

NICHE TOURISM :

EG: Focus = DARK TOURISM

**Thanatourism / Negative Sightseeing /
Black Spots Tourism / Grief Tourism /
Morbid Tourism / Fright Tourism.....**

????????????????

DARK TOURISM

- The Dark Tourism market has seen a rapid growth in the provision of such attractions (Sharpley and Stone 2009).
- There is a direct correlation between this and tourist interest and participation figures .
- Due to its growth, it has had much publicity in recent years – both generic and academic.

DARK TOURISM

- Key academics include; Lennon and Foley



“Dark Tourism – The Attraction of Death and Disaster” TEXT.

Key websites include;



WWW.dark-tourism.org.uk

WWW.darktourism.net

DARK TOURISM

- Most recently, there has been the introduction of a dedicated centre for Dark Tourism – namely;
- The Institute for Dark Tourism Research (World's first of its kind – Coughlan 2012).

DARK TOURISM

- Reasons for DARK TOURISM:



- However, despite the tourism form's popularity, there is much academic debate as to the exact motivations for this tourism type.....
- Questioned whether it is Supply Driven or Needs Sought????

DARK TOURISM

- West (2004) refers to this new phenomenon being a postmodern propensity for 'Mourning Sickness'.....
- For Seaton (1996), it is suggested that it is more related to a Behavioural Phenomenon.
- For Novelli (2005), it is argued that tourists' interests in Dark Tourism are related to the complex society in which we live.



“Events that have occurred in recent times, which force the visitor to question modernity” (2005, p48)

DARK TOURISM

- Other supporting quotes:
- “Visitations to places where tragedies or historically noteworthy death has occurred and that continues to impact our lives” (Sharpley and Stone 2009, p10)
- From the above-----Dark Tourism is often viewed as the ‘interplay’ between past and present.

DARK TOURISM

- Most recognised tourism within this category includes;
- Slavery Tourism / Holocaust Tourism / Prison Tourism / Atrocity Tourism / Celebrity Death Tourism / Battlefield Tourism.....

DARK TOURISM

- TASK 1: THINK OF SOME EXAMPLES OF DARK TOURISM.
- TASK 2: HOW IS DARK TOURISM ANY DIFFERENT FROM HERITAGE / HISTORY TOURISM?
- TASK 3 : IS DARK TOURISM 'REALLY' A NEW PHENOMENON?

DARK TOURISM

- Many academics argue that Dark Tourism is not a new phenomenon, but instead dates back as far as the Ancient Greeks / Romans.



- Visiting Pyramids / Tombs = Greeks.
- Gladiatorial Arenas = Romans.

DARK TOURISM =

MODERN GLOBAL TOURISM CASES

(1) Auschwitz

- Auschwitz (Death Camp) = Poland.
- Considered one of the most darkest of tourism sites – (Simpson 2009).
- The Pinnacle of European Dark Tourism – (Novelli 2005).
- During the 2nd WW, 500,000 Jews were gassed in underground gas chambers.
- Tourism Interest = In 2019, just over 2 million people visited Auschwitz-Birkenau (Increasing Numbers = 2008 – 1 million Visitors recorded).
- For Novelli – It is believed that the tourist 'draw' is related to the idea that where there is death and this can bring hope.....?

- **Overview of Tourism Type /**
Tour :

- Tour of [Auschwitz and Birkenau](#) concentration camps = 2 -3 hours.
- The tour covers historical information about the liberation of the camp, and exhibits including surviving prison blocks, gas chambers, watchtowers, and the crematoriums.



DARK TOURISM =

MODERN GLOBAL TOURISM CASES

(2) War Sites – France / Belgium.

The landscapes of France and Belgium particularly, both played a pivotal role in the wars and Battles. This now strongly influences tourism within these countries
- eg; YPRES, NORMANDY



DARK TOURISM = MODERN GLOBAL TOURISM CASES (3) = Titanic, Ireland.

- 1912 = Sinking of the Titanic.
- Since 1912, much media and tourism attention has been given to this historical event.
- Tourism links = Titanic Cruise, Titanic Attraction - Belfast.....



Titanic Attraction – Belfast

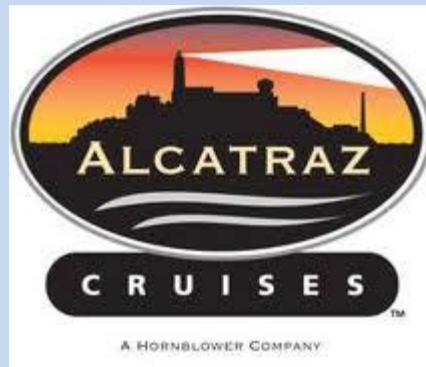
The £90 million Titanic Belfast attraction has been built in the derelict shipyard where the ill-fated liner was constructed a century earlier. Took three years for construction - the same time it took to complete the Titanic. Cost £77 Million. It has become the most visited tourist attraction in Ireland, bringing in more than 650,000 people in its first nine months. During December, its staff were forced to put up the 'sold out' signs.

DARK TOURISM =

GLOBAL TOURISM CASES

(4) Alcatraz, CA

- Currently a popular tourism attraction.
- Has much heritage and culture = Former Lighthouse, Prison, NOW a National Park (since 1972).
- Attracts more than 1 million visitors every year.
- Alcatraz Tours.



DARK TOURISM

- Often due to the negative associations of these tourism forms it is often referred to as Dissonant / Contested Heritage.
- Whereas there may be a strong interest by tourists for a form of Dark Tourism, often there may be significant feelings of apathy / antagonism by the host community - - - belief that this tourism form should NOT be commercialised / developed due to its extreme sensitivity.

DARK TOURISM

The future of Dark Tourism would appear strong,
however consider the way in which this tourism form
will change in the future????

How will this tourism type be managed in the future ?