Bachelor Thesis

Illuminating the Dark

Measuring Emotional Experiences
of Dark Tourism Consumers

Authors: Dana Szalaiová, Mark Vidrinskas
Supervisor: Sandhiya Goolaup
Examiner: Hans Wessblad
Semester: HT22
Subject: Tourism Studies III - Degree Project
Level: Bachelor
Course Code: 2TR42E
Acknowledgments

Our endeavor would not be possible without the help of our supervisor Sandhiya Goolaup, the assistant professor at the School of Business at Linnaeus University, Sweden. We could not have imagined undertaking this journey without your professional advice and support. We are also grateful to the survey respondents who helped us to collect the data necessary for the completion of this study. Lastly, we would like to thank our family and friends for their emotional support and endless patience with us during the conduct of this study.
Abstract

This study examines the emotional experiences of 152 respondents visiting ‘light’, ‘lighter’, and ‘lightest’ dark tourism sites and the relationship those experiences have with positive word-of-mouth. Therefore, the theoretical contribution of this study fills in the research gap by focusing on the destinations on the ‘lighter’ periphery of Stone’s Dark Tourism Spectrum. The ‘lighter’ destinations which are more commercialized, education- or entertainment-based in nature. In contrast to the destinations on the ‘darker’ periphery of the Dark Tourism Spectrum which are commemorative and where death and tragedy actually occurred. Our results suggest that tourists experience a broad range of both positive and negative emotions when visiting these destinations. Specifically, emotions like Interest, Positive Surprise, Disgust, and Negative Surprise have been found to have a positive relationship with Positive Word-of-Mouth. The results also suggest the practical contribution of this study and confirm that the suppliers of ‘lighter’ destinations are properly managing the dark tourism sites which results in their visitors to spread positive word-of-mouth.

Keywords

Dark tourism, Dark Tourism Spectrum, Seven Dark Suppliers, emotions, emotional experiences, word-of-mouth
# Table of Contents

1. **Introduction**  
   1.1. Background: Dark Tourism  
   1.2. Background: Tourists’ Emotional Experiences  
   1.3. Problem Discussion  
   1.4. Research Question  
   1.5. Purpose  

2. **Literature Review**  
   2.1. The Evolution of Dark Tourism  
   2.2. Dark Tourism: Key Concepts and Definitions  
   2.3. Dark Tourism Spectrum and Typology  
   2.4. Defining Psychological Constructs  
   2.5. Psychoevolutionary Theory of Emotions  
   2.6. Emotions in Tourism and Word-Of-Mouth  

3. **Methodology**  
   3.1. Research Method  
   3.2. Research Approach  
   3.3. Research Strategy and Design  
   3.4. Secondary Data  
   3.5. Sampling  
   3.6. Design of Survey  
   3.7. Sample Size  
   3.8. Data Collection  
   3.9. Data Analysis  
   3.10. Operationalization  
   3.11. Limitations  
   3.12. Validity and Reliability
1. Introduction

In modern society, death is a taboo separated and hidden from our sight because nowadays, it is usually managed by professionals in medical or funeral services (Lennon, 2017). However, humanity has been fascinated by the darker side of life since ancient times when death was a commonplace part of every day, and it was something normalized, at times even celebrated (San Filippo, 2006). Death touches us all, and the fascination with darker history that has been drawing people to places of death has formed a phenomenon now termed dark tourism (Forsdick et al., 2019; Ashworth & Isaac, 2015). However, there is more to the dark tourism phenomenon than just feeding people’s morbid curiosity, and it being an exciting alternative to sun and beach tourism. Philip Stone, the executive director of the Institute for Dark Tourism Research at the University of Central Lancashire, UK, explains that dark tourism sites remind us about what it means to be a human and that these sites are important places where we get the chance to reflect on and understand the evil people are capable of (Sampson, 2019). Not only are dark tourism sites a stimulus for reflection and provide education, but they are also the sites where tourists experience various emotions that are triggered before, during, and after visiting them.

1.1. Background: Dark Tourism

With roots in the Roman era, dark tourism continues to draw fascination even in modern times (Sharpley & Stone, 2009). The phenomenon is characterized by tourism destinations or sites associated with the macabre: genocide, disaster, suffering, and deprivation (Forsdick et al., 2019). These locations include war sites such as the USS Arizona Memorial of Pearl Harbor in Hawaii, USA, disaster sites like Chernobyl in Ukraine, and extermination camps such as Auschwitz in Poland. Examples of the popularity of dark tourism include media coverage, whether newspapers and magazines, television programs, or even streaming services, such as Netflix’s documentary series Dark Tourist: “in popular culture, death has become a commodity for consumption in a global communications market.” (Palmer, 1993,
Another example of media influencing dark tourism consumption is the Chernobyl miniseries on the HBO streaming platform. After the series was released in the spring of 2019, traveling companies offering tours to the Chernobyl area reported a 30–40% increase in visitors compared to 2018 (Sampson, 2019; Noack, 2019). These types of media coverage prove that dark tourism is a public-recognized topic. Sometimes the increase in dark tourism is caused by tragic events. For instance, prior to the 9/11 terror attacks in 2001, around 1.8 million visitors visited the World Trade Center's observation deck yearly (Sharpley, 2005). One year after the 9/11 attacks, the Ground Zero Memorial site became one of the most popular tourist attractions in New York City. The expectations were that the number of visitors would double in 2002 (Blair, 2002, as cited in Sharpley, 2005).

Additionally, according to data analysis by the flight booking website Kiwi for the years 2016–2018, British travelers have shown an increase in searches related to dark tourism destinations: searches increased to 1057% for Chernobyl, Ukraine; 465% for the Killing Fields, Cambodia; and 263% for Hiroshima, Japan (Media.kiwi.com, 2018). Another example is Visit Ukraine Today, an online information portal for Ukraine-related tourism. The site launched a dark tourism initiative amidst the Russo-Ukrainian war, and they plan to develop tour guides highlighting the effects of the war on Ukrainian cities (Visitukraine.today, 2022).

Dark tourism has been researched for more than 20 years by academics and scholars, with an explosion in interest beginning in 2011 (Light, 2017). Foley & Lennon (1996) established the term ‘dark tourism’, which encompassed the act of visitation to sites and locations of death and disaster (Lennon, 2017). Even though the term ‘dark tourism’ is contested, it still deserves its remained usage due to it being the most recognizable (Light, 2017). For the purposes of this study, ‘dark tourism’ acts as an umbrella term for places associated with death or where the death actually occurred: “Dark tourism is a more general umbrella concept for travel to sites, such
as battlefields, prisons, slave forts, and concentration camps, associated with death and suffering.” (Forsdick et al., 2019, p. 63).

In view of the fact that dark tourism refers to a broad array of destinations, the Dark Tourism Spectrum framework by Stone (2006) provides a much-needed categorization system for dark tourism products. The spectrum ranges from the ‘darkest’—"Sites Of Death and Suffering” to the ‘lightest’—"Sites Associated with Death and Suffering” (Stone, 2006, p. 151). The ‘light’, ‘lighter’, and ‘lightest’ destinations can include underground tourist attractions such as The Edinburgh Dungeon; former prisons and guardhouses such as The National Justice Museum; burial grounds like Père Lachaise Cemetery; tours of historic battlefields such as the ones provided by the Bespoke Western Front Battlefield Tours (Stone, 2006; Thedungeons.com, n.d.; Bespokewesternfronttours.com, n.d.).

Overall, the spectrum helps to represent the fluid nature of the dark tourism industry because “it would be foolhardy to suggest that all dark tourism products possess all of the defining traits which would allow them to be plotted precisely on this ‘spectrum of supply’”, instead dark tourism destinations can contain varying degrees of both ‘darkness’ and ‘lightness’ (Stone, 2006, p. 157). However, Robinson et al. reason that such frameworks are too subjective, yet acknowledge that Stone’s framework can provide a good starting foundation for researchers: “From a supplier perspective, Stone correctly set out in some detail the characteristics and traits associated with each of the product types. The framework also establishes a typological viewing frame through which a clearer understanding of supply can be obtained and ultimately the motivations that facilitate consumption.” (Robinson et al., 2011, p. 206). This alternative consumption of tourism introduces an array of exciting yet complex insights for possible analysis, and one such is the analysis of tourists' emotional experiences.
1.2. Background: Tourists’ Emotional Experiences

Emotional experiences influence every stage of the tourist’s activity (Hosany et al., 2021; Zhang et al., 2021). That is congruent with tourism being considered an experiential and hedonistic pursuit (Nawijn & Biran, 2019; Lee & Jeong, 2021). For both tourism researchers and suppliers alike, understanding the emotional experiences of tourists provides relevant insights into how tourists consume various tourism products, how that affects them, and how that, in turn, affects the destinations themselves (Fesenmaier & Xiang, 2017; Zhang et al., 2021; Hosany et al., 2021; Rahmani et al., 2019). For instance, emotions affect (consumer) behavioral outcomes such as revisit to a destination (i.e., customer retention), positive word-of-mouth (recommendation to friends and family), negative word-of-mouth (usually in the form of negative online reviews, also referred to as electronic word-of-mouth), customer loyalty, and tourist satisfaction (Fesenmaier & Xiang, 2017; Zhang et al., 2021; Hosany et al., 2021; Rahmani et al., 2019; Litvin et al., 2008). In order to measure emotions, researchers usually employ dimensional, cognitive, or categorical approaches (Rahmani et al., 2019). The dimensional approach is valency-based, meaning emotions are grouped into positive and negative, or pleasure and arousal states (Watson et al., 1988; Rahmani et al., 2019). PANAS (Positive Affect and Negative Affect Schedule) is an example of a scale utilized when using the dimensional approach (Watson et al., 1988). On the other hand, the cognitive approach, specifically the cognitive appraisal theory, concludes that emotions are caused by evaluations (appraisal) of a stimulus (Lazarus & Folkman, 1984). Lastly, the categorical approach posits that emotions have developed evolutionarily and can be categorized as distinctive emotional states (Rahmani et al., 2019; Prayag et al., 2013). According to Plutchik’s (1982) psychoevolutionary theory of emotions, the eight primary emotion states include joy, trust, fear, surprise, sadness, disgust, anger, and anticipation. The psychoevolutionary theory of emotions and the emotion states serve as scales for emotion measurement for the purposes of this paper.
1.3. Problem Discussion

Since external stimuli trigger emotions, the consumption context is crucial when measuring them (Nawijn & Fricke, 2015; Rahmani et al., 2019). Due to that, emotional experiences remain a relevant topic for tourism researchers (Nawijn & Fricke, 2015; Rahmani et al., 2019). Emotions can affect a tourist's motivation to visit a destination, such as the choice process during the pre-travel stage (Hosany et al., 2021). Post-travel, emotions can affect tourist satisfaction, trust and commitment, and behavioral intentions (Hosany et al., 2021; Rahmani et al., 2019; Nawijn & Fricke, 2015). For instance, positive emotional experiences tend to increase positive word-of-mouth, in other words, favorable recommendations of the visited destination to friends or family. In contrast, negative emotional experiences can have the opposite unfavorable effect, negatively affecting destination providers (Nawijn & Fricke, 2015). Those unfavorable effects caused by negative emotional experiences could be incredibly damaging to destinations that are considered to be dark tourism destinations (Stone, 2006; Forsdick et al., 2019). Given that most people are hedonistic and tend to seek pleasure and avoid pain, most tourism activities are adapted to that hedonic principle as well—tourism is seen as a way to gain meaningful and pleasurable experiences (Nawijn & Biran, 2019). Meanwhile, dark tourism destinations, especially those closely related to death, can cause negative emotional experiences, such as anger, disgust, sadness, fear, and more (Nawijn & Fricke, 2015; Forsdick et al., 2019). In a way, the visitors to such non-hedonic dark tourism destinations seek negative emotional experiences (Nawijn & Biran, 2019). According to the study done by Nawijn & Fricke (2015), negative emotions in non-hedonic tourism contexts, such as alternative forms of tourism like dark tourism, have similar effects on behavioral intentions as positive effects do in hedonic tourism contexts.

Additionally, most current studies about the emotional experiences of tourists visiting dark tourism destinations focus on the ‘darker’ periphery of Stone’s (2006) Dark Tourism Spectrum, making the destinations on the ‘lighter’ periphery an
under-researched area (Light, 2017). By shifting the focus to the ‘lighter’ dark tourism destinations, this study aims to contribute to filling the above research gap. Furthermore, a discussion is possible on whether the visitors of ‘lighter’ dark tourism destinations could be considered dark tourists at all, depending on if they share enough similarities with tourists visiting destinations on the ‘darker’ periphery of the Dark Tourism Spectrum (Light, 2017; Stone, 2006).

1.4. Research Question

What is the relationship between the emotional experiences of tourists visiting ‘light’, ‘lighter’, and ‘lightest’ dark tourism sites and positive word-of-mouth?

1.5. Purpose

This paper aims to investigate the emotional experiences of tourists visiting dark tourism destinations on the ‘lighter’ periphery of Stone’s (2006) Dark Tourism Spectrum and the relationship of those emotions with positive word-of-mouth. Identifying tourists’ emotional experiences allows us to explore the phenomenon of dark tourism further because those experiences relate to post-travel behavior (Zhang et al., 2021; Hosany et al., 2021; Prayag et al., 2013). Therefore, understanding post-purchase behavior, specifically positive word-of-mouth, could have practical and theoretical implications. The practical implications include whether the suppliers of ‘lighter’ dark tourism destinations are properly managing the destinations to ensure the spread of positive word-of-mouth. The theoretical implications of this study are about whether tourists of ‘lighter’ periphery of dark tourism destinations have enough similarities to tourists visiting destinations on the ‘darker’ end of Dark Tourism Spectrum (Light, 2017; Stone, 2006).
2. Literature Review

The body of the existing literature on the core concepts, such as Stone’s Dark Tourism Spectrum and the Seven Dark Suppliers, and the Psychoevolutionary Theory of Emotions (O'Gorman & MacIntosh, 2015; Stone, 2006; Plutchik, 1982) together with the additional concepts on dark tourism typology, psychological constructs, hedonic and non-hedonic tourism consumption contexts, and behavioral intentions (specifically word-of-mouth) will serve as a foundation to formulate hypotheses for this paper and the designing of the research questionnaire through which the hypotheses will then be tested (Sutton et al., 2019).

2.1. The Evolution of Dark Tourism

Atrocities, assassination, death, destruction, disasters, crime, grief, incarceration, killing, pain, suffering, tragedy, or violence. Since tourism is usually related to events with somewhat positive connotations, such as pleasure, or relaxation, it may be a controversial statement that any of the earlier named events are connected to tourism, too. In contrast to the more hedonistic and leisure forms of tourism, people have always been fascinated with and drawn to the spectacle of the obscure. Ever since they have been able to travel, they have been visiting sites and attractions that are in one way or another connected with one or more of the earlier-mentioned ‘dark’ events (Sharpley & Stone, 2009). At first glance, it might seem that the desire to travel to experience the macabre is a vain whim that is pertinent primarily to the postmodern and contemporary society where death has been reduced to a commercialized tourism commodity. However, the fact is that this practice already took place long before it was framed as dark tourism. For centuries, death and suffering have been interrelated with tourism and have been one of its key elements (Seaton & Lennon, 2004; Lennon, 2017).

The earliest forms of what are today known as dark tourism attractions can be dated back to ancient Roman times when gladiatorial combats in the Colosseum took place
(Sharpley & Stone, 2009). During pilgrimages, death or execution sites of particular and often religious figures were visited, such as when the scholar Origen of Alexandria undertook the first Christian pilgrimages to the ministry sites of Jesus in the third century (Maraval, 2002). Further examples of early dark tourism include medieval public decapitations or executions (Sharpley & Stone, 2009). Even centuries later, it was still common to attend public executions in major cities around the world, like London, and for instance, in Britain, public hangings were legal until 1868 (Seaton, 1996). One of the key dark tourism destinations of the Romantic era was Pompeii. In 79 AD, the Roman city was destroyed by a volcanic eruption. The city was discovered in 1748 with bodies of victims buried in the ash, preserved in the positions they were in their final moments of life (Seaton, 1996). Since its discovery, Pompeii has become a sensation mainly because of the found bodies that turned into the characteristic memento of the disaster. In 19th-century Paris, visits to morgues were quite common, and between the late 18th and early 19th century, prisons and graves became attractions, too (Sharpley, 2005). Furthermore, war sites and battlefields also became popular destinations such as the Waterloo battlefield that has been attracting visitors since 1816 and continues to do so even today (Seaton, 1996).

2.2. Dark Tourism: Key Concepts and Definitions

As mentioned earlier, traveling to destinations linked with death is not a new phenomenon. There has been significant growth in tourists' interest in dark tourism attractions and sites at the end of the twentieth century and the beginning of the twenty-first century. But Sharpley (2005) argues that the reason behind it could be that new dark tourism sites and attractions arise to cater to the needs of the constantly increasing number of tourists. However, it was only in the last decades that the phenomenon started getting attention from academics, which resulted in the development of concepts and definitions of tourist activities related to death, and essentially in identifying the dark tourism typology (Sharpley, 2005). The field of tourism, which has mostly been considered an economic activity, has now provided academics with a new insight into tourist experiences, introducing new connections
of human behavior and sensation, and thus introducing new intellectual frameworks for the management of tourism sites and resources (Ashworth & Isaac, 2015).

Several authors have defined the phenomenon of visiting death-related sites and attractions. Initially, the concepts were identified, and the phenomenon was classified into newly discovered categories to help the understanding of dark tourism. A classification system of tourism sites has been imposed to create order. However, the flaw of this system lies in its increasing complexity and in the fact that it needs to consider that the same dark tourist site can elicit different experiences for different visitors. As Ashworth and Isaac imply: “What one visitor finds dark, another does not. Therefore, no site is intrinsically, automatically, and universally dark. Sites labeled as dark may not always be experienced as dark by every visitor.” (Ashworth & Isaac, 2015, p. 4). Thus, the academic focus was first on the supply side, where dark sites were classified through their intrinsic and generic characteristics. Later the focus switched to analyzing tourists’ experiences and motivation (Ashworth & Isaac, 2015). The Dark Tourism concept by Foley and Lennon (1996) is the key and most important for this study. However, in order to understand it, it is essential that we also include concepts that preceded and followed it. It is because they all were crucial for the development and changes in the central concept.

2.2.1. Black Spot Tourism and Milking the Macabre
Rojek (1993) introduced the concept of ‘Black Spot Tourism’ or ‘Fatal Attractions’, which both refer to burial sites that were developed for commercial purposes and sites where famous or many people died of sudden or violent death. The author identified these sites of fatality as tourist attractions, claiming that they result from postmodernism (Rojek, 1993). Examples of Black Spot Tourism sites are the site of the deadly car crash where James Dean died, Ground Zero, the 9/11 Memorial & Museum in New York that was built in honor of victims killed in the terrorist attacks in 2001 and 1993, or the grave of Jim Morrison in Paris. Later, the author introduced the term ‘Sensation Sites’ to distinguish the sites and events of disaster and death
from the concept of Black Spot (Rojek & Urry, 1997). In 1994, Dann contributed to the dark tourism debate by defining the popularity of dark tourism sites and the experiences at such sites, naming the concept ‘Milking the Macabre’ (Dann, 1994, as cited in Sharpley, 2005).

2.2.2. Dissonant and Dark Heritage
Heritage, represented by the past, which for certain people becomes distorted, disinherit, or displaced once interpreted as a tourism attraction, was defined by Tunbridge and Ashworth (1996) as ‘Dissonant Heritage’. Ashworth and Isaac (2015) note that the focus in dark tourism studies was initially on the visited sites, but in Dissonant Heritage, it is the experiences that are dark. The concept of Dissonant Heritage, or as Ashworth calls it – ‘Heritage of Atrocity’, often overlaps with the concept of ‘Dark Heritage’. Thomas et al. (2019) define Dark Heritage as a cultural heritage related to death, conflicts, and suffering. Its various aspects have various meanings for people and depend on different elements. The concept of Dark Tourism mainly emphasizes death as its main motive. However, Dark Heritage pursues values regarding heritage by studying why and how the past still matters even in the present. The concept can be used as an umbrella term to describe all the related concepts that regard connection to the “dark, macabre, difficult and even painful elements of cultural heritage” (Koskinen-Koivisto, 2016, p. 24).

2.2.3. War and Morbid Tourism
According to Smith, war-related sites or destinations associated with war are probably “the largest single category of tourist attractions in the world.” (Smith, 1998, as cited in Sharpley, 2005, p. 3). Dann (1998, as cited in Sharpley, 2005) claims that the diverse attractions associated with war are a subset of all tourist sites associated with death and suffering. Blom introduced the concept of ‘Morbid Tourism’, defining it as tourism that “focuses on sudden death and which quickly attracts large numbers of people” and as “. . . an attraction-focused artificial morbidity-related tourism” (Blom, 2000, as cited in Sharpley, 2005, p. 5).
2.2.4. Dark Tourism

Frameworks and categorization defined by the previously mentioned authors were too narrow. Therefore, Foley and Lennon (1996) defined the phenomenon as ‘Dark Tourism’ and categorized it as a separate form of tourism. The authors developed a hypothesis that there can be identified ancient but also modern and postmodern aspects within the phenomenon. According to the authors, dark tourism is “the presentation and consumption (by visitors) of real and commodified death and disaster sites.” (Foley & Lennon, 1996, p. 198). Their focus was initially on the sites, and the authors attempted to classify dark tourism based on these sites, which vary significantly in scale. These include death sites and disaster scenes, sites of mass or individual death, sites of incarceration, representations or simulations associated with death and reenactments, and human interpretation of death (Lennon, 2017). Finally, the authors analyzed dark tourism’s ethical aspects, the dilemmas that stem from the historical controversies it entails, and the ambitions to manage, preserve or reconstruct these (Sharpley, 2005).

2.2.5. Thanatourism

Seaton (1996) shifted focus from the tourism sites to the tourists’ motivation and labeled the phenomenon ‘Thanatourism’. Opposed to Foley and Lennon, Seaton claims that dark tourism emerged from the so-called ‘thanatopic tradition’, which refers to contemplations of death. He argues that dark tourism is the “travel dimension of thanatopsis” (Sharpley, 2005, p. 6). According to the author, thanatourism is “travel to a location wholly, or partially motivated by the desire for actual or symbolic encounters with death, particularly, but not exclusively, violent death.” (Seaton, 1996, p. 240). Seaton is critical of the definition by Foley and Lennon, claiming that terming tourism ‘Dark’ can be seen as pejorative and give the tourist sites transgressive, negative, or even dubious connotations (Lennon, 2017).

On the other hand, according to the author, ‘Thanatourism’ has limited or no sinister connotations. Furthermore, Seaton suggests that the media have had a crucial role in
the growth of dark tourism attractions and sites, mainly through sharing of the geographical locations of violent deaths or murders and also with the help of modern communication technology that allows broadcasting events as they happen (Sharpley, 2005). However, the concept’s focus mainly on death makes it narrow. ‘Dark Tourism’ and ‘Thanatourism’ are frequently used interchangeably. Although there is considerable overlap between dark tourism and thanatourism, they do, at the same time, have fundamental differences, yet one cannot be discussed without the other (Light, 2017).

2.3. Dark Tourism Spectrum and Typology

Dark tourism products have various characteristics and traits and are thus perceived differently by different consumers. Thus, universally labeling all dark tourism products as ‘dark’ would be too general due to the diversity and complexity of these products.

2.3.1. Dark Tourism Spectrum

Therefore, Stone (2006) presented the ‘Dark Tourism Spectrum’ with a scale of dark tourism attractions and its shades ranging from darkest to lightest, suggesting various levels of ‘darkness’ and different intensities of the different dark tourism sites. The author uses the shades to categorize dark tourism sites in regard to their management strategies and design features (see Figure 1). For instance, the destinations on the ‘lighter’ end of the spectrum possess higher levels of commercialization and sanitization (Robinson et al., 2011; Stone, 2006). In order words, such sites are far more removed from the macabre and death (Robinson et al., 2011; Stone, 2006). In contrast, the destinations on the darker side of the spectrum, such as the Auschwitz-Birkenau concentration camp in Poland, or the Ground Zero memorial park in New York, include products that revolve around death more directly, thus can be placed somewhere on the darker periphery of the spectrum (Stone, 2006).
Figure 1: *A Dark Tourism Spectrum: Perceived Product Features of Dark Tourism Within a “Darkest-Lightest” Framework of Supply*

![Diagram showing the spectrum of dark tourism features](image)

The author differentiates between ‘Sites of Death and Suffering’ and ‘Sites Associated with Death and Suffering’, where the critical distinction is in the notions of the macabre that exist between these sites (Stone, 2006). The sites have different degrees of political influence; they are either education-oriented or entertainment-oriented and are thus perceived as more or less serious and authentic. Based on that, the higher the political influence of the site, the higher level of its educational and history-centric ethic, and the higher the perceived authenticity it has. Especially
when spatial affinity with the site and the time scale are closer to the event, the
darker shade and thus the level of ‘macabreness’ the dark tourism site possesses.
However, it is essential to note that the intensity of the different shades of dark
tourism products is fluid and loose rather than representing a solid spot on the Dark
Tourism Spectrum.

2.3.2. Seven Dark Suppliers
In order to set a solid foundation for the typology of dark tourism supply, it is also
important to include the concept of Stone’s (2006) ‘Seven Dark Suppliers’ in which
the author outlines seven dark tourism products that are listed in Table 1 together
with their main features and examples. Nevertheless, the focus of this study is on the
four suppliers on the ‘light’, ‘lighter’ and ‘lightest’ edge of the spectrum that are
listed below:

**Dark Fun Factories**
Refer to attractions on the ‘lightest’ edge of the Dark Tourism Spectrum. These are
the sites with a focus primarily on entertainment-based and commercial products.
They present fictional and even real events associated with the macabre but are
represented in a sanitized and less authentic form. These sites are purposeful and
‘fun-centric’ tourist products with high tourism infrastructure (Stone, 2006).

**Dark Dungeons**
Regarding tourist attractions and sites at the center of the Dark Tourism Spectrum,
consisting of both ‘light’ and ‘dark’ elements. Dark Dungeons revolve around
(former) courthouses and prisons with product features focused on education and
entertainment, and due to that, sometimes their authenticity might be questioned.
These sites usually have a high degree of tourism infrastructure and commercialism,
representing penal codes either from the distant past or the more recent past with a
higher political influence and ideology (Stone, 2006).
Dark Resting Places

Dark Resting Places contain both light and dark elements. Therefore they are located within the Dark Tourism Spectrum’s center, regarding graves or cemeteries as dark tourism products (Seaton, 2002). In contemporary society, cemeteries are often romanticized and used as a tool by tourism planners to attract visitors, maintain the structural integrity of local architecture and landscapes, and also to preserve local environments from an ecological point of view (Meyer & Peters, 2001, as cited in Stone, 2006). Dark Resting Place products are history-centric, with commemorative and conservational ethics and increasing infrastructure around them. The main goal for most of the Dark Resting Places is the conservation and promotion of Romantic and Gothic architecture and sculpture through the maintenance of gravestones, tombs, and mausoleums. At Dark Resting Places, visitors can pay their respects to and commemorate the deceased. However these sites are increasingly gaining more entertainment-based and commercial focus, potentially resulting in moving on the spectrum of suppliers toward the Dark Fun Factories. The Dearly Departed tours based in Hollywood are a great example of this—containing the aspect of dying and death, the operator attracts tourists to take a fun-led tour into the death of the Hollywood celebrities and elite (Stone, 2006).

Dark Conflict Sites

Dark Conflict Sites are connected to battlefields and war fields that are commodified to tourism products with a history-centric and commemorative focus which originally were non purposeful in the context of dark tourism. Due to increased commercialization, there has been an increase in tourism infrastructure at Dark Conflict Sites. Tours to various war sites and battlefields are a common component of tour operators provided with in-depth commentaries, war diaries, and trench maps (Stone, 2006). However, there are differences in the product design between the various sites, with those being chronologically more distant having a more ‘fun-led’ and romanticized character positioned on the ‘lighter’ side of the spectrum. In contrast, the more recent ones are positioned towards the darker spectrum.
Table 1: Seven Dark Suppliers

<table>
<thead>
<tr>
<th>Dark Supplier</th>
<th>Spectrum Shade</th>
<th>Focus</th>
<th>Product Features</th>
<th>Perceived Authenticity</th>
<th>Tourism Infrastructure Level</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dark Fun Factories</td>
<td>Lightest</td>
<td>Entertainment-based, commercial</td>
<td>Purposeful, fun-centric</td>
<td>Less authentic</td>
<td>High</td>
<td>London Dungeon, UK with exhibits of unpleasant aspects of past life, such as Jack the Ripper or Black Death, but in a socially acceptable and family-friendly environment; escape rooms; horror, Halloween, ghost- or haunted-themed amusement rides or parks such as Halloween at Liseberg, Göteborg, Sweden; House of Horrors or Ghost Train (Blå Tåget) at Gröna Lund, Stockholm, Sweden; Disney World Haunted Mansion Dark Ride, USA; Chamber of Horrors at Madame Tussauds with waxworks of notorious murderers, London, UK.</td>
</tr>
<tr>
<td>Dark Exhibitions</td>
<td>Dark</td>
<td>Educational, commercial</td>
<td>Reflective, commemorative with purposeful and non-purposeful elements</td>
<td>More conservative = more authentic</td>
<td>Good level</td>
<td>Body Worlds exhibition with anatomical displays of real preserved human corpses; Catacombe Dei Cappuccini (The Capuchin Catacombs) in Palermo, Italy with displays of mummified corpses; 9/11 terror attack exhibition at the Smithsonian Museum of American History, Washington, USA.</td>
</tr>
<tr>
<td>Dark Dungeons</td>
<td>Light</td>
<td>Education, entertainment-based, commercial</td>
<td>Originally non-purposeful for dark tourism, with a higher degree of conservatism and commemoration</td>
<td>Less authentic</td>
<td>High</td>
<td>(Former) prisons, jails, such as Alcatraz prison, San Francisco, USA; Galleries of Justice in Nottingham, UK; Tower of London, UK; Långholmen Central Prison in Stockholm, Sweden; Women's Prison (Kvinnofängelset) at Kalmar Castle, Kalmar, Sweden; Bodmin Jail Centre in Cornwall UK; Old Melbourne Gaol in Australia; Robben Island, Cape Town, South Africa – the former prison of Nelson Mandela.</td>
</tr>
</tbody>
</table>
Table 1: Seven Dark Suppliers

<table>
<thead>
<tr>
<th>Dark Supplier</th>
<th>Spectrum Shade</th>
<th>Focus</th>
<th>Product Features</th>
<th>Perceived Authenticity</th>
<th>Tourism Infrastructure Level</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dark Resting Places</td>
<td>Lighter</td>
<td>Conservation, promotion, but also commercial and entertainment-based</td>
<td>History-centric, commemorative, conservational, romanticized</td>
<td>Less authentic</td>
<td>Increasing</td>
<td>Historical cemeteries, graveyards, graves, tombs, mausoleums, such as the Père-Lachaise in Paris, France; the Weaste Cemetery, Salford, UK; Dearly Departed tours in Hollywood, Los Angeles, USA; Taj Mahal mausoleum in Agra, India; Pyramids of Giza, Egypt.</td>
</tr>
<tr>
<td>Dark Shrines</td>
<td>Darker</td>
<td>Remembrance, respect for the recently deceased</td>
<td>Non-purposeful for tourism, temporal in nature</td>
<td>Authentic</td>
<td>Low but slowly evolving in time</td>
<td>Floral edifice around the Kensington Palace’s gates in 1997 at the time of death of Princess Diana; the atrocity site at Ground Zero, New York on September 11th 2001; temporary tourist destination in Soham, UK where two schoolchildren were abducted and murdered.</td>
</tr>
<tr>
<td>Dark Conflict Sites</td>
<td>Lighter</td>
<td>Educational, commemorative, becoming more entertainment-based and commercialized</td>
<td>History-centric, originally non-purposeful, fun-led, romanticized</td>
<td>Authentic</td>
<td>Increasing</td>
<td>First World War battlefields; the site of the Battle of Guadalcanal in the Solomon Islands; real-life reenactment Battle of Bosworth Reenactment Weekend, UK; Normandy Battlefield Tours, France; Waterloo, Belgium; Pearl Harbour, Hawaii, USA; Gallipoli, Turkey; Ypres, Belgium; Somme, France; Memorial of the Missing, Thiepval, France.</td>
</tr>
<tr>
<td>Dark Camps of Genocide</td>
<td>Darkest</td>
<td>Educational, commemorative</td>
<td>Commemorative, thanatological, ultimate emotional experience</td>
<td>Authentic</td>
<td>High</td>
<td>Genocide sites in Rwanda, Kosovo, and Cambodia; Dachau, Germany; Treblinka and Auschwitz-Birkenau Holocaust death-camp sites, Poland.</td>
</tr>
</tbody>
</table>

Sources: Stone (2006); Tajmahal.gov.in (n.d.); Egymonuments.gov.eg (n.d.); Nps.gov (2022); Bespokewesternfronttours.com, (n.d.).
2.4. Defining Psychological Constructs

The field of psychology outlines multiple psychological constructs such as emotions, moods, drives, attitudes, personality traits, and affective disorders (Yarwood, 2022). Although these psychological concepts are distinctive, they can influence each other, necessitating the need to properly define each construct in order to negate the possibility of confusion (Yarwood, 2022). Tuerlan et al. (2021) also point out that clarifying the differences between these terms is vital in order to avoid using them erroneously and interchangeably, which is frequently the case in the hospitality and tourism management (HTM) literature.

Emotions are short-lasting mental states caused by external stimuli, accompanied by various changes in behavior. More precisely, they are “episodic, relatively short-term, biologically-based patterns of perception, experience, physiology, action, and communication that occur in response to specific physical and social challenges and opportunities.” (Keltner & Gross, 1999, p. 468, in Yarwood, 2022, Chapter 1; Nawijn & Fricke, 2015). Some commonly used terms to describe emotional states include anger, sadness, disgust, and others (Yarwood, 2022). The aforementioned emotional states can also be categorized into positive and negative emotions (Nawijn & Fricke, 2015).

Furthermore, there are four different components that make up an emotion (see Figure 2): feelings, bodily responses, sense of purpose, and expressive behaviors (Reeve, 2018, p. 288, Figure 12.1). The feelings component governs the subjective experience of emotions (Reeve, 2018). Emotions are experienced subjectively due to their variance in personal significance, intensity, and quality (Reeve, 2018). The bodily responses component, also referred to as the physiological component, is about the physical preparation of the body for action caused by emotion and can entail changes in heart rate and adrenaline in the bloodstream, among other things (Reeve, 2018). The sense of purpose component, also known as the motivational
component, highlights the part of emotion that makes us want to take action, usually as a way to remedy or cope with the situation causing the said emotion (Reeve, 2018; Tuerlan et al., 2021). The expressive behavior component is all about the non-verbal communication of emotions (Reeve, 2018). It can include an exhibition of facial expression, vocal tone, gesturing, and posture changes, depending on the emotion an individual is trying to communicate to others (Reeve, 2018).

Moods are mental states that are usually longer lasting, less intense, and not accompanied by changes in behavior, in comparison to emotions (Nawijn & Fricke, 2015; Yarwood, 2022). They can last for hours, days, or even weeks (Yarwood, 2022). While emotions are triggered by specific external stimuli, such as a particular environment or situation, moods stem from the individual person (Nawijn & Biran, 2019). Some descriptive terms used to communicate emotions include being irritated, cranky, feeling down, being cheerful, gloomy, irritable, and so forth (Yardwood, 2022; Tuerlan et al., 2021). The confusion between moods and emotions exists due to moods being able to cause emotions and vice versa. For instance, a positive mood is more likely to cause one to experience positive emotions (Yarwood, 2022).

Drives, attitudes, personality traits, and affective disorders are psychological constructs that, unlike emotions, are not caused by a change in the environment or a specific eliciting event (Yarwood, 2022). Additionally, except for drives, the previously mentioned psychological constructs also tend to remain stable over time (Yarwood, 2022). Overall for the purposes of this research paper, the psychological construct of emotions is of the most interest, specifically the subjective experiences of emotions. Considering that the direct environment causes emotions, they are the preferred measurement variable in tourism studies: “the study of emotional responses is extremely useful when consumption takes place.” (Nawijn & Fricke, 2015, p. 222).
2.5. Psychoevolutionary Theory of Emotions

According to theorists of basic emotion (categorical), emotions developed evolutionarily and are specific and universal across people, leading to similar patterns in behavior (Rahmani et al., 2019). In other words, the categorical approach to understanding emotions features emotion specificity, meaning emotions are considered to be idiosyncratic mental states (Prayag et al., 2013). One of the most commonly used groupings of emotions based on the categorical approach was established by Plutchik (1982), the psychoevolutionary theory of emotions. Plutchik (1982, p. 551) defined emotion as “a patterned bodily reaction of either destruction, reproduction, incorporation, orientation, protection, deprivation, rejection, or exploration, or some combination of these, which is brought about by a stimulus.”, which encapsulates only the functional side of emotions. In order to expand the definition further by expressing the holistic nature of emotions, taking into account other parts of an emotion such as cognition and subjective feelings, the subsequent definition was also proposed: “An emotion is an inferred complex sequence of reactions to a stimulus, and includes cognitive evaluations, subjective changes, autonomic and neural arousal, impulses to action, and behavior designed to have an

Figure 2: Four Components of Emotion

Source: Reeve (2018, p. 288, Figure 12.1).
effect upon the stimulus that initiated the complex sequence.” (Plutchik, 1982, p. 551). Consequently, a model was proposed (refer to Figure 4), which consists of labels for emotions—the eight primary emotions, such as joy, trust, fear, surprise, sadness, disgust, anger, and anticipation (Plutchik, 1982, p. 540, Figure 2). In order to visualize the characteristics of emotions such as intensity, similarity, and polarity, they were represented with the three-dimensional ‘cone-shaped’ circumplex model and the analogous exploded model (refer to Figure 3) (Plutchik, 2001, p. 349, Figure 6). The intensity is represented vertically, for instance, ranging from serenity to joy, and ecstasy being the most intense (Plutchik, 2001, p. 349, Figure 6). The cone model’s top circle and the exploded model’s inner circle consist of the eight primary emotions and represent the degree of similarity among said emotions (Plutchik, 2001, p. 349, Figure 6). Lastly, polarity is represented by one emotion being opposite of another, for instance, joy being the opposite of sadness (Plutchik, 2001, p. 349, Figure 6).

Figure 3: The Three-dimensional Circumplex Model and the Exploded Model of Emotions

Source: Plutchik (2001, Figure 6, p. 349).
Overall, Plutchik’s psychoevolutionary approach to understanding emotion infers that emotions are complex processes and reactions to stimuli with functional purposes (Plutchik, 1982; 2001). They guide our behavior in order to increase our chances of survival (Plutchik, 1982; 2001). For instance, emotion causes behavior that makes one protect oneself (Plutchik, 1982; 2001).

**Figure 4: Primary Dyads Formed By the Combinations of Adjacent Pairs of Basic Emotions**

![Primary Dyads Diagram]

*Source: Plutchik (1982, Figure 2, p. 540).*

### 2.6. Emotions in Tourism and Word-Of-Mouth

Emotions govern the entire touristic experience, whether during the pre-travel, on-site or post-travel stage (Zhang et al., 2021; Fesenmaier & Xiang, 2017; Nawijn & Biran, 2019). Before travel, emotions can guide the decision-making process, such as the planning of the trip (Zhang et al., 2021; Fesenmaier & Xiang, 2017). Essentially, this is when tourists decide where they should travel (Zhang et al., 2021; Fesenmaier & Xiang, 2017). The emotions experienced on-site, that is, during the visit, can affect the overall visit satisfaction and willingness to revisit and to recommend (Zhang et al., 2021; Fesenmaier & Xiang, 2017) The post-travel stage, in other words, after the trip, affects the recollection of emotions, which can also
affect the aforementioned loyalty behaviors (Zhang et al., 2021; Fesenmaier & Xiang, 2017) Specifically, one of such loyalty behaviors is word-of-mouth which can be defined as “a form of communication among consumers based on their personal experiences and impressions of a product or service.” (Gildin, 2003, p. 94). Word-of-mouth can manifest as positive, usually when customers’ expectations are exceeded, and they decide to share their experiences with others (Gildin, 2003). Negative word-of-mouth is the inverse, usually caused by disappointment in regard to expectations, causing a customer to disapprove of a service (Gildin, 2003). Overall, in the context of tourism, the destination that tourists travel to could be considered as the stimulus, their emotional experiences are the reactions they have to said external stimuli, and w-o-d (word-of-mouth, i.e., recommendation to friends and family) is one of the many of the behavioral responses influenced by the emotions that were experienced (Zhang et al., 2021; Fesenmaier & Xiang, 2017). This is also in line with Plutchik’s (1982) psychoevolutionary theory of emotions, that is, the need for there to be a cause for emotion and the emotion being able to serve a function or cause a reaction.

Positive emotions in tourism have been linked to positively affect tourist satisfaction and word-of-mouth (Fesenmaier & Xiang, 2017; Nawijn & Fricke, 2015; Nawijn & Biran, 2019; Zhang et al., 2021). In other words, the experience of positive emotions during trips lends itself to tourists being satisfied with their trips, them wanting to revisit, and tourists recommending the visited destination to their friends and family, as well as sharing positive feedback in the form of online reviews (Fesenmaier & Xiang, 2017; Nawijn & Fricke, 2015; Nawijn & Biran, 2019; Zhang et al., 2021). Even though there is a lack of research within the context of dark tourism on positive emotions and behavioral intentions such as w-o-d, studies assessing the broader context of tourism can also serve as a guide. For instance, a study by Rahmani et al. (2019) psycholinguistically analyzed the kinds of emotions tourists experience as expressed on online blogging websites. The emotions, referred to as emotional reactions in the paper, were employed from Plutchik’s psychoevolutionary theory...
(Rahmani et al., 2019). The study concluded that the emotions of Anticipation and Trust are the main driving forces of tourism, as they “motivate and sustain tourists’ interest and perseverance.” (Rahmani et al., 2019, p. 12). Moreover, the study by Prayag et al. (2013) investigated the relationship between the emotional experiences of international tourists visiting Petra and behavioral intentions. The behavioral intentions included the willingness to recommend, sharing of positive experiences about the visit, and encouragement for others to visit (Prayag et al., 2013). The study found that positive emotions are positively related to behavioral intentions, specifically the positive emotion items of Love and Positive Surprise (Prayag et al., 2013). Considering that it is the emotional experiences of visitors of ‘lighter’ dark tourism destinations that are being measured for this research paper, destinations that are often less authentic and sometimes even entertainment based, it is reasonable to measure positive experiences as well (Stone, 2006). Therefore, we propose the following hypotheses:

\[ H_1: \] Joy has a positive relationship with Positive Word-of-Mouth;
\[ H_2: \] Admiration has a positive relationship with Positive Word-of-Mouth;
\[ H_3: \] Interest has a positive relationship with Positive Word-of-Mouth;
\[ H_4: \] Positive Surprise has a positive relationship with Positive Word-of-Mouth.

Conversely, experiences of negative emotions in tourism tend to negatively affect tourist satisfaction, which in turn causes tourists not to revisit a destination, or to switch (for instance, choose to travel with another airline than previously), express displeasure—negative word-of-mouth, online reviews expressing negative feedback (Nawijn & Fricke, 2015; Nawijn & Biran, 2019; Fesenmaier & Xiang, 2017; Zhang et al., 2021; Gildin, 2003). However, tourists’ emotional experiences also depend on the consumption context, that is, whether it is a hedonic or non-hedonic tourism context. Because most tourism activity is highly experiential, and most people are hedonistic, that is, people prefer to seek pleasure, adventure, and escape from daily
life, most tourism suppliers aim to fulfill those desires by providing pleasurable experiences (Luo et al., 2021; Park & Ahn, 2022). That is what is considered to be the hedonic context of tourism (Luo et al., 2021; Park & Ahn, 2022). According to Nawijn and Biran (2019), within the context of non-hedonic tourism, negative emotional experiences are more desired and can also lead to positive outcomes, however not all negative emotions are equal—some can still have negative outcomes, such as preventing someone from visiting a destination in the first place. Alternative forms of tourism, such as dark tourism, can also be considered to be non-hedonic forms of tourism (Nawijn et al., 2016; Nawijn & Biran, 2019). Therefore experiences of certain negative emotions can lead to positive behavioral outcomes (Nawijn et al., 2016; Nawijn & Biran, 2019). For some dark tourism destinations, specifically those on the darker periphery of the Stone’s (2006, p. 151, Figure 1) Dark Tourism Spectrum, acquiring positive word-of-mouth is one of the only ways that the destination gets marketed, considering that there are a plethora of ethical dilemmas when attempting to market destinations closely related to death and tragedy (Nawijn & Fricke, 2015). The study by Nawijn & Fricke (2015) investigated the emotional responses of tourists visiting the concentration camp memorial Neuengamme. Drawing upon Stone’s (2006) Dark Tourism Spectrum, this destination could be placed on the ‘dark’ periphery of the spectrum. The results indicated that visitors experienced more negative emotions, such as Anger, Sadness, Scare, Shock, and Negative Surprise, rather than positive emotions like Fascination, Joy, Relief, Pleasure, and Positive Surprise (Nawijn & Fricke, 2015). Additionally, the results showed that the study’s respondents were overall willing to spread positive word-of-mouth about their visit (Nawijn & Fricke, 2015). For instance, certain negative emotions, such as Sadness, Shock, and Negative Surprise, had a positive effect on positive word-of-mouth (Nawijn & Fricke, 2015). This shows that within the context of dark tourism, negative emotions should also be considered when investigating their relationship with behavioral intentions. Therefore, we propose the following hypotheses:
$H_5$: Fear has a positive relationship with Positive Word-of-Mouth;
$H_6$: Sadness has a positive relationship with Positive Word-of-Mouth;
$H_7$: Disgust has a positive relationship with Positive Word-of-Mouth;
$H_8$: Anger has a positive relationship with Positive Word-of-Mouth;
$H_9$: Negative Surprise has a positive relationship with Positive Word-of-Mouth.

Figure 5: Model of the Hypotheses Development
3. Methodology

This section describes and explains the methodological framework and the process of conducting this research. Considerations for the thesis project and why a certain data collection approach was chosen are presented here. This aided in deciding on the most viable study design and research options for this research project. The objectives of this research shaped the methodology section, and its final design and form were determined mainly by the data from a rigorous literature review.

3.1. Research Method

The hypotheses developed from the body of existing theories were tested with the help of a survey by utilizing deductive reasoning (Smith, 2017). The method of this research is quantitative because the data collected in the survey provided us with empirical input (Denscombe, 2021). The quantitative perspective is derived from the positivist epistemology that assumes that “there is an objective reality that can be expressed numerically” (Joyner et al., 2013, p. 73). The quantitative method was chosen for its emphasis on the phenomenological view where reality exists in individuals’ perceptions (Joyner et al., 2013) and because the method will allow us to focus on meaning and understanding of the phenomenon of dark tourism. After conducting a rigorous literature review, a survey was administered in order to gather original data about the respondents’ attitudes, opinions, or perceptions. The process included the delivery of the questionnaire to the respondents, but also its design and administration (Smith, 2017).

3.2. Research Approach

The presented thesis employs deductive research logic. Botterill & Platenkamp (2012, p. 50) define deduction as an approach used for concluding “predictions about individual experiences from general statements, hypotheses or theories about regularities in nature or society”. The deductive approach is based upon the nomological (law-like) process that goes from general to specific (Botterill
& Platenkamp, 2012). This approach generally follows these steps: deduction of hypothesis from theory, operational definition of hypothesis and proposition of relationships between two variables, testing of the hypothesis using an appropriate method, investigation, and analysis of the test results in order to either confirm or reject the theory (this step also includes the comparison of research findings with the findings of the literature review) and finally modification of theories in case if the hypothesis is rejected (Research-methodology.net, n.d.).

The deductive approach was chosen to investigate emotional experiences of people interested in dark tourism or people who visited dark tourism sites or attractions to find general laws of behavior. The approach was used to develop hypotheses based on existing theories, which were then tested with the chosen research strategy (Wilson, 2010). Thus, this deduction started with a thorough collection of knowledge from the established theories regarding dark tourism and was followed by the hypotheses development derived from the identified sets of concepts. The hypotheses offered helpful insight into the phenomenon of dark tourism as they are “a formal statement or argument that identifies a relationship or explains a phenomenon in the real world” (Bergin, 2018, 1.5.2 Crime and weather section). The hypotheses were then statistically tested, on which we could base our conclusions.

### 3.3. Research Strategy and Design

This paper is an analysis with an explanatory study design that is usually undertaken to understand the development of patterns within a phenomenon (Smith, 2017), which in this case regards the phenomenon of dark tourism. Explanatory research helped us increase and improve our understanding of the phenomenon and its occurrence and thus helped to fill in the gaps in the existing research regarding the topic. The deductive explanatory research was the tool chosen to analyze the dark tourism patterns needed for developing our hypotheses. The hypotheses were tested with the help of data gained through a survey (George & Merkus, 2021). The explanatory design was used as the research design to help us to explore the
emotional experiences of visitors of the ‘light’, ‘lighter’, and ‘lightest’ dark tourism destinations (Light, 2017; Stone, 2006, p. 151), but also to investigate the relationship between positive word-of-mouth and the chosen variables in the form of a set of emotions.

3.4. Secondary Data

Articles, studies, and electronic and physical books were evaluated to gather secondary data on the research topic, to gain knowledge about the most relevant theories, and to explore existing models and concepts about dark tourism. The bibliographic databases included Google Scholar, Emerald Insight, OneSearch, ResearchGate, ScienceDirect or Taylor & Francis, and those were used to access books, articles, studies, and other data related to the chosen topic (Google.com, n.d.-b; Emerald.com, n.d.; Lnu.se, n.d.; ResearchGate, n.d.; ScienceDirect.com, n.d.; Tandfonline.com, n.d.).

3.5. Sampling

Selecting the sample population was of paramount importance for the conduction of the questionnaire. It was done using judgemental and convenience sampling methods (Smith, 2017; Ellison et al., 2009). The judgemental sampling method included selecting our survey sample based on specific criteria, which was the requirement for the respondents to have visited a ‘light’, ‘lighter’, or ‘lightest’ dark tourism site. This was done by incorporating a filter question into the survey design. On the other hand, the convenience sampling method was chosen due to its feasibility—time, and other resources-wise (Smith, 2017; Ellison et al., 2009).

3.6. Design of Survey

For the purpose of this research paper, the scale for the measurement of emotions was based on Plutchik’s (1982, p. 540, Figure 2; 2001, p. 349, Figure 6) eight primary emotions, which include Joy, Trust, Fear, Sadness, Disgust, Anger, and
Anticipation. The emotion of Surprise was expanded to specify whether the surprise is Positive or Negative and thus resulted in the variables of Positive Surprise and Negative Surprise (Nawijn & Fricke, 2015; Plutchik, 1982, p. 540, Figure 2; Plutchik, 2001, p. 349, Figure 6). The Trust variable was changed to Admiration, and the Anticipation variable was changed to Interest. Admiration being the stronger intensity of Trust, and Interest being the weaker intensity of Anticipation (Plutchik, 2001, p. 349, Figure 6). This was done in order to provide more clarity for the survey respondents, as terms like Trust and Anticipation might have been misleading. All in all, the nine variables used for this study were: Joy, Admiration, Fear, Sadness, Disgust, Anger, Interest, Positive Surprise, and Negative Surprise. The emotion variables were presented in a five-point Likert scale (unipolar), following Hosany’s et al. (2021) recommendation for using unipolar scales. This way, it was more suitable to measure the co-occurrence of emotions (Hosany et al., 2021). Furthermore, the Positive Word-of-Mouth variable was presented as a question to the survey respondents inquiring about their willingness to recommend. Additionally, standard demographic questions were also included, such as age, gender identity, and country.

3.7. Sample Size

The targeted sample size was selected from the sampling frame of the target population of people who have visited any example of the listed sites on the ‘light’, ‘lighter’, and ‘lightest’ Dark Tourism Spectrum (Stone, 2006). For this study, the minimal sample size was set using the rule by Ryan (1995, as cited in Smith, 2017), with a ratio of at least ten respondents per question. Excluding the demographic questions, with 14 questions, the minimal sample size should be at least 140 respondents. Additionally, an online tool—Sample Size Calculator (Calculator.net, n.d.), was utilized to calculate the required target size for this survey. At a 95% confidence level with 8% margin of error, the needed sample size is 151 (Calculator.net, n.d.). The population proportion was set to 50%, and the population size was left blank (Calculator.net, n.d.). This is due to being unsure of the exact
population size of dark tourism consumers. The sample sizes at a 95% confidence level with 5%, 6%, or 7% margin of error were not feasible for our research due to time constraints. The study by Meysamie et al. (2014) tested multiple sources of web-based statistical calculators, and concluded that such online tools are viable in determining the sample size as long as the population proportion can be adjusted as needed for the calculation.

3.8. Data Collection

The survey was chosen as a tool to gather quantitative data due to its ubiquitous and reliable nature and because it is effective and relatively easy to administer (Botterill & Platenkamp, 2012; Smith, 2017). The web-based structured survey was conducted as the beneficial approach for answering the research question: *What is the relationship between the emotional experiences of tourists visiting ‘light’, ‘lighter’, and ‘lightest’ dark tourism sites and positive word-of-mouth?* Considering that it involves figuring out and subsequently understanding the reasons for a particular type of person (a dark tourist) who can mainly be found in online communities (Stone, 2006, p. 151).

Before distributing the final form of the questionnaire to respondents, the survey was pretested. A pilot survey was distributed using a convenience sample method (Smith, 2017; Ellison et al., 2009). It was conducted with a sample of 5 respondents resulting in redesigning of one of the survey questions (Smith, 2017; Ellison et al., 2009). Due to time limitations, the data collection took five days, from December 21st, 2022, to December 26th, 2022. During this period, we did a follow-up to encourage non-respondents to complete the survey. In order to reach a satisfactory rate of return on the survey, the questionnaire was easy to complete and used clear language (Smith, 2017).

The questionnaire was formulated using the web-based survey administration software Google Forms (Google, n.d.-a). The software allowed us to input questions
that were split into categories. The questionnaire consisted of closed-ended questions. The information provided by Smith (2017) aided in formulating the questionnaire.

A broader scope of respondents for the aim of carrying out a questionnaire was decided upon due to the limitations of dark tourism research—a highly explored and continuously popular phenomenon. However, it is a phenomenon that few choose to engage in explicitly or directly. Many of the potential questionnaire respondents were likely to be unaware of what ‘dark tourism’ entails. This, however, also worked to the advantage of the research project due to the aforementioned aim of analyzing the tourists of ‘light’–‘lightest’ dark tourism sites and destinations (Stone, 2006, p. 151). Various tours, museums, and paranormal sites can be considered ‘light’, ‘lighter’, or ‘lightest’ dark tourism destinations, therefore, it is possible to cast a wider net for the survey sampling (Stone, 2006).

3.9. Data Analysis

The survey was used for collecting data from a chosen sample of respondents in a standardized way that enabled codification and analysis of the data (Botterill & Platenkamp, 2012). The collected data from the survey were analyzed to detect patterns in the acquired data, and said patterns were then compared to the hypotheses derived from the literature review (Bergin, 2018). Additionally, the results were represented visually with the use of the web service Google Forms, Canva, and Microsoft Word (Google.com, n.d.-c; Microsoft.com, n.d.; Canva.com, n.d.).

Considering that the dependent (response) variable was binary, and the independent variables were ordinal, binary logistic regression was used to carry out the statistical tests performed using the statistical software platform SPSS Statistics (IBM.com, n.d.; Hasan, 2020). For the purpose of this study, word-of-mouth was investigated. Specifically, the relationship between a distinct emotion experience and positive word-of-mouth. Positive word-of-mouth was represented by the response option
“Yes, I would recommend” to the question “Would you recommend the visited attraction, site, or destination to your family and friends?” during the survey. The survey respondents were also able to choose the “No, I would not recommend” option to the previously mentioned question. Therefore, the binary response variable was titled “Positive Word-of-Mouth”. The two levels of “Positive Word-of-Mouth” were coded as 0 for “No” and 1 for “Yes”. The independent ordinal variables were titled as “Joy”, “Admiration”, “Interest”, “Positive Surprise”, “Fear”, “Sadness”, “Disgust”, “Anger”, and “Negative Surprise”. The nine variables were coded as follows: 1 for “Not at all”, 2 for “Slightly”, 3 for “Moderately”, 4 for “Very”, and 5 for “Extremely”. The coding of the independent variable levels reflects the structure of the unipolar Likert scale used for the survey design. To be specific, in the SPSS program, the “Positive Word-of-Mouth” variable was set as “Nominal”, and the independent variables (Joy, Admiration, Interest, Positive Surprise, Fear, Sadness, Disgust, Anger, Negative Surprise) were set as “Ordinal”. The “Positive Word-of-Mouth” variable was tested using binary logistic regression with “Joy”, “Admiration”, “Interest”, “Positive Surprise”, “Fear”, “Sadness”, “Disgust”, “Anger”, and “Negative Surprise” variables.

3.10. Operationalization

To study the abstract concepts defined in the upcoming section, these were assigned indicators in order for us to be able to measure them. The components of the operationalization are defined in Table 2.
**Table 2: Variable Operationalization**

<table>
<thead>
<tr>
<th>Concept</th>
<th>Question</th>
<th>Measurement</th>
<th>Variable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dark Tourism (Foley &amp; Lennon, 1996)</td>
<td>Q1: “Have you heard about dark tourism before?”</td>
<td>Yes; No.</td>
<td>n/a</td>
</tr>
<tr>
<td>Dark Tourism Spectrum: ‘Lightest’; Dark Tourism Typology/Seven Dark Suppliers: Dark Fun Factories (Stone, 2006)</td>
<td>Q2: “Which of the listed type of tourist attractions, sites, or destinations have you visited? If you visited more than one, prick the one you visited most recently.”</td>
<td>Scary, horror, fear, Halloween, or ghost/haunted-themed amusement rides or parks, such as escape rooms, Halloween at Liseberg, House of Horrors or Ghost Train (Blå Tåget) at Gröna Lund, London Dungeon, the Disney World Haunted Mansion Dark Ride, Chamber of Horrors at Madame Tussauds with waxworks of notorious murderers, and similar.</td>
<td>n/a</td>
</tr>
<tr>
<td>Dark Tourism Spectrum: ‘Lighter’; Dark Tourism Typology/Seven Dark Suppliers: Dark Conflict Sites (Stone, 2006)</td>
<td>Q2: “Which of the listed type of tourist attractions, sites, or destinations have you visited? If you visited more than one, prick the one you visited most recently.”</td>
<td>Historical war or battlefield sites, such as Waterloo, Belgium; Normandy coast, France; Pearl Harbour, Hawaii; Conquest of Kalmar Castle, Gallipoli in Turkey, or others.</td>
<td>n/a</td>
</tr>
<tr>
<td>Dark Tourism Spectrum: ‘Light’; Dark Tourism Typology/Seven Dark Suppliers: Dark Resting Places (Stone, 2006)</td>
<td>Q2: “Which of the listed type of tourist attractions, sites, or destinations have you visited? If you visited more than one, prick the one you visited most recently.”</td>
<td>Historical cemeteries, graveyards, graves, mausoleums, or tombs, such as the Père-Lachaise in Paris where Jim Morrison or Edith Piaf are buried, the Taj Mahal mausoleum or the Pyramids of Giza and others.</td>
<td>n/a</td>
</tr>
<tr>
<td>Concept</td>
<td>Question</td>
<td>Measurement</td>
<td>Variable</td>
</tr>
<tr>
<td>---------</td>
<td>----------</td>
<td>-------------</td>
<td>----------</td>
</tr>
<tr>
<td>Dark Tourism Spectrum: ‘Light’; Dark Tourism Typology/Seven Dark Suppliers: Dark Dungeons (Stone, 2006)</td>
<td>Q2: “Which of the listed type of tourist attractions, sites, or destinations have you visited? If you visited more than one, prick the one you visited most recently.”</td>
<td>(Former) prisons, jails, and courthouses that serve for education and entertainment, such as Alcatraz, Galleries of Justice in Nottingham, Tower of London, Långholmen Central Prison in Stockholm, Women’s Prison (Kvinnofängelset) at Kalmar Castle, and others.</td>
<td>n/a</td>
</tr>
<tr>
<td>Dark Tourism Typology; Dark Tourism Spectrum (Stone, 2006)</td>
<td>Q2: “Which of the listed type of tourist attractions, sites, or destinations have you visited? If you visited more than one, prick the one you visited most recently.”</td>
<td>I have not visited any of the listed attractions, sites, or destinations.</td>
<td>n/a</td>
</tr>
<tr>
<td>Psychoevolutionary Theory of Emotions (Plutchik, 1982; 2001)</td>
<td>Q3: Did you feel joy while visiting the site, attraction, or destination?</td>
<td>Likert scale: 1 – Not at all; 2 – Slightly; 3 – Moderately; 4 – Very; 5 – Extremely</td>
<td>Joy</td>
</tr>
<tr>
<td>Psychoevolutionary Theory of Emotions (Plutchik, 1982; 2001)</td>
<td>Q4: Did you feel admiration (a sense of pride) while visiting the site, attraction, or destination?</td>
<td>Likert scale: 1 – Not at all; 2 – Slightly; 3 – Moderately; 4 – Very; 5 – Extremely</td>
<td>Admiration</td>
</tr>
<tr>
<td>Psychoevolutionary Theory of Emotions (Plutchik, 1982; 2001)</td>
<td>Q5: Did you feel interest while visiting the site, attraction, or destination?</td>
<td>Likert scale: 1 – Not at all; 2 – Slightly; 3 – Moderately; 4 – Very; 5 – Extremely</td>
<td>Interest</td>
</tr>
<tr>
<td>Psychoevolutionary Theory of Emotions (Plutchik, 1982; 2001)</td>
<td>Q6: Did you feel positively surprised while visiting the site, attraction, or destination?</td>
<td>Likert scale: 1 – Not at all; 2 – Slightly; 3 – Moderately; 4 – Very; 5 – Extremely</td>
<td>Positive Surprise</td>
</tr>
<tr>
<td>Psychoevolutionary Theory of Emotions (Plutchik, 1982; 2001)</td>
<td>Q7: Did you feel fear while visiting the site, attraction, or destination?</td>
<td>Likert scale: 1 – Not at all; 2 – Slightly; 3 – Moderately; 4 – Very; 5 – Extremely</td>
<td>Fear</td>
</tr>
<tr>
<td>Concept</td>
<td>Question(s)</td>
<td>Measurement</td>
<td>Variable</td>
</tr>
<tr>
<td>---------</td>
<td>-------------</td>
<td>-------------</td>
<td>----------</td>
</tr>
<tr>
<td>Psychoevolutionary Theory of Emotions (Plutchik, 1982; 2001)</td>
<td>Q8: Did you feel sadness while visiting the site, attraction, or destination?</td>
<td>Likert scale: 1 – Not at all; 2 – Slightly; 3 – Moderately; 4 – Very; 5 – Extremely</td>
<td>Sadness</td>
</tr>
<tr>
<td>Psychoevolutionary Theory of Emotions (Plutchik, 1982; 2001)</td>
<td>Q9: Did you feel disgust while visiting the site, attraction, or destination?</td>
<td>Likert scale: 1 – Not at all; 2 – Slightly; 3 – Moderately; 4 – Very; 5 – Extremely</td>
<td>Disgust</td>
</tr>
<tr>
<td>Psychoevolutionary Theory of Emotions (Plutchik, 1982; 2001)</td>
<td>Q10: Did you feel anger while visiting the site, attraction, or destination?</td>
<td>Likert scale: 1 – Not at all; 2 – Slightly; 3 – Moderately; 4 – Very; 5 – Extremely</td>
<td>Anger</td>
</tr>
<tr>
<td>Psychoevolutionary Theory of Emotions (Plutchik, 1982; 2001)</td>
<td>Q11: Did you feel negatively surprised while visiting the site, attraction, or destination?</td>
<td>Likert scale: 1 – Not at all; 2 – Slightly; 3 – Moderately; 4 – Very; 5 – Extremely</td>
<td>Negative Surprise</td>
</tr>
<tr>
<td>Emotions in Tourism, Word-of-Mouth (Fesenmaier &amp; Xiang, 2017; Nawijn &amp; Fricke, 2015; Nawijn et al., 2016; Nawijn &amp; Biran, 2019; Zhang et al., 2021; Prayag et al., 2013).</td>
<td>Q12: Would you recommend the visited attraction, site, or destination to your family and friends?</td>
<td>Yes, I would recommend – 1; No, I would not recommend – 0</td>
<td>Positive Word-of-Mouth</td>
</tr>
<tr>
<td>Emotions in Tourism, Word-of-Mouth (Fesenmaier &amp; Xiang, 2017; Nawijn &amp; Fricke, 2015; Nawijn et al., 2016; Nawijn &amp; Biran, 2019; Zhang et al., 2021; Prayag et al., 2013).</td>
<td>Q13: Have you left positive online feedback (for example on Google Reviews, Trustpilot, etc.)?</td>
<td>Yes, I would recommend – 1; No, I would not recommend – 0</td>
<td>n/a</td>
</tr>
<tr>
<td>Emotions in Tourism, Word-of-Mouth (Fesenmaier &amp; Xiang, 2017; Nawijn &amp; Fricke, 2015; Nawijn et al., 2016; Nawijn &amp; Biran, 2019; Zhang et al., 2021; Prayag et al., 2013).</td>
<td>Q14: Have you left negative online feedback (for example on Google Reviews, Trustpilot, etc.)?</td>
<td>Yes, I would recommend – 1; No, I would not recommend – 0</td>
<td>n/a</td>
</tr>
</tbody>
</table>
3.11. Limitations

The survey limitations and restrictions mainly regard the acquisition of suitable respondents for the questionnaire. Usually, surveys distributed online tend to suffer from two main limitations: firstly, the population of the survey cannot be described, and secondly, biased respondents may select themselves into the sample (Andrade, 2020). Therefore, the limitation of this research involved accumulating a meaningful number of respondents so that the research could be of value and the possibility of the survey being contaminated by biased respondents.

3.12. Validity and Reliability

The validity and accuracy of research results are the critical factors determined by the quality and size of the research sample (Smith, 2017). Construct validity of research refers to the soundness of evidence and logic (Smith, 2017) and represents the extent to which the survey measures what it claims to do. The accuracy and validity of the collected data can also be affected by the elements of the survey design, such as the total number of questions and their order or the time required to complete the survey. Therefore, a relevant profile and size of the research sample were selected to provide us with representative and unbiased results from the study population. To produce a respondent-friendly survey, considerable attention was paid to each question’s logic, meaning, intent, and content.

The choice of sample is crucial for the precision and reliability of the research findings (Smith, 2017). Reliability also refers to the replicability of the study, i.e., the degree to which someone else would come to conclusions as the authors of this study if they were to replicate it (Smith, 2017). Therefore, the survey questions were constructed in a consistent design that would elicit the same or similar interpretation if they were to be replicated in the future.
3.13. Research Ethics

Since we recognize the fundamental importance of ethics in research, several considerations regarding research ethics were kept in mind as this study was conducted (Smith, 2017). For the paper to be considered ethical research, we followed a number of ethical principles. First, we informed the participants about the details of the study, the reason for conducting the study, and the methods used. Second, concerning the individual rights of the survey respondents, participation in the survey was voluntary. Third, the data were collected anonymously and were not disclosed to third parties. Fourth, the people or communities participating in the survey were treated with appropriate conduct, such as by acquiring permission to distribute the survey and by securing informed consent from the respondents. Fifth, the research followed the principle of equity, meaning that we did not support discrimination based on gender, sexual orientation, age, ethnicity, disability, or social class (Joyner et al., 2013). Sixth, the results were reported objectively and honestly, and we acknowledged all who collaborated or contributed to the works. Lastly, ethical principles were applied in every aspect of this study, as they were relevant to the research’s aim, questions, validity, and the assessment of the conceptual framework (Maxwell, 2013).
4. Empirical Findings and Discussion

The following chapter presents the findings of this study, starting with descriptive results such as demographic details regarding dark tourism consumers visiting ‘light’, ‘lighter’, and ‘lightest’ dark tourism sites. Followed by the results of the hypotheses testing: the relationship between emotional experiences and positive word-of-mouth. Lastly, we discuss the theoretical and practical implications of these results.

4.1. Descriptive Results: Dark Tourists of the ‘Lighter’ Periphery

Figure 6 below represents the answers of 222 respondents to the first question of the survey in which they were asked if they have heard about dark tourism before. While 144 (64.9% of the respondents) answered that they have not heard about the phenomenon before, only 78 (35.1%) have heard about dark tourism before. This strengthened our choice to use the term ‘dark tourism’ in our study because it is the most recognizable term in academia and entertainment media (Light, 2017; Zerva, 2021). Even though the term’s correctness is disputed, it would have proven to be even more challenging to relate to our survey respondents if other less-known terms, such as Thanatourism or Dark Heritage, were used instead (Light, 2017).

Figure 6: Responses to Question 1
Figure 7 regards the answers of 152 respondents to question number 15 about their age. 66 (43.4%) respondents were of age between 35–44 years, 25 (16.4%) were of age between 25–34 years, 22 (14.5%) were between 18–24 years old, 21 (13.8%) respondents were 45–54 years old. Both age groups of under 18 years and between 55–64 years had 6 respondents (3.9%) each. There were 4 (2.6%) respondents aged between 65–74 years, and 1 (0.7%) respondent, both in the age group of 75 and older and 1 (0.7%) in the group who preferred not to disclose their age. The results regarding respondents’ age showed a relatively normal variance, but this could also be explained by convenience sampling.

**Figure 7: Responses to Question 15**

Figure 8 shows responses to the question regarding the gender of the survey participants. Out of the 152 respondents, there were 113 (74.3%) females, 35 (23%) males, and 1 (0.7%) respondent identified as non-binary. Whereas 3 (2%) respondents chose not to disclose their gender. The results indicating that most of the respondents identify as female can be explained due to the use of the convenience sampling method. However, gender can also influence attitudes toward online survey participation, for instance, women are generally more likely to participate in
answering them, in comparison to men (Smith, 2008; Royall, 2020; Becker, 2021). Furthermore, even though the social expression of emotions can vary depending on gender and culture, how the emotions are experienced internally is universal (Nawijn & Fricke, 2015).

**Figure 8: Responses to Question 16**

Figure 9 represents answers to question 17 about the country of residence of the survey respondents. The 152 participants resided in a total of 24 different countries. Namely, 54 (35.5%) respondents were from Slovakia, 29 (19.1%) were from Sweden, and 16 (10.5%) respondents were from the Czech Republic. 9 (5.9%) respondents resided in the United Kingdom, 6 (3.9%) in Germany and 6 (3.9%) in the United States. 5 (3.3%) respondents were from Mexico, 4 (2.6%) from Lithuania, 3 (2%) from France and 3 (2%) were from Italy. 2 (1.3%) respondents stated that they reside in Austria, 2 (1.3%) in Belgium and 2 (1.3%) in Finland. There was 1 (0.7%) respondent from each of the following countries: Afghanistan, Argentina, Canada, China, Cyprus, India, Netherlands, Romania, Spain, Switzerland, and Ukraine. The number of respondents from countries from the list could be explained with the use of the convenience sampling.
Figure 9: Responses to Question 17

What is the country of your residence?
## Table 3: Crosstabulation of Emotion Responses and the Dark Tourism Suppliers

<table>
<thead>
<tr>
<th>Likert Scale</th>
<th>Dark Fun Factories</th>
<th>Dark Dungeons</th>
<th>Dark Resting Places</th>
<th>Dark Conflict Sites</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Not at all</td>
<td>Slightly</td>
<td>Moderately</td>
<td>Very</td>
</tr>
<tr>
<td>Joy</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Admiration</td>
<td>13</td>
<td>3</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>Interest</td>
<td>2</td>
<td>0</td>
<td>16</td>
<td>8</td>
</tr>
<tr>
<td>Positive Surprise</td>
<td>2</td>
<td>6</td>
<td>9</td>
<td>7</td>
</tr>
<tr>
<td>Fear</td>
<td>8</td>
<td>11</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Sadness</td>
<td>22</td>
<td>3</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Disgust</td>
<td>19</td>
<td>5</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>Anger</td>
<td>23</td>
<td>2</td>
<td>6</td>
<td>0</td>
</tr>
<tr>
<td>Negative Surprise</td>
<td>22</td>
<td>3</td>
<td>2</td>
<td>4</td>
</tr>
</tbody>
</table>

43(68)
4.2. Results: Emotions and Positive Word-of-Mouth

In total, 222 respondents answered the questionnaire, out of which 152 completed the questionnaire in full. Therefore the sample size was 152 ($n = 152$).

In order to accept an alternative hypothesis, the $p$ value that denotes the probability of results having statistical significance has to be equal to or lower than .05 ($p \leq .05$). Each alternative hypothesis ($H_1, H_2, H_3, H_4, H_5, H_6, H_7, H_8,$ and $H_9$) is naturally paired with a null hypothesis ($H_0$), wherein the null hypothesis states that there is no statistical relationship between the independent and dependent variable. If the $p$ value is higher than .05 ($p > 0.5$), the null hypothesis is then deemed as having failed to be rejected due to statistical insignificance. The binary logistic regression and its output table “Omnibus Tests of Model Coefficients” was the statistical source for the $p$ values; the “Model Summary” table was the statistical source for Cox & Snell $R$ Square and Nagelkerke $R$ Square (see Table 4, and Tables B1–B18 in the Appendix B). The results of the hypotheses tests as well as the Model of Hypotheses Results (Figure 10) are as follows:

$H_1$: $.410 > .05$, therefore, the alternative hypothesis that Joy has a positive relationship with Positive Word-of-Mouth is rejected due to statistical insignificance, and the $H_0$ is failed to be rejected. The study by Nawijn & Fricke (2015) also found insignificant results for Joy and Positive Word-of-Mouth ($p < 0.523$). Additionally, Prayag et al. (2013) did not find a positive relationship between Joy and behavioral intentions ($p > 0.10$) as well.

$H_2$: $.104 > .05$, therefore, the alternative hypothesis that Admiration has a positive relationship with Positive Word-of-Mouth is rejected due to statistical insignificance, and the $H_0$ is failed to be rejected.
H₃: .006 < .05, therefore, the alternative hypothesis that Interest has a positive relationship with Positive Word-of-Mouth is accepted due to statistical significance, and the H₀ is rejected.

H₄: .003 < .05, therefore, the alternative hypothesis that Positive Surprise has a positive relationship with Positive Word-of-Mouth is accepted due to statistical significance, and the H₀ is rejected. Similarly, the study by Nawijn & Fricke (2015) found significant results for Positive Surprise and Positive Word-of-Mouth (p < 0.012). Moreover, Prayag et al. (2013) also considered the results linking Positive Surprise to behavioral intentions as supported (p < 0.10).

H₅: .242 > .05, therefore, the alternative hypothesis that Fear has a positive relationship with Positive Word-of-Mouth is rejected due to statistical insignificance, and the H₀ is failed to be rejected.

H₆: .070 > .05, therefore, the alternative hypothesis that Sadness has a positive relationship with Positive Word-of-Mouth is rejected due to statistical insignificance, and the H₀ is failed to be rejected. In contrast, the study by Nawijn & Fricke (2015) found significant results for Sadness and Positive Word-of-Mouth (p < 0.001).

H₇: .047 < .05, therefore, the alternative hypothesis that Disgust has a positive relationship with Positive Word-of-Mouth is accepted due to statistical significance, and the H₀ is rejected.

H₈: .826 > .05, therefore, the alternative hypothesis that Anger has a positive relationship with Negative Word-of-Mouth is rejected due to statistical insignificance, and the H₀ is failed to be rejected. Nawijn & Fricke (2015) also found insignificant results for Anger and Positive Word-of-Mouth (p < 0.079).
$H_9: .045 > .05$, therefore, the alternative hypothesis that Negative Surprise has a positive relationship with Positive Word-of-Mouth is accepted due to statistical significance, and the $H_0$ is rejected. The study by Nawijn & Fricke (2015) found significant results for Negative Surprise and Positive Word-of-Mouth as well ($p < 0.005$).

**Table 4: Hypotheses: Emotions & Positive Word-of-Mouth**

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Independent Variable</th>
<th>Dependent Variable</th>
<th>p value</th>
<th>Cox &amp; Snell R Square</th>
<th>Nagelkerke R Square</th>
<th>Accept/Reject</th>
</tr>
</thead>
<tbody>
<tr>
<td>$H_1$</td>
<td>Joy</td>
<td>Positive Word-of-Mouth</td>
<td>.410</td>
<td>2.6% (.026)</td>
<td>5% (.050)</td>
<td>Reject</td>
</tr>
<tr>
<td>$H_2$</td>
<td>Admiration</td>
<td>Positive Word-of-Mouth</td>
<td>.104</td>
<td>4% (.040)</td>
<td>7.7% (.077)</td>
<td>Reject</td>
</tr>
<tr>
<td>$H_3$</td>
<td>Interest</td>
<td>Positive Word-of-Mouth</td>
<td>.006</td>
<td>9% (.090)</td>
<td>17.5% (.175)</td>
<td>Accept</td>
</tr>
<tr>
<td>$H_4$</td>
<td>Positive Surprise</td>
<td>Positive Word-of-Mouth</td>
<td>.003</td>
<td>9.9% (.099)</td>
<td>19.2% (.192)</td>
<td>Accept</td>
</tr>
<tr>
<td>$H_5$</td>
<td>Fear</td>
<td>Positive Word-of-Mouth</td>
<td>.242</td>
<td>3.5% (.035)</td>
<td>6.8% (.068)</td>
<td>Reject</td>
</tr>
<tr>
<td>$H_6$</td>
<td>Sadness</td>
<td>Positive Word-of-Mouth</td>
<td>.070</td>
<td>5.5% (.055)</td>
<td>10.7% (.107)</td>
<td>Reject</td>
</tr>
<tr>
<td>$H_7$</td>
<td>Disgust</td>
<td>Positive Word-of-Mouth</td>
<td>.047</td>
<td>6.1% (.061)</td>
<td>11.9% (.119)</td>
<td>Accept</td>
</tr>
<tr>
<td>$H_8$</td>
<td>Anger</td>
<td>Positive Word-of-Mouth</td>
<td>.826</td>
<td>1% (.010)</td>
<td>1.9% (.019)</td>
<td>Reject</td>
</tr>
<tr>
<td>$H_9$</td>
<td>Negative Surprise</td>
<td>Positive Word-of-Mouth</td>
<td>.045</td>
<td>6.2% (.062)</td>
<td>12% (.120)</td>
<td>Accept</td>
</tr>
</tbody>
</table>

**4.3. Results: Discussion**

This study’s results provided insight into the relationship between the emotional experiences of tourists visiting ‘light’, ‘lighter’, and ‘lightest’ dark tourism sites and positive word-of-mouth. According to the collected data and the statistical tests, the results indicated that between the emotions of Joy, Admiration, Fear, Sadness, Anger,
and Positive Word-of-Mouth, there exists no significant relationship. Meanwhile, the results indicated that between the emotions of Interest, Positive Surprise, Disgust, Negative Surprise, and Positive Word-of-Mouth, there exists a significant relationship (see Figure 10 and Table 4). However, due to the limitations of our research, particularly the data consisting of a smaller sample size (152 respondents), it is difficult to make definite claims about the implications of our results on a practical and theoretical level.

Nonetheless, a discussion can still be made based on these results, especially by contextualizing said results with previously discussed theories and research. Namely, with the Seven Dark Suppliers and the Dark Tourism Spectrum concepts, Stone (2006) introduced ‘light’, ‘lighter’, and ‘lightest’ dark tourism sites, attractions, and destinations. Such destinations are often considered less authentic due to their fun-centric and frivolous nature, usually lacking educational purposes (Stone, 2006). These sites possess less political influence and ideology, but they have a high level of tourism infrastructure (Stone, 2006; Sharpley & Stone, 2009). We anticipated that the visitors of this ‘lighter’ periphery of the spectrum would have similar emotional and behavioral responses to those in hedonic tourism contexts. The results contradict our expectations, with respondents’s answers showing that the various experienced emotions ranging from positive to negative do not, in turn, result in negative word-of-mouth (see Table 4). Surprisingly, even respondents who experienced emotions such as disgust and negative surprise were willing to leave positive word-of-mouth after they visited ‘light’, ‘lighter’, and ‘lightest’ dark tourism attractions (see Table 4). There is a range of emotions experienced by such dark tourists, whether Joy or Interest, Fear or Surprise (see Table 3). When those emotions are being experienced, they are not immediately categorized as either positive or negative, but rather, remain as their own distinctive states and can even form a combined emotion (such as in the case of Sadness and Disgust becoming Remorse) (Plutchik, 1982; 2001).
Additionally, none of the emotions are truly ‘negative’. According to the psychoevolutionary theory of emotions (Plutchik, 1982), emotions serve a purpose that is supposed to increase our survival from an evolutionary standpoint. If an emotion like Fear causes us to seek help or shelter, can it really be considered as negative? Furthermore, if the tourists expect those negative emotions (Fear, Sadness, Disgust, and others) to be experienced, those emotions become an integral part of the experience, and it makes them no longer purely negative. In other words, when the experienced emotions are congruent with the tourists’ expectations, they can lead to positive behavioral intentions. That is why it is likely that emotional experiences of Disgust ($H_1$) and Negative Surprise ($H_5$) lead to Positive Word-of-Mouth nonetheless (see Figure 10 and Table 3).

This is also congruent with the research of Nawijn and Fricke (2015), that postulate that in non-hedonic tourism contexts, such as dark tourism, experiences that can be considered negative, such as emotional experiences of sadness and shock, lead to positive word-of-mouth. For instance, when visiting dark tourism sites, attractions, and destinations in the Dark Fun Factories category, for instance, various horror or Halloween-themed amusement parks, we expected that visitors would experience more positive emotions. However, when visiting the Dark Resting Places category, such as cemeteries, graves, mausoleums, or tombs, we did not anticipate that the visitors would experience emotions such as joy or admiration (see Table 3). It is because burial places are first and foremost perceived as sites of remembrance where visitors can pay their respects to the deceased. Therefore, it was expected that during their visit, people would experience emotions such as sadness or anger. But, these sites also have an educational purpose providing meaningful insight into their history, and thus can entail positive emotional experiences such as joy, admiration, or interest. Even though many of these sites are connected with death, it occurred a very long time ago; thus, the time distance allows for emotions other than sadness or grief. This could explain why the emotional experiences of Interest ($H_3$) and Positive
Surprise ($H_5$) lead to Positive Word-of-Mouth after visits to such destinations (see Figure 10).

**Figure 10: Model of Hypotheses Results**

Light (2017) questioned the theoretical implications of Stone’s Dark Tourism Spectrum. Specifically, whether the ‘lighter’ dark tourism destinations should belong on the same tourism spectrum at all: “It is not yet clear if visits to such attractions have enough in common with the darker forms of dark tourism to justify including them under the umbrella of dark tourism.” (Light, 2017, p. 294). According to our results, the ‘lighter’ dark tourists experienced diverse emotions: both positive and negative (see Table 3). Moreover, some of those emotions, namely the negative, also lead to positive word-of-mouth (see Table 4). This is similar to the study mentioned earlier by Nawijn & Fricke (2015). Taking our results into account, we found similarities between ‘lighter’ and ‘darker’ tourists. Therefore, our results justify the ‘lighter’ destinations existing on the Dark Tourism Spectrum along with the ‘darker’.

On the other hand, according to our results, the practical implications include the possibility to confirm that the dark tourism suppliers on the ‘lighter’ periphery of the spectrum (Stone, 2006) are already properly managing their destinations. As previously mentioned, these suppliers, typified as Dark Fun Factories, Dark Dungeons, Dark Conflict Sites, and Dark Resting Places, feature higher degrees of
commercialization and tourism infrastructure (Stone, 2006). In other words, these destinations are frequently marketed and encompass staged experiences (Stone, 2006). Such staging involves, for instance, designing the tourists’ emotional experiences to be as pleasurable as possible, so that the higher return of customers and the spread of positive word-of-mouth would be ensured.
5. Conclusion

At first glance and without deeper knowledge about its roots and evolution, the phenomenon of dark tourism might appear as just another turn of mind of the contemporary society that has been created to feed humanity’s morbid curiosity. But as death is a natural part of life, so is people’s fascination with it. The phenomenon of traveling to places where death occurred and experiencing the spectacle of the macabre is nothing new, in fact, the activity has been taking place ever since ancient times. Throughout human history, dark tourism has taken various forms. Later on, it was identified under many names which were given to the phenomenon with the ambition to understand and categorize it. The categorization of dark tourism resulted in the formation of the Dark Tourism Spectrum and the typology of the Seven Dark Suppliers (Stone, 2006) that differentiate between various shades, and thus different ‘darkness’ intensity of dark tourism sites, attractions and destinations. These concepts contributed to understanding the complexity of dark tourism sites while respecting their diverse characteristics and traits along the spectrum. For the purpose of this study, the focus was on the ‘lighter’ periphery of this spectrum.

In order to understand the dark tourists more, we chose to investigate the emotional experiences of ‘lighter’ tourists. Since emotions govern the entire touristic experience, whether before, during, or after travel, measuring the emotions of such tourists allowed us to gain some insight into these less-researched dark tourists (Zhang et al., 2021; Fesenmaier & Xiang, 2017). Additionally, by connecting emotions to the behavioral intention of word-of-mouth, we discussed our insights on the theoretical and practical implications. Our study concluded that Interest, Positive Surprise, Disgust, and Negative Surprise, have a positive relationship with Positive Word-of-Mouth. This revealed that tourists of ‘lighter’ dark tourism destinations have some similarities to tourists of ‘darker’ destinations. The theoretical implication is that the destinations on the ‘lighter’ end of the spectrum should continue to be included in the spectrum. Moreover, the practical takeaway is that the suppliers of
the ‘lighter’ destinations are already properly managing their destinations because most tourists’ emotional experiences tend to lead to positive word-of-mouth.

For future research, the study’s purpose and the survey design should be focused on one particular type of the Seven Dark Suppliers (Stone, 2006). For instance, only measuring the emotions of tourists visiting a Dark Fun Factory destination (Stone, 2006). This would allow for better contextualization of the study. Additionally, to achieve more accurate results, different sampling methods appropriate for dark tourism research could be considered, along with the aim of acquiring a larger sample size to give more valuable and reliable results. For instance, we advise against using the convenience sampling method. Furthermore, we suggest including both positive and negative emotions as part of the operationalization. Finally, there needs to be more research on positive emotions in dark tourism contexts. Because emotions are complex and based on internal interpretation, only choosing to measure one or the other category of emotions can lead to the loss of valuable data.
References


Research-methodology.net (n.d.). *Deductive Approach (Deductive Reasoning).* https://research-methodology.net/research-methodology/research-approach/deductive-approach-2/#_ftn1
https://egymonuments.gov.eg/archaeological-sites/giza-plateau/

https://www.emerald.com/insight/


https://www.scribbr.com/methodology/explanatory-research/

https://www.google.com/forms/about/


Google.com (n.d.-c). *Google Charts.* Google LLC.
https://developers.google.com/chart

https://www.gronalund.com/attraktioner/bla-taget


Liseberg.se (n.d.). https://www.liseberg.se/halloween/


Appendices

Appendix A

Online Survey

1. Have you heard about dark tourism before?
   - Yes
   - No

2. Which of the listed type of tourist attractions, sites, or destinations have you visited? If you visited more than one, pick the one you visited most recently.
   - Scary, horror, fear, Halloween, or ghost/haunted-themed amusement rides or parks, such as escape rooms, Halloween at Liseberg, House of Horrors or Ghost Train (Blå Tåget) at Gröna Lund, London Dungeon, the Disney World Haunted Mansion Dark Ride, Chamber of Horrors at Madame Tussauds with waxworks of notorious murderers, and similar.
   - Historical war or battlefield sites, such as Waterloo, Belgium; Normandy coast, France; Pearl Harbour, Hawaii; Conquest of Kalmar Castle, Gallipoli in Turkey, or others.
   - Historical cemeteries, graveyards, graves, mausoleums, or tombs, such as the Père-Lachaise in Paris where Jim Morrison, or Edit Piaf are buried, the Taj Mahal mausoleum or the Pyramids of Giza and others.
   - (Former) prisons, jails, and courthouses that serve for education and entertainment, such as Alcatraz, Galleries of Justice in Nottingham, Tower of London, Långholmen Central Prison in Stockholm, Women's Prison (Kvinnofängelset) at Kalmar Castle, and others.
   - I have not visited any of the listed attractions, sites, or destinations.

The following questions relate to the feelings you experienced while visiting the site, attraction, or destination.

3. Did you feel joy while visiting the site, attraction, or destination?
   1 – Not at all
   2 – Slightly
   3 – Moderately
   4 – Very
   5 – Extremely
4. Did you feel admiration (a sense of pride) while visiting the site, attraction, or destination?
   1 – Not at all
   2 – Slightly
   3 – Moderately
   4 – Very
   5 – Extremely

5. Did you feel interest while visiting the site, attraction, or destination?
   1 – Not at all
   2 – Slightly
   3 – Moderately
   4 – Very
   5 – Extremely

6. Did you feel positively surprised while visiting the site, attraction, or destination?
   1 – Not at all
   2 – Slightly
   3 – Moderately
   4 – Very
   5 – Extremely

7. Did you feel fear while visiting the site, attraction, or destination?
   1 – Not at all
   2 – Slightly
   3 – Moderately
   4 – Very
   5 – Extremely

8. Did you feel sadness while visiting the site, attraction, or destination?
   1 – Not at all
   2 – Slightly
   3 – Moderately
   4 – Very
   5 – Extremely
9. Did you feel disgust while visiting the site, attraction, or destination?
   1 – Not at all
   2 – Slightly
   3 – Moderately
   4 – Very
   5 – Extremely

10. Did you feel anger while visiting the site, attraction, or destination?
    1 – Not at all
    2 – Slightly
    3 – Moderately
    4 – Very
    5 – Extremely

11. Did you feel negatively surprised while visiting the site, attraction, or destination?
    1 – Not at all
    2 – Slightly
    3 – Moderately
    4 – Very
    5 – Extremely

12. Would you recommend the visited attraction, site, or destination to your family and friends?
    ● Yes, I would recommend
    ● No, I would not recommend

13. Have you left positive online feedback (for example on Google Reviews, Trustpilot, etc.)?
    ● Yes
    ● No

14. Have you left negative online feedback (for example on Google Reviews, Trustpilot, etc.)?
    ● Yes
    ● No
15. What is your age?
   - Under 18
   - 18–24
   - 25–34
   - 35–44
   - 45–54
   - 55–64
   - 65–74
   - 75 and older
   - Prefer not to say

16. What is your gender?
   - Male
   - Female
   - Non-binary
   - Prefer not to say

17. What is the country of your residence?
The question included a drop-down list of countries.
Appendix B

Table B1: Joy and Positive Word-of-Mouth (H₁)

<table>
<thead>
<tr>
<th>Step</th>
<th>Chi-square</th>
<th>df</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>3.970</td>
<td>4</td>
<td>.410</td>
</tr>
</tbody>
</table>

Table B2: Joy and Positive Word-of-Mouth (H₁)

<table>
<thead>
<tr>
<th>Step</th>
<th>-2 Log likelihood</th>
<th>Cox &amp; Snell R Square</th>
<th>Nagelkerke R Square</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>106.615*</td>
<td>.026</td>
<td>.550</td>
</tr>
</tbody>
</table>

a. Estimation terminated at iteration number 20 because maximum iterations has been reached. Final solution cannot be found.

Table B3: Admiration and Positive Word-of-Mouth (H₂)

<table>
<thead>
<tr>
<th>Step</th>
<th>Chi-square</th>
<th>df</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>6.172</td>
<td>3</td>
<td>.104</td>
</tr>
</tbody>
</table>

Table B4: Admiration and Positive Word-of-Mouth (H₂)

<table>
<thead>
<tr>
<th>Step</th>
<th>-2 Log likelihood</th>
<th>Cox &amp; Snell R Square</th>
<th>Nagelkerke R Square</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>104.413*</td>
<td>.043</td>
<td>.677</td>
</tr>
</tbody>
</table>

a. Estimation terminated at iteration number 20 because maximum iterations has been reached. Final solution cannot be found.

Table B5: Interest and Positive Word-of-Mouth (H₃)

<table>
<thead>
<tr>
<th>Step</th>
<th>Chi-square</th>
<th>df</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>14.389</td>
<td>4</td>
<td>.006</td>
</tr>
</tbody>
</table>

|
Table B6: *Interest and Positive Word-of-Mouth* ($H_3$)

<table>
<thead>
<tr>
<th>Step</th>
<th>-2 Log likelihood</th>
<th>Cox &amp; Snell R Square</th>
<th>Nagelkerke R Square</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>96.196*</td>
<td>0.030</td>
<td>0.175</td>
</tr>
</tbody>
</table>

a. Estimation terminated at iteration number 6 because parameter estimates changed by less than .001.

Table B7: *Positive Surprise and Positive Word-of-Mouth* ($H_4$)

<table>
<thead>
<tr>
<th>Step</th>
<th>Chi-square</th>
<th>df</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Step 1</td>
<td>15.911</td>
<td>4</td>
<td>.003</td>
</tr>
<tr>
<td>Block</td>
<td>15.911</td>
<td>4</td>
<td>.003</td>
</tr>
<tr>
<td>Model</td>
<td>15.911</td>
<td>4</td>
<td>.003</td>
</tr>
</tbody>
</table>

Table B8: *Positive Surprise and Positive Word-of-Mouth* ($H_4$)

<table>
<thead>
<tr>
<th>Step</th>
<th>-2 Log likelihood</th>
<th>Cox &amp; Snell R Square</th>
<th>Nagelkerke R Square</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>94.674*</td>
<td>0.099</td>
<td>0.192</td>
</tr>
</tbody>
</table>

a. Estimation terminated at iteration number 20 because maximum iterations has been reached. Final solution cannot be found.

Table B9: *Fear and Positive Word-of-Mouth* ($H_5$)

<table>
<thead>
<tr>
<th>Step</th>
<th>Chi-square</th>
<th>df</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Step 1</td>
<td>5.476</td>
<td>4</td>
<td>.242</td>
</tr>
<tr>
<td>Block</td>
<td>5.476</td>
<td>4</td>
<td>.242</td>
</tr>
<tr>
<td>Model</td>
<td>5.476</td>
<td>4</td>
<td>.242</td>
</tr>
</tbody>
</table>

Table B10: *Fear and Positive Word-of-Mouth* ($H_5$)

<table>
<thead>
<tr>
<th>Step</th>
<th>-2 Log likelihood</th>
<th>Cox &amp; Snell R Square</th>
<th>Nagelkerke R Square</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>105.109*</td>
<td>0.035</td>
<td>0.068</td>
</tr>
</tbody>
</table>

a. Estimation terminated at iteration number 5 because parameter estimates changed by less than .001.
Table B11: Sadness and Positive Word-of-Mouth (H₆)

<table>
<thead>
<tr>
<th>Step</th>
<th>Chi-square</th>
<th>df</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Block</td>
<td>8.670</td>
<td>4</td>
<td>.070</td>
</tr>
<tr>
<td>Model</td>
<td>8.670</td>
<td>4</td>
<td>.070</td>
</tr>
</tbody>
</table>

Table B12: Sadness and Positive Word-of-Mouth (H₆)

<table>
<thead>
<tr>
<th>Step</th>
<th>-2 Log Likelihood</th>
<th>Cox &amp; Snell R Square</th>
<th>Nagelkerke R Square</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>101.916*</td>
<td>.055</td>
<td>.107</td>
</tr>
</tbody>
</table>

* Estimation terminated at iteration number 20 because maximum iterations has been reached. Final solution cannot be found.

Table B13: Disgust and Positive Word-of-Mouth (H₇)

<table>
<thead>
<tr>
<th>Step</th>
<th>Chi-square</th>
<th>df</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Block</td>
<td>0.624</td>
<td>4</td>
<td>.047</td>
</tr>
<tr>
<td>Model</td>
<td>0.624</td>
<td>4</td>
<td>.047</td>
</tr>
</tbody>
</table>

Table B14: Disgust and Positive Word-of-Mouth (H₇)

<table>
<thead>
<tr>
<th>Step</th>
<th>-2 Log Likelihood</th>
<th>Cox &amp; Snell R Square</th>
<th>Nagelkerke R Square</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>100.961*</td>
<td>.061</td>
<td>.119</td>
</tr>
</tbody>
</table>

* Estimation terminated at iteration number 5 because parameter estimates changed by less than .001.

Table B15: Anger and Positive Word-of-Mouth (H₈)

<table>
<thead>
<tr>
<th>Step</th>
<th>Chi-square</th>
<th>df</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Block</td>
<td>1.505</td>
<td>4</td>
<td>.826</td>
</tr>
<tr>
<td>Model</td>
<td>1.505</td>
<td>4</td>
<td>.826</td>
</tr>
</tbody>
</table>
Table B16: *Anger and Positive Word-of-Mouth (H₈)*

<table>
<thead>
<tr>
<th>Step</th>
<th>-2 Log Likelihood</th>
<th>Cox &amp; Snell R Square</th>
<th>Nagelkerke R Square</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>109.081*</td>
<td>.010</td>
<td>.019</td>
</tr>
</tbody>
</table>

*a. Estimation terminated at iteration number 5 because parameter estimates changed by less than .001.*

Table B17: *Negative Surprise and Positive Word-of-Mouth (H₉)*

<table>
<thead>
<tr>
<th>Step</th>
<th>Chi-square</th>
<th>df</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Step 1</td>
<td>9.728</td>
<td>4</td>
<td>.045</td>
</tr>
<tr>
<td>Block</td>
<td>9.728</td>
<td>4</td>
<td>.045</td>
</tr>
<tr>
<td>Model</td>
<td>9.728</td>
<td>4</td>
<td>.045</td>
</tr>
</tbody>
</table>

Table B18: *Negative Surprise and Positive Word-of-Mouth (H₉)*

<table>
<thead>
<tr>
<th>Step</th>
<th>-2 Log Likelihood</th>
<th>Cox &amp; Snell R Square</th>
<th>Nagelkerke R Square</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>109.857*</td>
<td>.062</td>
<td>.120</td>
</tr>
</tbody>
</table>

*a. Estimation terminated at iteration number 5 because parameter estimates changed by less than .001.*