism whispers spread, with the sole purpose of reviving war-torn areas and improving the economic situation in those areas. War tourism is a form of dark tourism. Which is also the most visited type of dark tourism. Despite the public fear of death, tourists are interested in visiting places that have experienced natural and man-made disasters; it's increasing. The major war tourism attractions in the world include battlefields and areas, war and peace museums, war memorials and victims, and cemeteries for war victims. Countries that have been at war throughout history have made extensive use of the war tourism potential; Leading countries in this field are Romania, Vietnam, Germany, Italy, France and Russia.

Many researchers believe that dark tourism products encompass a fluid and dynamic spectrum. This range is ranked from the darkest to the brightest. For example, Sharpley (2005) presents a chain of goals for offering tourist experiences or attractions. These goals range from "random offerings" (places that have been accidentally turned into

tourist attractions) to a kind of offering that is purely intentional and for the benefit of its interests.

In this regard, Sharpley (2005) identifies four possible spectrums of dark tourism as follows:

- Low tourism - means minimal or limited interest in death when attractions are inadvertently visited.
- Gray Tourism Demand - A death-loving tourist who inadvertently visits dark tourist destinations.
- Dark tourism offerings - places that are intentionally created to take advantage of the death phenomenon but only attract a small number of visitors interested in death.
- Dark tourism - Pure dark tourism occurs where the appeal of death is met by the purposeful delivery of experiences (Stone, 2011).

3.3 The connection between tourism and war

This relationship can be examined from two aspects: one in terms of the role and importance of tourism in establishing peace and tranquility, especially between neighboring countries and along border lines, and in this approach to tourism as an effective category in peace stability and basically the phenomenon of peacetime. It is seen that military struggles undoubtedly have negative consequences for tourism because war creates conditions in which the continuation of tourism seems impossible and so far all tourism-dependent economies have been affected by the instability brought about by wars (Edgell & Swanson, 2013).

As much as tourism is able to provide the conditions for economic growth and diversity, the development of infrastructure and foreign exchange, war destroys

everything in a short time; Therefore, avoiding wars and internal and external conflicts and maintaining conditions of peace and security contribute to the sustainability of tourism in countries (Suntikul, 2019).

But the second is the connection between the war and the war memorials for post-war countries. The story of war heroes, battlefields, military strongholds, weapons of war and the like are now considered tourist resources and have the potential to become a tourist attraction after the war because war is not just a time, place and event but a show of A serious and powerful human drama that has the potential in today's world due to demographic change, technical innovations (during the war) and due to nostalgia, memories, honors, glorification of warriors and reunions (during the post-war period). Become an important motivator in tourism (Wöltering, 2016).

War penetrates deeply into human action and mind, and despite its horror and destruction, its memories must be turned into special tourist attractions so that it is not forgotten because it is part of the history and past of the nations involved in the war. This category of tourism has faced another market called war tourism and for various reasons today has played an important role in leisure and tourism. In the meantime, literature, music, cinema, museums, and war monuments all contribute to portraying as well as motivating travel to such places (Suntikul, 2019).

Studies show that millions of tourists visit war-torn places around the world every year. Marie Lanfant, a tourism researcher in France, says all European villages have displayed their war ruins for tourists to see. Almost all of these attractions, whether small or large, destroyed or rebuilt, are important, which is probably why researchers

of the war history of the war-torn communities based on the tourism market into three periods before, during and after the war. They divide the war (Gale, 2015).

Regarding war tourists and those interested in visiting these places around the world, it can be said that war tourists are a special group of tourists who are interested in visiting the battlefields and its monuments, and during their journey, emotional, humanitarian and even religious and spiritual feelings. And after the trip, express their feelings and thoughts about the war and the participants (people who have been involved in the war in any way) in different ways. War tourists are often people who have participated in Jamg themselves or their family or friends. The motivations of these tourists are often different from other tourists because their goal is not just to enjoy the trip and for any reason they are motivated to visit dark topics (Suntikul, 2019).

These tourists tend, of course, to make short-term visits to war-related places as part of an organized tour program (meaning that complementary programs other than the subject of the war should be included in these tours), but in practice draw a line between tourists. War and other tourists are difficult. Meanwhile, some researchers believe that in an environment where war is taking place, tourism will subsequently grow, and they consider tourism as a factor to eliminate or at least reduce the post-war difficulties (Gordon, 2018).

3.4 Motivation of war tourists

Motivation can be described by a person's goals for travel and vacation, which are formed in relation to different needs. In tourism studies, motivation has always been very important in issues related to demand, because the motivation stage is the

beginning of the demand process and understanding the motivations of tourists leads to a better understanding of travel reasons and their decision-making process to choose a destination (Šimková & Holzner, 2014)

Motivation is related to the type of tourism and the starting point for studying the behavior of tourists and even beyond is understanding the tourism system. Without motivation, there will be no demand for tourism. Recognizing the motivation and behavior of tourists is one of the important factors for tourism industry stakeholders. In this regard, the study of motivational factors in war tourism is one of the important and complex issues. Studies show that many tourists go to war zones every year; They are directly and indirectly related to the events of the war. Nostalgia, memories, honors, glorification of warriors and reunions (in the post-war era) in today's world have the potential to become an important motivating factor in tourism (Lennon & Foley, 2000).

In the meantime, literature, music, cinema, museums, and war monuments all contribute to its portrayal as well as to the motivation to travel to such places. The analysis of war tourism is incomplete, regardless of the main reasons why people are attracted to these places and attractions or what are the reasons for attracting people to these places. So although most of the time the purpose of tourism is to have fun, to watch and basically to enjoy; But sometimes the motivation and purpose of traveling is to see and experience bitter subjects; For example, visiting battlefields, visiting areas affected by war or natural disasters, visiting the lives of people living in absolute poverty. Although not all studies on bitter tourism are about war tourism, these findings provide the right perspective on war tourism motivation. Therefore, it can be said that war tourists are a special group of tourists who visit the battlefields and its

monuments and experience emotional, spiritual, humanitarian and even religious feelings during their journey (Kostianen, 2000).

Bigley et al. (2010) published an article entitled War-Related Tourism Motivations: A Study of Visitors to the Korean Civilian Zone. The purpose of the study is to analyze the motivations of Japanese visitors to the Korean civilian area. The results showed that factors such as better understanding of history, culture, security, curiosity, awareness of the war and its consequences, and identity-based tourism are among the most important factors motivating Japanese tourists. In his dissertation entitled Understanding the Motivation of Visitors to Black Tourism Sites, Yuill (2003) examines the dimensions of these motivations in visiting the Holocaust Museum in Houston. He divides motivational factors into two categories: driving factors (such as history, nostalgia, curiosity, heritage) and attraction factors (such as education, reminiscence, seeing artifacts). Analysis of the data of this study indicates that memories and education are the primary motivating factors for visiting this place. Kang (2012) published another article entitled The Achievements of Visiting the Black Tourism Site: A Case Study of the April 3 Peace Park in Korea. The purpose of this article is to review the experiences of visitors in order to better understand them and the benefits of visiting for tourists and the local community. The results showed that the benefits of visiting are related to the management and development of black tourism attractions and products, and black tourism experiences can be useful for tourists and visitors in other destinations. Ersoy et al. (2012) published an article entitled Bitter Black in Gallipoli. Gallipoli (Turkey) is one of the most affected areas in World War I, with thousands of Australians coming to the region every year on April 25 to honor their ancestors. Podoshen (2013) in a study entitled Black tourism incentives has examined the motivation of black tourists. The results of the research

indicate that the majority of tourists sought to adapt or correct their mental image of these sites. Niemelä (2010) in his dissertation entitled *Motivational factors in black tourism*, explores this issue in relation to museums in Budapest, Poland. In this study, the strongest educational motivation and after that was respect for the victims. The motivation to visit was only as an attraction and to fill the time, it had the lowest score.

3.5 Factors affecting the formation and necessity of strengthening dark tourism

In every tourism space, elements must be installed that affect and modify the behavior of tourists. In fact, four elements are effective in the individual decision-making process in tourism spaces (Biran & Hyde, 2013):

1. Demand Boosters: The forces that make an urban tourist decide to visit an attraction or go on vacation;
2. Demand constraints: Even with the motivation to travel, demands are influenced by economic, sociological, or psychological factors;
3. Influencers: The consumer is influenced by the various amplifiers that increase or decrease, and ultimately to the intent of tourism, the image product that agencies provide, and the information that they obtain. The decision of the individual leads to;
4. Roles: The most important role belongs to the family that is involved in the purchasing process and includes the final decision of this group when, where and how to act.

Tourism, on the other hand, acts as a multidimensional subject, as a system, and has its own components. Therefore, in order to properly understand the tourism system, the components and the whole system must be studied. Accordingly, Venhof (2005) defines the tourism system as a framework consisting of the following components:

- Interaction between tourism demand (determinants, motivations and behavior of buyers); -
- Connection elements (transportation, travel intermediaries and marketing intermediaries); -
- Offering tourism at the destination (attractions, services, facilities and infrastructure).

In other words, the tourism system consists of elements as the most important factors in the development of the tourism industry; These factors include: tourist attractions, transportation facilities, accommodation centers, media and advertising, institutional elements, tourism facilities and infrastructure.

Therefore, efforts to develop effective elements in strengthening dark tourism spaces can be done with the following objectives:

- Capacity building to create and develop multi-purpose products Dark tourism in conjunction with other tourist attractions to achieve sustainable development of communities Deprived communities;
- Development of facilities and facilities to support dark tourism;
- Recognizing the potential of dark tourism and providing solutions for the development of this part of tourism, especially in deprived areas;
- Provide acceptable strategies for the development of dark tourism potentials;
- Identifying the weaknesses and strengths of the development of dark tourism;
- Achieving an interaction between entertainment, education and experience for tourists;
- Improving the information system, marketing and tourism supply services.

Stone emphasizes that dark tourism products are in a dynamic and fluid spectrum due to the diversity, based on the defined characteristics and the characteristics of each product. With this range, some places and attractions are darker or darker than other places and attractions.

Stone (2006) categorizes dark tourism products into six categories:

1- Factors that create fun and dark entertainment: Products in this category include attractions that in a entertainment center, events related to war and death in real or simulated, and often the brightest range in Takes over.

2- Exhibitions and Dark Museums: These exhibitions, like war exhibitions, are good opportunities for education, although some of them focus entirely on business topics.

3- Places with dark stillness: such as special cemeteries, including the American cemetery in Normandy, France, dark prisons such as Alcatraz,

4- Dark temples and shrines: to commemorate and pay tribute to the dead and those lost in special events, such as those killed anonymously in a war.

5- Dark conflict sites: These sites include battlefields, trenches and military structures and the like, and often focus on educational and memorial aspects.

6- Dark camps of genocide: Most of the darkest spectrum of the dark tourism spectrum belongs to this group. Like Auschwitz, Treblinka

3.6 Postmodernism and dark tourism

Dark tourism is one of the new trends in tourism in the postmodern era. Modernism laid the foundations for the formation of tourism and diversified postmodernism. Today, with the emergence of new tourism geography in the form of terms such as extra-Fordism and post-industrial, tourism is motivated by the recognition of differences; this trend has led to the formation of various tourism products such as

nature tourism, adventure tourism, dark tourism, etc. In fact, postmodernism and post-Fordism with features such as flexibility, variability and instability of customer tastes, increasing market segmentation, increasing new products with shorter life expectancy and increasing productivity have led to increased productivity. However, the development of these new sectors indicates the tendency of tourists to engage in unusual activities such as dark tourism (Wight, 2005). Lennon & Foley (2000) have identified dark tourism as a hallmark of postmodernism because:

- The rise of dark tourism is related to the ability of technology, global communications, and the power of the media to report and propagate events.
- Dark tourist destinations challenge the rationality, wisdom and advances of modernity.
- In dark tourism places, the educational and political mission is unclear and ambiguous.
- Finally, global communication as a catalyst has increased interest in such places, and this is unique to the postmodern era.

3.7 Nostalgia and Dark tourism

Nostalgia in the general sense means the painful longing to return home (home) and also to the normal and humane reaction to the past and the homeland or a positive reminder of a living past, an eager state of the past that can be intensified by something, a smell or a music. Apart from its concept, nostalgia and war memorials and epics of a society are now considered as the key and guide to enter the postmodern culture of that society, and dark tourism is also considered as a context for the experience of postmodernism (Dann, 2001). On the other hand, studies in this regard indicate that nostalgia is one of the effective factors in motivating tourism, especially dark tourism.

Nostalgia in today's world has become a powerful tool in marketing tourism in war-related places, as some refer to it as nostalgic tourism.

Britain, for example, plays with people's nostalgic feelings in remembrance of the experience of war and the development of war tourism, as one of its brochures wrote. Britain is at war ... and you can be in my heart ... come with us on an unforgettable journey ... go back to the London and Blitz wars ... Britain is at war ... much more than war. .. Much more than a tourist attraction ... This is a unique trip, especially for those who lived in those sweet dark days and also for those who are too young to remember these memories.

There are several important points about the relationship between war tourism and nostalgia. One is that war-related places are an answer to the search for the past and heritage of a society, and war tourism can be effective in identifying and nostalgia for these places by offering original places. Another is that nostalgia can be linked to education, and in this connection as important as remembering the past, educating it to future generations is also important because in the aftermath of war, individuals and even the future must know why these events occurred and To avoid receiving incorrect answers, war tourism can provide a deeper understanding through education. For this reason, it is recommended that children and young people also have this effective nostalgic experience (Yuill, 2003).

3.8 Heritage and values in dark tourism

Dark tourism is one of the categories of historical, cultural and heritage tourism that has expanded in recent years and as a new study topic, focuses on war attractions and

the like, and perhaps this is why some researchers are still war tourism. In the category of cultural tourism or heritage tourism (Dann, 2007).

Inheritance refers to an inheritance left over from a nation's past, in another definition: a part of the past we choose according to our needs in the present, and this heritage can be cultural, social, economic, political, etc., community heritage. It can include tangible works such as natural and intangible resources such as knowledge, memorabilia and cultural experiences specific to the community. The collection of this heritage is part of the values of any society. On the other hand, dark places and monuments are often formed by political, social or economic factors and of course in part of historical periods, or in other words in the context of time period, so in particular, in addition to the heritage, values and historical past of a nation. Placed. As some researches have shown, interest in history and historical events has been one of the motivations for traveling to such places. On the other hand, what makes heritage important in the field of tourism is the creation of a deep nostalgic feeling in the context of cultural and social identity. Honor goes to the victims, the killed heroes and their leaders, and so on. The process that leads to the formation and creation of a sacred place is often identified by the lasting signs and symbols associated with that historical event, such as a statue, mansion, tomb or even a garden, but the truth lies in the need to form, sanctify and respect this Places are emphasized because otherwise the story of the heroes and the memory of their self-sacrifice will disappear from the collective memory over time; Therefore, everything related to war is part of the heritage, values (cultural, social, political, etc.) as well as the history of a nation, so these necessities must be revived in the best possible way (Yuill, 2003).

3.9 Supply and demand in dark tourism

In general, tourism is affected by two factors, supply and demand. Among these, some consider demand or absorption factor with the focus on gravity and some consider supply or driving factors more important; Therefore, there is always the issue of the precedence and latency of these factors. This issue is still debated in dark tourism. Some dark tourism researchers in this regard emphasize the importance of studying the behavior and demand of tourists and believe that any study and analysis of dark tourism supply is not complete without examining the demand of tourists for dark products (Lennon & Floy, 2000).

Lennon and Woolley emphasize that in relation to this particular type of tourism, it is important to examine the motivation of tourists to choose these places, as well as their behavior, along with the respect and attention paid to dark places and tourist attractions, in other words, analysis. Dark tourism is incomplete no matter what the main reason for attracting people to these places and attractions or what are the reasons for attracting people to these places. This view considers dark tourism as a demand-driven phenomenon and ignores the important aspect of its supply; Therefore, since there is still no agreement on this issue and it is not clear that this type of tourism is based on attraction, supply or consumer-demand, it is recommended that in the research and planning of dark tourism, both supply and demand elements are equally relevant (Sharpley, 2008).

3.10 Media and Dark tourism

Nowadays, the charm of dark tourism, visiting places related to death, war and human tragedies has led to media attention to this type of tourism. This attention is important in the form of films, screenings, documentaries, and so on (Dunkley, 2007).

On the other hand, learning about the evolution of the media and the effective role they have played in informing and attracting people to the dark destinations of tourism, along with increasing income and willingness to travel in recent years has made people very motivated to travel to war-related areas. Events that they have often seen through movies, television, the press, the Internet, and so on. Research in this area has shown that it is often the trip to such destinations that examines the rightness or wrongness of what is reflected in the media, images, etc .; Therefore, the media play an important role in motivating people to visit these places and can provide good conditions for the development of dark tourism. In general, the media, as an intermediary between driving factors, visitors and destinations, can provide the right conditions for the development of dark tourism (Sharpley, 2008).

3.11 Examples of world famous black destinations and attractions

There are many black destinations in the world today that can be mentioned as follows:

3.11.1 Ku Chi tunnels and other war attractions in Vietnam

Vietnam, as an Asian country that has been involved in war and struggle for many years, has made great efforts to develop tourism with a focus on war tourism and its attractions since the days of unity and peace. Several Vietnamese tourism companies are currently planning war-torn trips, and it is interesting to note that some of these trips are specifically planned for US, Australian, French and Korean veterans (who have been at war with Vietnam for the past century).

The legacy of the war, especially the conflict with the United States and its allies, is an important component in this regard, and the development of war tourism has been given serious consideration in Vietnam's comprehensive tourism program. The Cu Chi tunnels were an underground refuge for the South Vietnamese army, and despite the superiority of the US Air Force and ground forces, they were able to fight them, as stated in the brochures. The Cu Chi tunnels represent the will, vigilance and pride of the people and are a symbol of Vietnam's heroism. Since 1992, Cu Chi tunnels in Vietnam have become tourist attractions, and since 1994 these tunnels have been designed as amusement parks, trying to educate and entertain tourists.

3.11.2 Nagasaki and Hiroshima in Japan

Temples, monuments, museums and peace parks in Hiroshima and Nagasaki are some of the most important war tourist attractions in Japan. The first and only use of the atomic bomb against humans in the cities of Nagasaki and Hiroshima, Japan, left a black legacy of terror and death that has today become the black tourist attractions of war in Japan, the atomic bombing of these cities is a symbol of pure evil Humanity is against this country, which is considered equal to the Holocaust (the massacre of Jews by Nazi Germany) in Europe. To commemorate the dark memories of the atomic bombing on August 9, 1945 during World War II, as well as to help establish world peace, the Nagasaki Peace Park was established in 1955 near the Nagasaki Explosion Center. This Nagasaki Peace Park is full of symbolic statues of peace and war. The strong point is that every year on August 9, a memorial service for the victims of the atomic bombing is held under the title of the Peace Memorial Ceremony in this park, and it sends a peace statement to the world.

3.11.3 Chernobyl Ukraine

The site is now world-renowned after the explosion of its nuclear power system, which emitted radioactive particles and rain over a very large area and forced the evacuation of 200,000 people, forcing some travel companies to offer special tours to interested travelers. In abandoned cities.

3.11.4 The Black Attractions of World War II in Normandy, France

The state of Normandy is one of the northern states of France, occupying 260 miles of the English Channel, and the Normandy port was the largest military pier in the history of the events of June 1944 during World War II. Normandy was severely damaged during World War II, with many parts of its towns and villages becoming Iranian wagons and cemeteries, monuments, museums and cemeteries that offer the Normandy cemetery along with other attractions for special enthusiasts. Normandy battlefield tour has provided an interesting and diverse program to visit all the places related to the events of World War II in Normandy.

3.11.5 Auschwitz Prisoner of War Camp

The Auschwitz, Birkenam, Poland, and Sachs Heisen camps near Berlin, a military camp and site of Nazi detention and massacre of Jews during World War II, are today one of Europe's most important black tourist destinations, with Auschwitz alone reaching half a million visitors a year. London Prison, Alcatraz Prison Memorials to the US-Vietnam and Korean War in Washington, DC, numerous museums and war exhibitions around the world are other black tourism destinations in the world.

Chapter 4

THE CASE OF NORTH CYPRUS/MARAS

4.1 Study Site

Although the importance of this region is because this area was one of the most well-known holiday destinations in the Middle East and Mediterranean before 1974. Varosha, a tourist and socialite destination, has been a ghost town for 45 years. Varosha also has 105 separate hotels and other lodging facilities, 4000 469 families, 1000 953 work places, 21 banks, 25 museums / art houses, and 380 ruins.

Cyprus wants to revitalize the town of Varosha, once a tourist destination, and host it for tourists. The Cypriot government intends to turn this beautiful city, which is one of the pillars of its tourism and still has the cars of 40 years ago in its streets, into a tourist destination again, and by removing the fences, tourists will not be able to watch this. Enjoy the beautiful city without barbed wire.

The government of Northern Cyprus has now opened some areas of Marash and people can also visit the coast.



Figure 4.1: North Cyprus

4.2 North Cyprus history

The Republic of Cyprus was established in 1960, after the independence of the former colony from Britain. However, since 1974, there has been a de facto division of the island, with Greek Cypriot society controlling 63% of the territory and Turkish Cypriots, with the support of Turkish military units, controlling 37% of the territory. The scene of ongoing anti-colonial and inter-community conflict Since the mid-1950s, Cyprus has become of disproportionate importance due to its strategic location and its impact on the national interests of other nations. The island's location in the eastern Mediterranean has made it easily accessible from the earliest days of shipping from Europe, Asia and Africa. Its wood and mineral resources have made it important as a source of commercial goods in the ancient world, but in addition to merchants and immigrants, it also attracts conquerors, pirates and adventurers. Around the middle of the second millennium BC. Cyprus was under foreign rule for the first time, and from

then until 1960, almost without interruption, the island was ruled by foreign powers and its people.

In 1963, the Greeks proposed a change in the constitution. The Turks refused and more inter-communal clashes ensued. In 1964, the United Nations sent a peacekeeping force to Cyprus. However, no solution was found and in April 1974 the extremists staged a coup. Archbishop Macarius was overthrown and fled abroad. As a result, in July 1974, Turkish forces invaded northern Cyprus. The island was divided. Refugees crossed the border between Cyprus on both sides. Meanwhile, the extremists fell from power and in December 1974 Archbishop Macarius returned from exile. He died in 1977. In 1975, the Turkish part called itself the Federal Government of Cyprus, and it seemed that a two-part federation was possible. However, in 1983 the Turkish Cypriot part declared full independence. It calls itself the Turkish Republic of Northern Cyprus. The two parts of Cyprus remained separate, and in 2004 the Republic of Southern Cyprus (Greece) joined the European Union. However, in 2008 Cyprus joined the euro. As a result, Cyprus experienced a severe economic crisis in 2013. However, the economy is now growing again. In 2020, the total population of Cyprus was 1.2 million.

4.3 Geography

The island of Cyprus is located between three continents. The island stretches from the south to the African continent and is bordered by Egypt and Libya. From the north, Northern Cyprus is fully connected to Turkey. And from the east, it is connected by sea with Syria, Lebanon, Israel and Palestine. The island is connected to Europe from the west of the island, which is accessible to Greece, Malta and Italy by sea.

4.4 Economy

The economy of Northern Cyprus has been based on a free market system from the beginning. The tourism industry in Northern Cyprus is the country's most important source of income. Major exports in this country include dairy products, especially the traditional Cypriot cheese called Halomi cheese, which has been very influential in the economic turnover of Northern Cyprus. The country also ranks well in the field of tobacco and industrial products, as well as clothing and handicrafts. Major imports into Northern Cyprus also include food and oil as well as chemical products. Note that Northern Cyprus does not have mines, so it needs imports.

4.5 Culture

The culture of the people of Cyprus is a rich and diverse culture that has greatly influenced Turkey as well as the countries around the Mediterranean. Their spoken language is Istanbul Turkish, but they speak it with a special accent. The culture of the people of Cyprus is such that most religious celebrations are celebrated. For Turkish Cypriots, family life is very important, so they spend a lot of their free time with family and at picnics, barbecues and celebrations. All cities and even some villages hold festivals and festivals, many of which are in early summer. These festivals and festivals in Cyprus include the Festival of Colors as well as the Spring Festival. Although the people of Northern Cyprus are predominantly Muslim, freedom of religion is still enshrined in the Cypriot constitution, and it is rare for them to line up at mosques or wear religious clothing. Because they believe that my religion is in my heart. People are free to choose their religion and have complete freedom of action. Among the special commitments for Muslims, the call to prayer is broadcast from mosques five times a day at dawn, noon, afternoon, evening, and night, and people can prepare for their prayers. During the holy month of Ramadan, all Muslims fast

regularly. And iftar is held in mosques and restaurants in the city during iftar. Also, in order to observe the condition of the fasting people, the working hours in the holy month of Ramadan are 2 hours less than normal. People in Northern Cyprus are very social and like to spend most of their time outdoors. All cities have local cafes where people sit and chat in a warm atmosphere. They also organize festivals, especially at the beginning of summer. There are also legends in Northern Cyprus. It is the birthplace of the goddess of love and the homeland of many heroes and saints.

4.6 Tourism

The Turkish Cypriots declared independence in 1983, forming the Turkish Republic of Northern Cyprus. This beautiful island is bordered by Turkey to the north and Egypt to the south. It shares borders with Syria to the east and Greece to the west. Northern Cyprus is the third largest island in the Mediterranean Sea and the safest small country in the world. The island of Cyprus is known as Paradise or the island of paradise and due to the high potential of tourism and tourism every year attracts a large number of tourists from different countries. The island of Northern Cyprus is known as one of the most popular holiday destinations with its mild and temperate Mediterranean climate. Also, the beautiful nature, rich history, lush forests, bright and clear blue sea make this island a suitable accommodation for those who are looking for rest, relaxation, discovering the unknown and various entertainments and water sports.

Northern Cyprus is very strong in attracting European tourists due to its very mild and temperate climate, as well as many historical, recreational and tourist sites and the presence of the Mediterranean Sea, so that it is ranked 7th in the world in terms of tourism. As the evidence shows, the tourism industry in Northern Cyprus is not defined

periodically and the country has a good income environment from the tourism industry in all seasons.

The most pristine and beautiful sandy beaches can be found in Northern Cyprus. The unique Long Beach coastline is one of the most popular attractions in the country, which annually hosts many tourists from all over the world. Of course, Long Beach is an example of the deceptive beaches of Northern Cyprus. Whether for those who live in this country or for tourists, the costs are very reasonable and economical compared to the quality and facilities available.

The island of Northern Cyprus is known as one of the best tourism potentials in the world due to its mild and temperate Mediterranean climate. Northern Cyprus is sunny for 8 months of the year (from the beginning of April to the end of November) and we usually see pleasant sunny weather 300 days a year. In summer it is hot and dry and sometimes with a lot of humidity and in winter it is mild. In Cyprus, snow is found only in the mountains and in other places only rain is abundant. The highest temperature is in July and August, which varies between 25 and 35 degrees. The humidity in Cyprus is not as annoying as in the Persian Gulf countries. The winter climate in Cyprus varies around 20 to 5 degrees. The winter climate in Cyprus rarely falls below zero degrees. In spring and autumn, the weather is usually accompanied by light winds at the beginning of the season. In total, these two seasons change daily, even every hour. In summer and spring the weather in Cyprus is very pleasant and is the best time for swimming and water sports. Due to the high boom in tourism in the first eight months of the year, it has attracted many investors.

4.7 Introducing Varosha/Maras

The Varosha region is located south of the city of Famagusta, known as the Ghost Town. This area was considered one of the modern and touristic areas in Cyprus. Many tourists travel there every year due to the special conditions of Famagusta, and it has its own ups and downs. The town or island of Varosha had the best beaches and the real estate in the area was one of the most expensive in Cyprus. Without the slightest exaggeration, it can be claimed that the beaches of Arusha were one of the best beaches in the world, with its fine sands and clear water that captivated every viewer. The ancient Greeks were the first to enjoy the beauty of the area, followed by the Egyptians, the Romans, and finally the Ottomans, who enjoyed the pleasures of the area for a long time.

The Greeks and Turks were the ones who always had an eye on the beauties and conditions of this region. The smallest issues in the area caused a lot of tension, but these ethnic differences did not prevent the residents from continuing their lives. The beauty of nature and the unique climate of this region made tourism known as the main industry of Cyprus. The beautiful nature and wonderful climate of this island were not the only things that attracted tourists. Remains of ancient Salamis, a Venetian castle, an Armenian monastery and several Gothic churches, along with the beautiful climate and nature, were what made Varosha a wonderful coastal area. But now there is nothing left of all that beauty, and this area has become a dead city, a place for plants, animals and insects to live, a city where even taking pictures of its fences is forbidden.

How did Varosha become a ghost town?

Ghost Town is the name given to the Varosha (Marash) region, south of Famagusta. After the division of Cyprus into northern and southern parts, in 1974, Varosha became a military zone and its inhabitants left their homes, and this neighborhood has remained intact to this day and no one is allowed to enter it.

This happened in 1947 after Turkish forces invaded it. After that, all the residents of Varosha left their homes and moved to this area. The Turks claimed to occupy 30% of the island, but within a few days Turkish forces occupied about 40% of the territory, including Famagusta and Varosha. During the siege, dozens of multi-storey hotels, residential houses, private villas and resorts were abandoned in an instant. To this day, the town remains under the control of the Turkish Armed Forces. After this, no one was allowed to enter this town anymore, and from 2018, it became a ghost town and became known by this name, an area where everyone is not allowed to enter.



Figure 4.2: Varosha image



Figure 4.3: Varosha image



Figure 4.4: Varosha image



Figure4.5: Varosha image

Chapter 5

METHODOLOGY

5.1 Method research

The method of the present research is qualitative. Qualitative research methods were developed to help the researcher understand human beings and the social and cultural contexts in which human beings live. In qualitative research, the goal is to understand the phenomena from the point of view of the participants and in their specific institutional and social context, which is ignored when quantifying the findings. The important point about designing a qualitative study is that the questions we ask largely determine the answers we find; A research question that guides a qualitative study reflects the researcher's goal of discovering what the researcher is interested in. Qualitative study has a focal point, but this focus is broad and open at the beginning and allows us to discover important meanings.

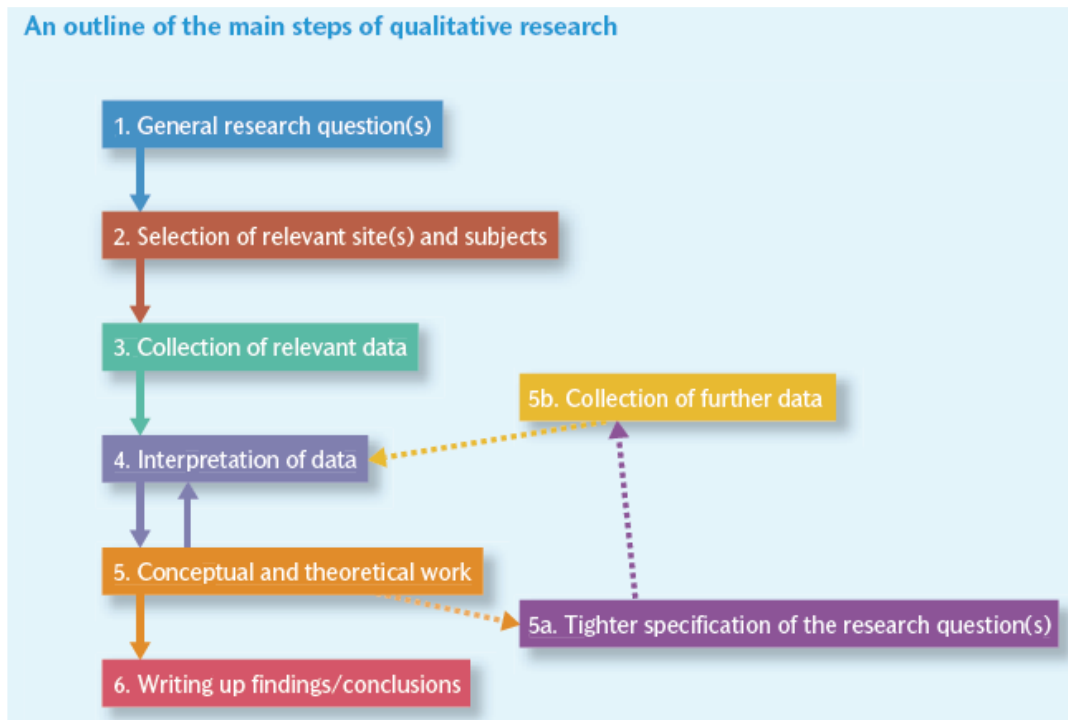


Figure 5.1: Source: Bryman (2012)

5.2 Participation

The statistical population of the study is experts. Sampling method in the present study is the purposeful sampling method in this branch. In this method, the selection of sample items by the researcher is based on the objectives of the study and the nature of the research. In the interview method, it is not possible to determine in advance how many people should be selected in our study in order to fully identify the phenomenon of interest in the qualitative study. Ideally, we continue to gather information until we reach saturation point; where the newly collected data is no different from the data we have already collected and is the same. If the purpose of the interview is to explore and describe the views and attitudes of the interviewees, given the time and resources available, (15 10 10) samples will be sufficient to conduct the interview. In the current study, the number of selected samples will be 15.

5.3 Data collection tool

In the present study, exploratory and semi-structured interview tools are used. In qualitative research, questions are included in an interview guide, focusing on the issues or areas to be covered and the paths to be followed. In this method, the interviewer has the questions in mind or may have written them on a piece of paper but does not feel obliged to follow a specific order in asking. In this study, referring to the research literature and based on the contents of exploratory interviews, data were collected step by step. Interviews are conducted in person and in person with experts. The interview process is one in which the researcher asks questions and the respondent provides feedback and answers to the question openly. After the interviews are completed and theoretical saturation is reached in the categories and references of the research in the sample, the interviews are implemented and typed to be reviewed and analyzed. The interviews are read and re-read several times after implementation so that they do not have any problems or defects. The implementation process is very important in the interview and care must be taken not to miss details and points. The interviewer is usually advised not to leave too much time between the interview and the implementation of the data, as some details may be removed from the interviewer's mind over time.

5.4 Reliability of quality tools (interview)

Reliability refers to the consistency of research findings. Interview reliability is discussed in stages such as interview location, copying, and analysis. Regarding the reliability of the interviewee, how to guide the questions is mentioned. In the reliability of copying, one should also pay attention to the intra-subject reliability of the transcripts made while typing texts by two people. During the classification of interviews, paying attention to the percentages reported by two coders is a way to

determine the reliability of the analysis. The degree (percentage) of in-subject agreement of two coders (60% or more) about an interview (analysis control) is also a way to ensure the reliability of the analysis. In the present study, the reliability of the retest and the intra-subject agreement method are used to calculate the reliability of the interviews conducted.

5.4.1 Calculate the reliability of the retest

To calculate the reliability of the retest, several interviews were selected as a sample from the interviews conducted, and each of them was coded twice in a short and specific time interval. The codes identified are then compared at two intervals for each interview.

5.4.2 Calculate the reliability between two encoders

In order to calculate the reliability of the interview with the method of intra-subject agreement of the two coders, one of the experts in the field of research is asked to participate in the research as a secondary coder. The percentage of agreement within the topic that is used as an indicator of the reliability of the analysis is calculated.

5.5 Validity in qualitative research

To ensure the validity of the research, the researcher used the methods of review by members, Data source triangulation and review by colleagues to determine the validity of their research, which are described below.

5.5.1 Data source triangulation

Triangulation refers to researching a specific question from different sources and in different ways. In simpler terms, we obtain our findings from different channels so that we can better judge whether the findings are correct or no. Triangulation or triangulation, on the other hand, refers to the use of different data sources for an analysis, and its purpose is to prevent biases that may be the use of only one data

source, method, observer, or theory in previous studies. Data source triangulation refers to the use of multiple data sources to analyze the same phenomenon.

5.5.2 Peer debriefing

In this method, the data analysis process and the obtained results are provided to the experts and collaborators who participate during the research in order to provide the accuracy of the process and the results. If they are satisfied with the process and the results obtained, the validity of the analysis and the results can be assured. Peer review is the interaction between the researcher and other people with experience in research methods (eg, research colleagues, study consultants) and provides guidance for research design, data collection, and data analysis. For this purpose, in addition to obtaining the opinions of supervisors and consultants, data analysis and its results have been provided to several experts.

5.5.3 Member checking (interviewees)

Interviewing by interviewees is a process of quality control of the results of interviews, which seeks to confirm or re-examine the findings by re-referring to the interviewees. To do this, the researcher, after analyzing the data, summarized them and presented them to a number of interviewees to review the findings. At this stage, we seek to see more clearly whether we have a correct understanding of the statements of the interviewees. In addition, the extent to which the interviewees fit into the actual purpose and the rationale of the findings were examined, and they were asked to indicate if the researcher's perceptions were inconsistent with their actual purpose and to identify them for correction.

5.6 Data analysis method

In this study, the thematic analysis technique was used to analyze the data obtained from the interviews; themes analysis is a way to determine, analyze and express the

patterns (themes) in the data. This method at least organizes the data and describes it in detail. But it can go beyond this and interpret different aspects of the research topic. Qualitative approaches are very diverse, complex, and subtle, and thematic analysis should be considered as a fundamental method for qualitative analysis. Thematic analysis is the first method of qualitative analysis that researchers need to learn, because it provides the core skills needed to perform many other methods of qualitative analysis. Searching for themes involves categorizing different codes into potential themes, and sorting all summaries of encoded data into specified themes. In fact, the researcher begins to analyze his or her code and considers how different codes can be combined to create an overall theme. At this point, some of the primary code forms the main themes, while others form the sub-themes, and the rest are removed. You may have a set of codes at this point that do not appear to belong anywhere. For such codes, a theme with a miscellaneous title is created (Brown and Clark, 2006) and the extracted themes are named.

5.7 Findings

Data analysis in this study includes open coding based on categories extracted from the study and search of themes. Strauss and Corbin (1998) describe open coding as "a part of analysis that is specifically concerned with naming and categorizing phenomena through careful examination of data." In other words, in this type of coding, the concepts within the interviews are classified based on their relationship to similar topics. The result of this step is to distill and summarize the mass of information obtained from interviews and documents into concepts and categories that are similar in these questions. In the theoretical coding method, there are two trends for data analysis. Some researchers do detailed analysis. That is, they analyze texts and data

line by line and word by word. Some also encode only key points and themes due to the time consuming nature of this method.

Table 5.1: Summary of research findings based on interviews

Questions	Themes
Perception of ‘dark tourism?’	<ul style="list-style-type: none"> • Visit Disaster places to understand and learn about those places. • Black tourism is associated with war and drama • place that experience war or disaster that everybody died • Dark tourism is plagued by natural disasters such as earthquakes, tsunamis, floods, etc., as well as the effects of war and terrorist attacks. • Source of income for tourism industry. • Dark tourism is tourism that is based on the pain and suffering people who have experienced in a particular period • Dark tourism is one of the largest museums of war
Does Maras fall into the ‘dark tourism’ category?	<ul style="list-style-type: none"> • Due to its political issues, Varosha is a dangerous destination for tourists as a foreigner. • It can be a tourist destination and many of us did not visit Cyprus even though we live there • Maras had a very sad and impressive history about 40, 50 years ago and can be a tourist destination. • Due to the ruins of the Cyprus war between the Greeks and the Turks can be classified as dark tourism. • War areas can know as a dark tourism. So Maras fall into dark tourism category. • Bitter events that have taken place and the pain that the people have suffered have created this region as a tourist destination
Do you think having dark tourism product such as Maras will contribute to tourism in north Cyprus?	<ul style="list-style-type: none"> • It will not help much because of the international sanctions on Cyprus and the problems with Europe. • Due to the difficult problems that the people of Maras had, it could not have good results. • It can have beneficial results if you use the Varosha potential and use the revenue sources correctly. • It can have beneficial results due to job creation and earning and selling products. • It can help to introduce more tourism aspects of the north Cyprus to foreigners. • It is possible to use dark tourism to surpass its competitors and attract tourists who are interested in this type of tourism.

<p>The role of Maras in overall tourism in north Cyprus?</p>	<ul style="list-style-type: none"> • Due to the visit of people and tourists to Maras, it can affect the tourism of Northern Cyprus. • Maras can be a good place for tourism due to its special beauties and natural attractions. • If the Maras region is managed properly, the tourism rate in Northern Cyprus will increase • Northern Cyprus with its beautiful pristine golden beaches will be a major contributor to Northern Cyprus tourism. • Maras can attract investment and job opportunities. • Varosha has huge potential for the whole of Cyprus by creating thousands of new jobs, new constructions, etc. • Emphasis on the role of advertising in the tourism industry of Varosha • Booming tourism and income of the region
<p>Do you think Maras should remain as it is?</p>	<ul style="list-style-type: none"> • It should be given back to their original owners because it belongs to Greek Cypriots. It should be renewed and maybe modernized. • I think it shouldn't be touched but if they want to build a new buildings or cafes or such these things the architect of that should be the same as Maras. • Provide more tourism facilities and facilities. • It has to be modernized and upgraded. • If it need wants to remain as a dark tourism site yeah it should remain and untouched because it has its own fascinating views and aspects. • Do not change it and keep it while maintaining the current status.
<p>Will the revival of Maras play a positive role in solving Cyprus problem?</p>	<ul style="list-style-type: none"> • The role of politicians in reunification and problem solving. • The role of advertising and marketing in the development of Varosha tourism. • Establish agreements between stakeholders to use the facility. • Not optimistic about its development. • The need for European attention and an agreement between Southern Cyprus and Northern Cyprus
<p>What type of tourism activities you do recommend for Maras?</p>	<ul style="list-style-type: none"> • Walking, jogging or biking and sometimes just placing some food and beverage facilities which will help to attract tourists. • Put some part of that as a museum in this way we can keep it as it was 40 years ago.

	<ul style="list-style-type: none"> • Places for cycling, walking, beach opening and establishing restaurants and coffee shops. • Activities like using beach, rent bicycle and visiting historical place and taking photos will be enough. • Music concerts could be a good idea for people to see and enjoy a good music facility thing like that.
How will you market Maras as dark tourism destination?	<ul style="list-style-type: none"> • Advertising and use of social media • By explaining the catastrophes and their events. • Focus on retail in the field of dark tourism •
How do residents of Famagusta perceive this issue?	<ul style="list-style-type: none"> • The politicization of the issue. • They are very happy about reopening of Maras. • To be trained how to treat tourists to attract tourists. • The optimism and excitement of the people of Famagusta
How to fund Maras?	<ul style="list-style-type: none"> • Turkey's role in financing. • Government then international investors and maybe the owners. • International finance sources. • Through an agreement between southern and northern Cyprus. • Only through advertising to attract tourists without any changes there
How will you reconcile the opposition to this project by the south Cyprus?	<ul style="list-style-type: none"> • If they just stopped the propaganda if they stop to be resisted to each other, it will happen in the near future. • Develop an agreement between Southern Cyprus and Northern Cyprus to use its interests equally
Is Maras, as a dark tourism destination; should be a creative tourism project?	<ul style="list-style-type: none"> • No need for a creative project and its normal for the people there • For attract more tourism from all around the world yes it can be more creative. • Its creativity due to the lack of good dark tourism as a type of tourism. • Being creative because of the need to make people curious to visit. • Lack of creativity due to avoiding change in this area. • The need for creativity to use the historical and natural potential of Varosha.

In response to the question "What is your perception of 'dark tourism'?" based on the answers of the interviewees, the following topics were extracted:

Visit Disaster places to understand and learn about those places, Black tourism is associated with war and drama, place that experience war or disaster that everybody died, Dark tourism is plagued by natural disasters such as earthquakes, tsunamis, floods, etc., as well as the effects of war and terrorist attacks, source of income for tourism industry, Dark tourism is tourism that is based on the pain and suffering people who have experienced in a particular period, Dark tourism is one of the largest museums of war.

In response to the question "Does Maras fall into the 'dark tourism' category?" based on the answers of the interviewees, the following topics were extracted:

Due to its political issues, Varosha is a dangerous destination for tourists as a foreigner, it can be a tourist destination and many of us did not visit Cyprus even though we live there, Maras had a very sad and impressive history about 40, 50 years ago and can be a tourist destination, Due to the ruins of the Cyprus war between the Greeks and the Turks be classified as dark tourism, War areas can know as a dark tourism. So Maras fall into dark tourism category and bitter events that have taken place and the pain that the people have suffered have created this region as a tourist destination.

In response to the question "Do you think having dark tourism product such as Maras will contribute to tourism in north Cyprus?" based on the answers of the interviewees, the following topics were extracted:

It will not help much because of the international sanctions on Cyprus and the problems with Europe, Due to the difficult problems that the people of Maras had, it could not have good results, It can have beneficial results if you use the Varosha

potential and use the revenue sources correctly, It can have beneficial results due to job creation and earning and selling products, it can help to introduce more tourism aspects of the north Cyprus to foreigners and It is possible to use dark tourism to surpass its competitors and attract tourists who are interested in this type of tourism.

In response to the question "What role Maras will play in overall tourism in north Cyprus?" based on the answers of the interviewees, the following topics were extracted:

Due to the visit of people and tourists to Maras, it can affect the tourism of Northern Cyprus, Maras can be a good place for tourism due to its special beauties and natural attractions, If the Maras region is managed properly, the tourism rate in Northern Cyprus will increase, Northern Cyprus with its beautiful pristine golden beaches will be a major contributor to Northern Cyprus tourism, Maras can attract investment and job opportunities, Varosha has huge potential for the whole of Cyprus by creating thousands of new jobs, new constructions, etc, Emphasis on the role of advertising in the tourism industry of Varosha and Booming tourism and income of the region

In response to the question " Do you think Maras should remain as it is?" based on the answers of the interviewees, the following topics were extracted:

It should be given back to their original owners because it belongs to Greek Cypriots. it should be renewed and maybe modernized, I think it shouldn't be touched but if they want to build a new buildings or cafes or such these things the architect of that should be the same as Maras, Provide more tourism facilities and facilities, It has to be modernized and upgraded, if it need wants to remain as a dark tourism site yeah it should remain and untouched because it has its own fascinating views and aspects and Do not change it and keep it while maintaining the current status.

In response to the question "Will the revival of Maras play a positive role in solving Cyprus problem?" based on the answers of the interviewees, the following topics were extracted:

The role of politicians in reunification and problem solving, The role of advertising and marketing in the development of Varosha tourism, Establish agreements between stakeholders to use the facility, Not optimistic about its development and The need for European attention and an agreement between Southern Cyprus and Northern Cyprus.

In response to the question "What type of tourism activities you do recommend for Maras?" based on the answers of the interviewees, the following topics were extracted:

Walking, jogging or biking and sometimes just placing some food and beverage facilities which will help to attract tourists, put some part of that as a museum in this way we can keep it as it was 40 years ago, Places for cycling, walking, beach opening and establishing restaurants and coffee shops, activities like using beach, rent bicycle and visiting historical place and taking photos will be enough and music concerts could be a good idea for people to see and enjoy a good music facility thing like that.

In response to the question "How will you market Maras as dark tourism destination?" based on the answers of the interviewees, the following topics were extracted:

Advertising and use of social media, by explaining the catastrophes and their events and Focus on retail in the field of dark tourism.

In response to the question "How do residents of Famagusta perceive this issue?" based on the answers of the interviewees, the following topics were extracted:

The politicization of the issue, they are very happy about reopening of Maras, to be trained how to treat tourists to attract tourists and the optimism and excitement of the people of Famagusta.

In response to the question "Who will finance the revival of Maras? Moreover, how it will be financed?" based on the answers of the interviewees, the following topics were extracted:

Turkey's role in financing, government then international investors and maybe the owners, international finance sources, Through an agreement between southern and northern Cyprus and Only through advertising to attract tourists without any changes there.

In response to the question "How will you reconcile the opposition to this project by the south Cyprus?" based on the answers of the interviewees, the following topics were extracted:

If they just stopped the propaganda if they stop to be resisted to each other, it will happen in the near future and develop an agreement between Southern Cyprus and Northern Cyprus to use its interests equally.

In response to the question "Is Maras, as a dark tourism destination; should be a creative tourism project?" based on the answers of the interviewees, the following topics were extracted:

No need for a creative project and its normal for the people there, For attract more tourism from all around the world yes it can be more creative, Its creativity due to the lack of good dark tourism as a type of tourism, Being creative because of the need to

make people curious to visit, Lack of creativity due to avoiding change in this area and
The need for creativity to use the historical and natural potential of Varosha.

Chapter 6

DISCUSSION AND CONCLUSION

Dark tourism is part of the tourism industry, which takes travelers to visit historical sites that have in the past been associated with natural disasters, deaths and human tragedies. Perhaps at one time people preferred to spend their holidays visiting the heavenly beauty of nature or the splendor of works of art and architecture, but these days it seems that the pages are turned. Due to the changing tastes of tourists, such a history, although painful, is a good reason to visit these places. Contrary to what may come to mind the first time we hear the word, dark tourism is not so bleak. The word "Dark" here refers more to a black chapter in history, and perhaps the study of this blackness in the history of mankind is fascinating, and of course this is a good source of nutrition for the world of tourism.

The Varosha region is located south of the city of Famagusta, known as the Ghost Town. This area was considered one of the modern and touristic areas in Cyprus. Many tourists travel there every year due to the special conditions of Famagusta, and it has its own ups and downs. The town or island of Varosha had the best beaches and the real estate in the area was one of the most expensive in Cyprus. Without the slightest exaggeration, it can be claimed that the beaches of Arusha were one of the best beaches in the world, with its fine sands and clear water that captivated every viewer. The ancient Greeks were the first to enjoy the beauty of the area, followed by the Egyptians,

the Romans, and finally the Ottomans, who enjoyed the pleasures of the area for a long time. Cyprus wants to revitalize the town of Varosha, once a tourist destination, and host it for tourists. The Government of Cyprus intends to turn this beautiful city, which is one of the pillars of its tourism and still has the cars of 40 years ago in its streets, into a tourist destination again, and by removing the fences, tourists will not be able to watch this. Enjoy the beautiful city without barbed wire.

6.1 Implications and suggestions

Results of the research highlighted some important issues regarding dark tourism in the Maras. The findings can be used by politicians, managers, planners, governors and others working in this sector. Therefore we suggested the Reduce South Cyprus' opposition and propaganda by establishing agreements because it will happen in the near future and develop an agreement between Southern Cyprus and Northern Cyprus to use its interests equally.

Consider the following strategies to cover the cost of reviving Maras: Turkey's role in financing, government then international investors and maybe the owners, international finance sources, through an agreement between southern and northern Cyprus and only through advertising to attract tourists without any changes there.

To offer Maras as a dark tourist destination in the market, consider the following strategies: Advertising and use of social media, by explaining the catastrophes and their events and Focus on retail in the field of dark tourism.

Recommended tourism activities for Maras region are: Walking, jogging or biking and sometimes just placing some food and beverage facilities which will help to attract tourists, put some part of that as a museum in this way we can keep it as it was 40

years ago, Places for cycling, walking, beach opening and establishing restaurants and coffee shops, activities like using beach, rent bicycle and visiting historical place and taking photos will be enough and music concerts could be a good idea for people to see and enjoy a good music facility thing like that.

The following solutions are suggested for the positive role of the revival of Maras in the Cyprus problem: The role of politicians in reunification and problem solving, The role of advertising and marketing in the development of Varosha tourism, Establish agreements between stakeholders to use the facility, Not optimistic about its development and The need for European attention and an agreement between Southern Cyprus and Northern Cyprus.

6.2 Limitations and Future Studies Directions

- Certainly, the main limitation of any research project can be considered the inability to generalize research results to other statistical communities. The present study is no exception to this rule and its findings cannot be generalized to G regions other than Varosha.
- Limitations of interview scheduling and interviewees' participation: Conducting interviews and taking time to conduct interviews were other limitations of the research. Interviewees usually have the impression that the interview is time-consuming, so people who are asked to participate in the interview avoid cooperating on this issue.
- The approach of the present study has been a qualitative approach. It is suggested that in future research, a quantitative approach be used to examine the factors affecting dark tourism and the identified factors to determine the importance of each of them.

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