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CRITICALLY EXAMINE THE PERSPECTIVES OF A LOCAL COMMUNITY
TOWARDS DARK TOURISM DEVELOPMENTS SURROUNDING ‘THE
TROUBLES’ IN DERRY

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Abstract

This study investigated a local community's perceptions of Dark Tourism, using Derry City and its involvements with 'The Troubles' in Northern Ireland as a case study. The aim of this study was to investigate the perceptions of local residents on Dark Tourism and whether they believe the city should market their involvements with 'The Troubles' as a Dark Tourism Destination. This aim was achieved by undertaken the following objectives; Explore the concepts of Dark Tourism; Explore critically how the local communities feel about and respond to dark tourism; Consider how the social environment impacts on or influences an individual's attitude towards dark tourism developments; And finally, investigate whether they understand that the city's troubled history could be used to develop a new niche tourism market. A pragmatic quantitative theoretical framework collected data from an online survey. The analysis of the data that was collected presented statistics that had a level of satisfaction. The results showed that the over-all consensus was that the local communities were happy for their distressed past to be performed to the world through the niche, Dark Tourism. Recommendations were made regarding taking this research further.

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CHAPTER 1 - INTRODUCTION

1.1 Introduction

This study has been conducted to analyse the current tourism provisions set out by governing tourism bodies in Derry and Northern Ireland. Its main purpose though is to investigate the local residents of Derry perceptions of Dark Tourism and Dark Tourism Developments in the city.

This chapter provides the rational for this study, background information and context. Followed by the aims and objectives and the structure in which this report will follow.

1.2 Background and Context

Derry, nicknamed 'The Maiden City', is a very historical city, history that is very heavily associated with war and atrocity. The infamous city walls were built for protection between 1613-1618 for the early Scottish and English settlers. One of the earliest dates of war noted in the city were 1688 which saw the beginning of the 'Siege of Derry', which was part of a wider war between the Catholic King James II and the Protestant William of Orange. Which is where the city got its nickname, as the fortification were never brought down. (Culturenorthernireland.org, accessed 19/10/2017)

Derry also played quite a significant role in World War II. The city hosted the first US Navy establishment in Europe which became the terminal for US convoys heading towards Britain. Four war airfields were built close to the city, one of which is now the City of Derry Airport. (Culturenorthernireland.org, accessed 19/10/2017)

However, Derry's long-winded battles between Catholics and Protestants became pivotal during 'The Troubles' in Northern Ireland (ethno-nationalist conflict/violence that stemmed from

discrimination between Catholic and Protestant communities) meaning that the city would play a leading role during this time alongside Belfast as Northern Ireland's second capital.

Ultimately, Derry is a historic city with an abundance of culture and heritage with attractions to interpret this, i.e. Tower Museum, Siege Museum and Free Derry Museum. Which aided the city to win the bid for the first UK's City of Culture in 2013. Attractions such as these were created for both domestic and international tourists, designed for all visitors to develop a greater understanding into the history/events of Derry. Domestic visitors may be visiting for clarity whereas international visitors may want to investigate the city's deep heritage. In 2016 Culture and Heritage centers, throughout Northern Ireland, had the highest percentage of external visitors. Derry's offering playing part in this statistic with visitors to the Guildhall alone had risen 7% in the same year. (NISRA, 2017)

However, using Lennon and Foley's theory, which is later discussed in Chapter 2, the proceedings from 'The Troubles' can be declared as Dark Tourism and the attractions/sites associated with The Troubles all come under that classification as the events happened within living memory and can be validated.

1.3 Rational

2018 marks the 50th Anniversary of the beginning of The Troubles and the 20th Anniversary of them ending through The Good Friday Agreement. The research that will be undertaken will help determine the attitudes of the local communities towards marketing 'The Troubles' in Derry as a Dark Tourism destination and whether they deem it to be ethical or unethical and what has influenced their decisions. This originates as the focus comes after suggestions were made to celebrate these anniversaries by creating a new 'Troubles Museum' in Derry's Ebrington Square cause huge controversy.

The author has chosen to study this area as it has always been of interest, haven grown up learning about the conflict of the troubles and living with the aftermath, within the Good Friday Agreement. It has always been fascinating to see how opinions around the topic differ depending on where a person is from and how they were raised and in conducting this research the attitudes of the locals will be recorded and measured to produce an overview of the opinions of Dark Tourism in Derry, which then may be used to decide if marketing the troubled past of the city is ethical according to its inhabitants.

1.4 Aims and Objectives

The main aim for this study is to investigate the perceptions of the locals residents and whether they believe the city should market their involvements with ‘The Troubles’ as a Dark Tourism Destination.

To achieve this aim the following objectives must be explored;

- Explore the concepts of Dark Tourism
- Perceptions of a host community - explore critically how the local communities feel about and respond to dark tourism, looking at other case studies
- Consider how the social environment impacts on or influences an individual’s attitude towards dark tourism developments
- Investigate whether they understand that the city’s troubled history could be used to develop a new niche tourism market.

1.5 Structure

In order to achieve these aims, chapter two will look at the available literature concerning Tourism, Dark Tourism and Tourism in Derry. Any topical literature that is deemed relevant to the study will be examined.

From chapter two, issues raised lead to the content of chapter three which is identifying the philosophy, the appropriate methodology. Leading to the process of planning suitable questionnaires.

Chapter four will present the collation and analysis of the online questionnaires, which will give a much better understanding of the attitudes towards Dark Tourism from the people of Derry/ Northern Ireland.

Chapter five will have the discussion of the results presented in chapter four, and an in-depth analysis which will lead to recommendations to potential future research topics. The benefit of this is that it may enlighten new ideas for TourismNI to take on board and potentially boost tourism numbers in Derry City.

There are lots of external factors that may jeopardize the research carried out in this study in the future, for example the unknown future of Northern Ireland with how it's current government situation is and with also Brexit.

1.6 Conclusion

This chapter has outlined in detail the aim and objectives for this research project, how the research process will be delineated and followed. It has given a very brief background to the rational of the study, after looking at theory and coming to the conclusion that there is a gap in the market for Dark Tourism developments and provisions, the hypothesis for this study is that

the over all consensus will give a good indication that the local residents will give consent for their city and their troubled history to be promoted as Dark Tourism.

In chapter 2, as mentioned, relevant literature will be presented. This includes the development of tourism and the shift to dark tourism. But also showcasing Derry city and its tourism platform, ensuring all key issues and themes are covered.

CHAPTER 2 – LITERATURE REVIEW

2.1 Introduction

In this chapter existing tourism literature will be revised, looking back at the development of the tourism sector and the introduction of niche tourisms and the evolution of Dark Tourism. Studying key Dark Tourism theorists like John Lennon and Malcolm Foley and using their theories to understand the complexities there are in labeling a Dark Tourism destination or attraction.

Directing the revised literature to the case study, ‘The Troubles in Derry’, this chapter also looks at the tourism industry in Ireland and how they market their rich history and culture to the world and examining the tourism products that Derry has to offer and identifying if they can be considered as Dark Tourism products making Derry a Dark Tourism destination.

As mentioned above the main aim of this study is:

To investigate if the local people of Derry think that the city should market their involvements with ‘The Troubles’ as a Dark Tourism Destination.

The first objective, to explore the concepts of Dark Tourism, is achieved within this chapter.

2.2 Tourism Definitions and Typologies

Ogilvie is known for the earliest published attempt to define tourism in ‘The Tourist Movement’ (1933). He defined tourists as “persons who stay away from home for any period not exceeding one year.”

The World Tourism Organisation’s (1993) definition of tourism is “Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for

not more than one consecutive year for leisure, business and other purposes.” Essentially anyone who goes away from home, for a day, a week or month, just no longer than a year to either participate in sporting activities, visit landmarks (any form of recreational activity) or even for business.

Chambers English Dictionary refer to tourism as ‘the activities of tourists and those who cater for them’. This definition is significant as it reflects the contrast between tourism as a social activity and tourism as an industry which allows and facilitates partaking in that activity. Correspondingly, Burkhart and Medlik (1981) distinguish two main taxonomies of tourism definitions, *Technical definitions* were tourism bids to identify different types of tourists and different tourism activities, for legislative or statistical purposes. And *Conceptual definitions* of tourism attempt to label tourism from an anthropological perspective, where the theorists monitor tourists to understand the term tourism.

There is no single definition for ‘tourists’ or ‘tourism’ but there is now an array of classifications that are structured to the specific outlook of the researcher. Which means that different theorists will have different definitions depending on the which type of tourist/tourism they are focusing on. The World Tourism Organisation (2010) proposes that for any given country in the world there are three basic forms of tourism:

1. *Domestic Tourism* – relating to residents of the given country travelling only within their own country.
2. *Inbound Tourism* – relating to non-residents travelling into the given country.
3. *Outbound Tourism* – relating to residents of a given country travelling in another country.

From these three basic forms of tourism it is possible to identify three principal categories of tourism:

1. *Internal Tourism* – domestic tourism together with inbound tourism.
2. *National Tourism* – made up of domestic and outbound tourism.
3. *International Tourism* – disposed of inbound and outbound tourism.

As tourism developed and evolved over the years, tourism definitions have had to change to be relevant to the new advances. The World Tourism Organisation created these simple classifications to help destinations monitor and record the visitation to and from that place.

It is vital that before carrying out any research relating to tourism that tourism definitions are explored to get a true understanding of the background of the topic. In some cases, it is also important to explore the historical developments surrounding tourism so that comparisons can be made from the first ever tourists to tourists today, has the tourists wants and needs changed drastically over the years just has the definitions have.

2.3 Historical Developments of Tourism

Tourism may be seen as a contemporary phenomenon however, recreational and educational travel existed in the early dynastic period in Egypt under the Pharaohs. Tourism essentially grew and evolved with man-kind. As transport and technology improved, people ventured further afield to new locations seeking new experiences, just as we still do today (Samson, 2015). Classical Rome also gave stimulus in the development of tourism. Holiday travel became increasingly sought after due to the development of infrastructure. Around 300 A.D, when there was a well-developed road network that facilitated the transport of soldiers and

goods, these were also used by the wealthy for private travel who pursued relaxation in the seaside resorts in the South (Gry, 2010).

One of the most influential developments in tourism came in the 1840s when an English entrepreneur, Thomas Cook, developed organised group holidays offering all-inclusive packages that reduced the overall cost for the traveller. At first, the lower, middle and working classes could not afford a summer retreat with the family. So, Sunday excursions became a tradition for middle class families before 1914, which slowly became weekend retreats and then extended over several days. (Gyr,2010)

Over time then, tourism has grown and developed based on the Niche tourism at that time just as current Niches today set tourism trends. Different developments of tourism were based on the demographics and segmentation of the tourists. It is key to note the importance of segmentation as no two tourists are the same therefore the tourism industry cannot possibly cater for each individual. Therefore, makes tourism developments successful, as they are aimed at a specific audience.

2.4 Visitation and Segmentation

Smith (1969) introduced market segmentation as a strategy, stating that ‘Market segmentation consists of viewing a heterogeneous market as a number of smaller homogeneous markets’. In simpler terms, taking one mixed group of people and breaking them down into smaller groups, each individual group having one main similarity or something in common. Segmentation criteria can be socio-demographics, for example instance old versus young tourists, behavioral variables, for example skiers versus sightseers or psychographic variables,

for example tourists motivated by rest and relation versus those motivated by action and challenges.

The main advantage of market segmentation is a destination being able to specialise on the needs on a specific group and working to become the best destinations at being able to cater for that group. In doing so the destination gains a competitive advantage as competition is reduced from the world market to that one specific area and all efforts are being focused on that one element opposed to trying to cater for everyone that can be costly if all the resources aren't then being utilised by the tourists (Dolinciar, 2008)

Reflecting back to topic that is being researched as part of this study, Dark Tourism, the segmentation criteria for this niche tourism is psychographic. Dark Tourism is labelled psychographic as it based on personality traits, values, attitudes, interests, and lifestyles of the tourists.

Although it is important to identify a market segment to target, it is just as important then to have the appropriate tourism products in place to meet the needs of that market segment.

2.5 Tourism Products

A tourism product can be defined as the physical or physiological fulfilment it provides to the tourist during their travels. The tourism product focuses on the facilities and services originated to meet the needs of the tourist. It can be seen as a merged product, as the sum total of a country's tourist attractions, transport, and accommodation and of entertainment which result in customer satisfaction. Tourism products are usually service products or services and there are many different ways these products can be classified; a few examples are explained in the table over the page.

Tourism Product	Examples
Natural Tourism Products - Natural resources are often the key aspects in a destination's attraction for example the climate, landscape and natural environment like lakes, mountains and beaches.	Lakes Mountains Beaches
Man Made Tourism Products – Tourism products created by man for leisure or business	Culture Products - art galleries and museums, political and educational institutions, sites and areas of archaeological interest and religious institutions. Traditional Products – native life and customs, pilgrimages, folklore, dance and music Entertainment Products – amusement and recreational parks, zoos and aquariums, nightlife, cuisine and sporting events Business Products – conferences and conventions
Symbiotic Tourism Products – Products are those of which nature provided the resource and man has turned it into a tourist attraction	Aerial – skydiving, bungee jumping, para sailing Water based – kayaking/ canoeing, white water rafting, water skiing, scuba diving Land based – rock climbing, mountaineering, motor rallying, skiing
Event Based Tourism Products – Where an event becomes an attraction	Music festivals like Coachella in California or Creamfields in Warrington.
Site Based Tourism Products – Where a specific site or place becomes an attraction	Great Wall of China, the Eiffel Tower and the Grand Canyon.

Figure 1: Table of Tourism Products (Board of intermediate education.gov, accessed 02/01/2018)

Using this table as a guide, the Derry's tourism product/s in relation to Dark Tourism can be identified and they are site-based tourism products and man-made tourism products. These products consist of the Free Derry Wall, the city's murals in the Bogside, museums and political and educational organisations. These are all unique products based on the destination, therefore attract niche tourists rather than the generic mass tourist.

2.6 Niche Tourism vs Mass Tourism

Mass tourism is fundamentally the visitation of large number of tourists to one destination, typically at the same time (summer months). Poon (1993) defines mass tourism as a large-scale phenomenon, which includes packaging and selling regimented leisure services at fixed prices to mass clientele. Mass tourism is dominated by tour operators who offer low cost, standardised group packages which include transport, accommodation and sometimes excursions in the ticket price. The evolution of the tourism industry to serve large-scale demand for travel has involved the development of practices that are designed to maximise efficiencies and production (Novelli,2005).

Cohen (1972) at the rise of the ‘package holiday’ distinguished a two-fold typology of tourism roles;

- Institutionalised tourists which includes the individual mass tourist and organised mass tourist
- Non-institutionalised tourists which includes explorers and drifters

Cohen highlights here, even when mass tourism dominated, tourists have needs that exceed what the mass product provides.

Thus, the counter-point of mass tourism was developed - ‘special interest tourism’ by Reed in the 1980s but it is now better known as ‘Niche Tourism’. (Hall and Weiler, 1992)

“In a globalising world of increasing sameness, niche tourism represents diversity and ways of marking difference.”(Robinson and Novelli, 2005, pg1).

The term niche tourism comes from the term ‘niche marketing’, where niche refers to two inter-related ideas:

1. There is a place in the market for a product.

2. There is an audience for this product.

Tourists as consumers have, over time, developed in becoming more knowledgeable and educated about tourism and being tourists. Sharpley and Telfer (2002) emphasise, tourists' consumer behaviour has shaped a more segmented, specialised and sophisticated market and consider the development of niche tourism as a response to consumer needs. Another way to explain Niche Tourism is to use the definition of Special Interest Tourism(SIT) which is, "a form of tourism which involves consumers whose holiday choice is inspired by specific motivations and whose level of satisfaction is determined by the experience they pursue." (Novelli, 2005). To put it simply, niche tourism targets one specific segment with one highly defined tourism product that can be tailored to meet the needs/ interests of the tourist. It usually appeals to tourists who want to experience new destinations, activities and encounters.

Robinson and Novelli (2005) explain three different general definitions to niche tourism due to its diverse nature:

- *A geographical and demographic approach* – the location and population where the tourism consumption procedure takes place, i.e. coastal, rural, alpine or urban environment. But most importantly it is the specific activity that the tourists want to participate in.
- *A product related approach* – the presence of activities, attractions, settlements, food and other amenities is stressed. These are the key part of the niche tourism destination mix, which is shaped in accordance with specific tourists' needs and wants.
- *A customer related approach* – tourist requirements and expectations are the focus of the niche tourism marketing approach. Attention is placed on the relations between the demand and supply.

Gale (2018) gives some prime examples of Niche Tourism that are suggested to be embraced by travel agencies in 2018 are, Gastro Tourism (Food Tourism), Health or Medical Tourism, Religious or Spiritual Tourism, Adventure Tourism and Political Tourism.

Considering Derry's tourism products that were identified above, they all fit under the classification of culture and heritage tourism. They can now be described as niche tourism products that takes a product related approach, meaning that these products were most likely designed in comply with the tourists wants and needs, in this case those tourists seeking products related to culture and heritage.

2.8 Culture and Heritage Tourism

Most researchers agree that heritage is linked with the past and that it represents inheritance to be passed down to current and future generations, both in terms of cultural traditions and physical artefacts (Hardy, 1998). Ashworth and Tunbridge (1999) define heritage as the contemporary uses of the past. It is the oldest form of tourism with justification to argue that heritage tourism has formed part of SIT/ Niche Tourism (Zeppel and Hall 1992).

MacCannell, 1992 says Tourism is not just an aggregate of merely commercial activities; it is also the ideological framing of history, nature and tradition. Which could be where the term heritage tourism comes from. However, as heritage became more linked with tourism, the diversity of sites which are described as heritage has increased:

Essentially in tourism the term heritage has come to mean not only landscapes, natural history, buildings, artefacts, cultural traditions but those among these things which can be portrayed for promotion as tourism products. (Prentice, 1993).

As mentioned above the term heritage tourism could be generated as a result of development in Niche Tourisms. Which is also the case with Dark Tourism, it is almost an

extension of culture and heritage tourism but has generated enough interest to become its own niche.

2.9 Dark Tourism

Dark tourism (otherwise known as Thanatourism) may be conceived as a new 20th/21st century phenomenon when in fact the concept has been around for many centuries before then. Seaton (1996) claims that dark tourism has a long history, developing from the contemplation of death which he names 'thanatopic tradition' dating back to the middle ages which intensifies during the Roman period of the late 18th and early 19th centuries. He continues to say that dark tourism is the 'travel dimension of thanatopsis' (where the term thanatourism comes from) defined as 'travel to a location wholly, or partially, motivated by the desire for actual or symbolic encounters with death, particularly, but not exclusively, violent death'. Boorstein (1964) claims that the first guided tour to take place in England in 1838 was a trip by train to witness the hanging of two murderers. Although dark tourism has always been around, it is the recent surge to develop the academic theory on the topic is perceived by many that it is a modern times sensation.

However, there are still speculations, even after all the new definitions for dark tourism, as to what exactly it is. The confusion lays between what differs a site/destination from being classed as dark opposed to heritage. Sites associated with war and atrocity have been linked with heritage tourism, particularly from an interpretive perspective which is where the main basis for the theory behind dark tourism is developed from. Figure 2 is adapted from Dann (1998) and is a categorisation of dark tourism, which gives insight to the different venues/attractions that is associated with dark tourism.

Divisions of Dark	
Perilous Places Dangerous destinations from the past and present	• Towns of horror • Dangerous destinations
Houses of Horror Buildings associated with death and horror, either actual or represented	• Dungeons of death • Heinous hotels
Fields of Fatality Areas/land commemorating death, fear, fame or infamy	• Bloody battlegrounds • The hell of the Holocaust • Cemeteries for celebrities
Tours of Torment Tours/visits to attractions associated with death, murder and mayhem	• Mayhem and murder • The now notorious
Themed Thanatos Collections/museums themed around death and suffering	• Morbid museums • Monuments to morality

Figure 2: Categorisation of Dark Tourism adapted from Dann (1998)

Looking at the table adapted from Dann (1998), some of Derry's current tourism products fit under multiple divisions of Dark Tourism; Perilous Places as Derry was, as is still considered by some, a dangerous city to visit. Fields of Fatality because there are certain areas in the city that solely committed to commemorating death, for example the Bogside. Tours of Torment as some of the tours available in Derry visit attractions associated with death, murder and mayhem.

And finally, Themed Thanatos as there a number of museums in the city are shaped around the them of death and suffering.

Leading Dark Tourism theorists, Lennon and Foley (2000) have taken their definition of Dark Tourism further by saying that attractions based on events which neither took place within the memories of those still alive to validate them or does not induce a sense of worry about modernism, do not qualify as dark tourism. Conclusively, Lennon and Foley define dark tourism as chronologically modern (20th century onwards). They take their definition beyond what other theorists say to authenticate the validity and reliability of the events in question, for example if new Dark Tourism Developments were to be made in the city regarding 'The Troubles' it would be best to create them now whilst those who were heavily affected/ involved in the events can authenticate any details. If this is not done then false information may be passed as the truth and when a few years pass could result in an entire city believing false culture and heritage because there was no one around with the accurate information.

In developing a typology of dark tourism consumption, Sharpley (2005) draws upon Hott's (1995) earlier typology of consumption practices, which four metaphors of consumption are proposed. Applying these to dark tourism, varying shades of dark tourism emerge;

- *Pale Tourism* – tourists with a minimal or limited interest in death, visiting sites unintended to be tourist attractions for example visits to graves celebrities – the visitors have more interest in their lives than their deaths.
- *Grey Tourism Demand* – tourists with a fascination with death visiting unintended dark tourism sites. For example, visiting Auschwitz

- *Grey Tourism Supply* – sites intentionally established to exploit death but attracting visitors with some, but not dominant, interest in death. For example, the colosseum during the Roman times.
- *Black Tourism* – in effect, ‘pure dark tourism’, where a fascination with death is satisfied by the purposeful supply of experiences intended to satisfy this fascination. For example, visiting somewhere that is heavily conflicted in war or crime.

Miles (2002) says a place of death and atrocity is the darkest shade on the spectrum and a place associated with death and atrocity is on the lighter side of the spectrum. Of which Derry takes its place on the darker side of the spectrum as it has a higher political influence and ideology, it has educational orientation over entertainment, history conservation, authentic product interpretation, shorter timescale to the event with location authenticity and most importantly it has lower tourism infrastructure.

Having said that, Ashworth (1996, pg.4) states, ‘*atrocity heritage is both highly marketable combination of education and enjoyment and a powerful instrument for the transference of political or social messages.*’

Subsequently meaning that although Derry is positioned as the darkest shade of dark on the spectrum it does not mean that it can not be marketed for others, with a dark tourism interest, to enjoy. However there are some serious issues to consider when making Dark Tourism Developments, a few of which are explained over the page.

2.10 Complexities and Challenges Associated with Dark Tourism

2.10.1 Marketing/ Promotional Issues

Many dark tourism sites and attractions are ‘accidental’. They have not been purposefully created or developed as tourist attractions but have become so because of the fame (or infamy) of people concerned or the events that once occurred there. For example, Ground Zero in New York. The media frequently play a role in promoting dark sites.

2.10.2 Ethical Issues

Is it ethical to develop, promote or offer dark sites and attractions for touristic consumption? The rights of those whose death is commoditised or commercialised through dark tourism represents an important ethical dimension that deserves consideration. For example, the graves of celebrities or famous people.

2.10.3 Interpretation Issues

Dissonant heritage is concerned with the way in which the past, when interpreted or represented as a tourist attraction, may, for particular groups or stakeholders, be distorted, displaced, displaced or disinherited. Dark tourism sites offer the opportunity to write or rewrite the history of people’s lives and deaths, or to provide particular (political) interpretations of past events.

2.10.4 Site Management Issues

There is a need to manage these sites appropriately based upon an understanding of and respect for the manner of the victim’s death, the integrity of the site and, where relevant, the rights of the local community in the context of the meaning or significance of the individuals concerned and the place of their death to those wishing to visit.

Having looked at what Dark Tourism is in depth, the attention can now be focused on the case study, Derry. A brief history to city is already mentioned in Chapter 1 but now it is fundamental to discuss more about the city that's under investigation.

2.11 Dark Tourism in Derry – The Events of ‘The Troubles’

Adversely the events surrounding ‘The Troubles’ are regarded as secular conflict between Protestants (loyalists who supported continued British rule) and Catholics (nationalists favoring unification with the Republic of Ireland), the conflict was in fact primarily a social, cultural and historical feud that can be traced back centuries to when England first tried to settle the island.

Having said that, ‘The Troubles’ in Derry all began with civil rights protests from the Catholics and in particular on 5th October 1968, which later became known as ‘The Battle of the Bogside’, a civil rights march was organized by The Northern Ireland Civil Rights Association (NICRA). The organised march route was then banned by Northern Ireland’s Minister of Home Affairs as it collided with another organised march by The Appendence Boys, a Protestant fraternal society. Still, the NICRA continued with their march which led them on territories which were predominantly Protestant and which were within the banning order of the Minister. The protesters were met by police who used batons and water cannons to try and stop the protesters that only led to a violent outbreak. These images were recorded and broadcasted across the world for everyone to see, from there then the riots and violence only escalated and lasted nearly 30 years with 3,722 lives lost throughout Northern Ireland as a result.

(http://www.bbc.co.uk/history/events/day_troubles_began, Accessed:26/11/2017).

It is important to note this key information about the events as it will shed light upon the fact that there was no tourism happening in Northern Ireland during that period. Residents of Derry were sealed off in a patchwork of segregated communities divided by barbed wire and

armed forces or balaclava wearing republicans, insinuating it would take a brave tourist to want to visit during such occasions.

In 1994 the IRA (Irish Republican Army), had a cease-fire but it was not until September 1998 that 'The Troubles' officially ended with the signing of the Good Friday Agreement. The agreement specified that Northern Ireland would remain part of Britain until a majority of its citizens voted otherwise but also required a semiautonomous government body comprising both Catholics and Protestants, and called for decommissioning of paramilitary groups, release of jailed combatants and reformation of the police force, which allowed Catholics to join if they wished to do so as the police force was 93% Protestant up until that point. The arrangement, negotiated by President Bill Clinton, Senator George Mitchell, British Prime Minister Tony Blair and Republic of Ireland *Taoiseach* (equivalent to prime minister) Bertie Ahern, represented a historic conciliation. This peace process, even in its earliest and roughest stages, became a model of conflict resolution for other countries to follow, and it still holds that leading example spot today (Hammer, 2009).

But it was not until this point, were there was a political stability in Northern Ireland, were tourism started to take shape again. With this new treaty, aid was sought through the Republic of Ireland. However, with the economic decline leading in the economy crash in 2009, momentum in recovering Northern Ireland was slowed down. But positive outlooks prevailed as the North got major economic investments from the US despite all the concerns from its very recent troubled history (Hammer, 2009). This piece of literature is relevant to this study for it provides a setting that leads nicely into current conditions of the destination were current provisions and policies are discussed.

2.12 Tourism Ireland's Role in Boosting Visitor Numbers (Island wide)

Tourism Ireland are the cross border governing body responsible for promoting the entire island of Ireland overseas. As the Republic of Ireland recovers from the hard blow of the 2009 recession, Northern Ireland is fully benefitting from its bordering county's steadily inclining tourism. 2016 saw more than 10million overseas visitors visiting the island with an ever-increasing number of visitors making the trip across the border into the North (Tourism Ireland, 2017). Comparing the first period of 2016 to the first period of 2017, the number of visitors visiting the island from North America were up 21.6% making it another record breaking year. Keeping in mind of all of the tourism developments that had elsewhere in the world whilst Northern Ireland were socially excluded, this rapid incline of tourism is essential to be taken seriously on the world stage, ensuring that it is safe to travel to. Reilly (2017) says that as Ireland grows in popularity and the Republics visitor numbers incline so does the numbers going into the North.

A key note to take from Tourism Ireland's provisions for the North is that it heavily relays on returning visitors, who are then willing to travel across the border. Not only this, but their initiative to get overseas visitors, particularly, North America, is ancestry heritage. Which in relation to this study is irrelevant as it this study refers to events and people in more recent times. However, that does leave space for a possibility of advertising a new niche to the growing market, who already have an interest in one form of Irish heritage. Tourism Northern Irelands initiatives must be reviewed to analysis their policies and plans for Northern Ireland but specifically Derry.

2.13 Tourism Northern Ireland's Current Provisions and Policies

Tourism Northern Ireland is responsible for the development of tourism and the marketing of Northern Ireland as a tourist destination to domestic tourists, from within Northern Ireland, and to visitors from the Republic of Ireland. Up until as recently as November 2017, Derry and Strabane along with Belfast district council had been working together to develop a bid to become the UK's candidate for the European Capital of Culture 2023. However, due to the Brexit outcome members of the European committee have disregarded all bids from UK cities as the UK aims to be out of the European Union by April 2019, making their bid invalid. This was the first major set-back that came as a result of Brexit however, as of recently no other policies have been affected.

In keeping with the culture theme, Tourism Northern Ireland are complying with the European Commission Tourism Policy that has designated 2018 Year of European Culture Heritage. 'It aims to encourage people to explore the rich and diverse cultural heritage across Europe, by celebrating, understanding and protecting its unique value and reflect on the place that cultural heritage occupies in all our lives.' (TourismNI.com, Accessed: 06/05/2018). the Historic Environment Division, Tourism Northern Ireland, and the Heritage Lottery Fund are working together to leverage opportunities presented by this initiative. The year presents the Northern Ireland Culture and Heritage Sector with the opportunity to:

- **Galvanise** - Unlocking the heritage potential through enlivening the visitor offer, reinvigorating interpretation and storytelling, animating sites, creating new products, events, partnerships and ways of working
- **Use 2018 as laboratory** - To learn new insights and apply these to the heritage sector

- **Use 2018 to enhance marketing content and strategies going forward** - that will promote and celebrate Northern Ireland's rich heritage.

In addition to the programme of planned events, HED, TNI and HLF will be collaborating to pull together a programme of initiatives aimed at capacity building across the sector and building for the future - to raise the profile of Northern Ireland as a cultural heritage destination nationally and internationally. (TourismNI, 2018)

Having taken all of this onboard, it is clear that Tourism NI have finally set some tourism policies and goals after, a number of years of not having any as a result of the breakdown of the Northern Irish Government. And in relation to this study these new targets are based on the wider subject of Dark Tourism, which is culture and heritage tourism. If these targets for 2018 are successful, then this could lead to potential expansion into smaller niche markets like Dark Tourism.

In the most recent tourism policy which dates back to 2015, the Review of Tourism Accommodation Policy 2015-2020, it is outlined in the initial Priority Areas, that priority will be given to projects 'that add value in terms of distinctiveness, niche market opportunity or offer product that is unique to Northern Ireland' (detni.gov.uk, Accessed: 02/05/2018). Although the document is outdated because of the collapse in government, this point may still be valid if presented to the committee which may be very ingenious for the findings of this study.

In another document also released in 2015, the Visit Derry Corporate Plan 2015-2020, indicates that one of their main aims is to get more overnight visitors in the city. One way of achieving that goal could be by opening up possibilities of promoting the city as a Dark Tourism Destination, it's a niche market in other countries and it could potentially be huge in Derry and throughout Northern Ireland too. In saying this, a more recent document that was released

indicated that the number of overnight visitors to the city grew by 26% from 2015 to 2016 (McDaid, 2017). That does not mean though by introducing new Dark Tourism Strategies that these numbers will not increase further.

2.13 Conclusion

The above chapter discussed how tourism has developed over the years and how niche tourism has taken off and how Dark Tourism has become a worldwide phenomenon. Relating all of this literature back to the tourism products that Ireland has to offer and looking specifically at Derry City. There may be a potential gap in the market to promote Dark Tourism in Derry as it isn't currently being promoted as a Dark Tourism destination by any of the tourist boards. And perusing this concept could potentially bring more visitors to the city and help achieve more over-night visitation which is one of the aims of the city's tourism has set to meet for 2020. To further the contentions, this study was set out to get the opinions of the local people of the city on the term Dark Tourism and whether they would have any objections to the city's troubled past being promoted as Dark Tourism.

CHAPTER 3 – METHODOLOGY

3.1 Introduction

The previous chapter concluded with the notion that there is gap in Derry tourism. The niche market, Dark Tourism, could potentially be utilised to gain more tourism into the city. Therefore, the aim of this study is to investigate the understanding of Dark Tourism and if development in this niche market would be welcomed by the local residents or are their views and opinions the reason why Derry still isn't being promoted as a Dark Tourism destination. To get a better understanding of the issue a methodology has been set out in this chapter.

This chapter will give the explanations for the research process and methods that were used in this investigation to challenge the gap that was disclosed. Saunders et al (2012), talk about the importance of Systematic research, research that is argued and explained (Ghauri and Gronhaug, 2010), they say that data that is collected with no clear purpose or data that has no interpretation can not be named research. They say that the term research can be used to promote an idea to people and to suggest that people should have confidence in it as it such a strong influence on our daily lives and gives us an understanding as to how the world works.

The research methodology will follow the principles set out by Wright (2014), who developed two models to inform and frame specific research that mirrors this study 'Disaster Life Cycle Framework (DLCF) and Dark Tourism Development Framework (DTDF)', and Saunder et al (2012) the "Research Onion".

3.1.1 Aims and Objectives

This chapter is crucial for the whole study, the methods used are justified here as the best methods for this case to fulfil the investigations aims and objectives which are;

To investigate the perceptions of locals whether the city should market their involvements with ‘The Troubles’ as a Dark Tourism Destination

To achieve this aim the following objectives must be explored;

- Explore the concepts of Dark Tourism
- Perceptions of a host community – explore critically how the local communities feel about and respond to dark tourism
- Consider how the social environment impacts on or influences an individual’s attitude towards dark tourism developments
- Investigate whether they understand that the city’s troubled history could be used to develop a new niche tourism market.

3.2 Research Paradigm

Kothari (2004) talks about three main research purposes, exploratory research, descriptive research and explanatory research. Exploratory research is usually undertaken to collect new data to help identify a problem. The purpose of this research is to initially identify the nature of the problem from which then further planned research can be conducted to help resolve the problem. Descriptive research is used to help the researcher gain a better understanding of a situation or problem. Explanatory research is the study of between different variables to identify relationships in a problem or situation. For this study the research purpose can be defined as descriptive research as the researcher’s aim is to collect preliminary data to

clarify if it because of the local community's views and opinions that Derry is not branded as a Dark Tourism destination.

Saunders et al (2012), created the research onion which gives defined layers to guide the researcher through the research process. Using the research onion as guide then each of the layers of the onion will be explored to shape which research methods are best suited for this study. The research onion looks at research philosophies, approaches, methodological choices, strategies, time horizon and how the techniques are achieved.

3.2.1 Primary and Secondary Research

Devault (2018) describes primary research as research that is conducted by a person to meet their specific and unique set of needs. Whereas as secondary research is using previously conducted research and applying the results to one's own situation. In this study both primary and secondary research have been undertaken. Following the research concepts that Wright (2014) developed in his research, The Disaster Life Cycle Framework (DLCF) and The Dark Tourism Development Framework (DTDF) were used to help identify the primary research questions and to help shape and catalogue the secondary research.

3.2.2 The Disaster Life Cycle Framework

Just as Wright (2014) used the Disaster Life Cycle Framework, in this study the framework was used as a foundation for the secondary research which is discussed in Chapters 1 and 2. This framework is used to shape the secondary research as it structures the research so that only relevant findings are included in this report. Although this framework was developed to investigate a natural disaster that happened in L'Aquila Italy, the main concepts were adapted to fit the context of this study. Each of the individual components of the framework and how they contributed to the secondary research are discussed over the page.

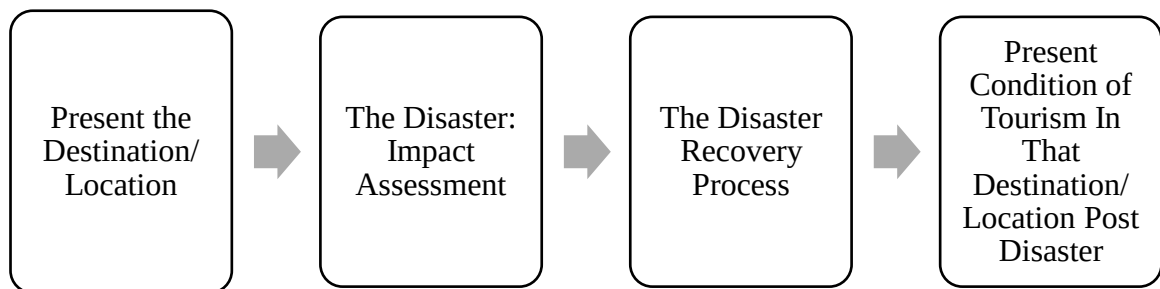


Figure 3: The Disaster Life Cycle Framework (Wright, 2014)

3.2.2.1 *Presenting the Destination/ Location*

The framework starts with *Presenting the Destination/ Location*. This initial period is for researching the destination/ location, in this case it is Northern Ireland and specifically Derry City. Looking at the country and the city's history in relation to tourism and dark tourism in particular.

3.2.2.2 *The Disaster: Impact Assessment*

Having introduced the location that will be used as a case study, the second component of the framework is to investigate the 'disaster' itself and what impacts it had on the location. The disaster in this case refers to 'The Troubles' that occurred in Northern Ireland over a period of 30

years. This component is to investigate the impacts ‘The Troubles’ had on tourism in Derry and elsewhere in the country.

3.2.2.3 The Disaster Recovery Process

This element of the framework is put in place to investigate how the city over-came the disaster and began to recover from it. Adapting it to this case study then, inspecting how the Good Friday Agreement came about and what impacts that had on Northern Ireland's second city, Derry.

3.2.2.4 Present Condition of Tourism in that Destination/ Location Post Disaster

The framework finishes by identifying the *Present Condition of the Tourism in the Location*. It is crucial to understand the current tourism provisions that are in place for a destination before you can make any recommendations for any future plans/ directions for tourism development. Looking at Tourism Northern Ireland's tourism statistics and strategies will give an indication of Derry city's current tourism situation. Looking at the current strategies and using the new research recommendations may be made to help the city's tourism grow.

The Disaster Life Cycle Framework therefore provides a method of evaluating the location post disaster and is a means of guiding this study's secondary research, looking at the theoretical concepts considered in the preceding chapters.

Once the theoretical concepts on the location have been explored then the second framework, The Dark Tourism Development Framework, can be applied to the primary research process.

3.2.3 The Dark Tourism Development Framework

As discussed above, the DLCF was adapted to help shape the secondary research that forms the first two chapters of this report. To help manage the primary research questions another framework from Wright (2014) was used, this time The Dark Tourism Development Framework. This framework fits coherently with the aim of this study, which is to determine if there is scope to develop Dark Tourism in Derry City.



Figure 4: The Dark Tourism Development Framework (Wright, 2014)

As above, each of the individual elements of this framework and their specific contribution to the implementation of the primary research are discussed below.

3.2.3.1 Residents Characteristics

The Dark Tourism Development Framework starts with *Residents Characteristics*, which aims at getting a better understanding of the residents and have they got a strong sense of culture and pride for their city. For this study then, the first element is to investigate the demographic and social environments of the local residents, answering the objective on social environment influences on the community's attitude. This information can then be used to cross-tabulate social environments with opinions to determine if there are any correlations.

3.2.3.2 Residents Attitudes Towards Tourism and Tourists Post Disaster

Although the second element is *Residents' attitude towards tourism and tourists post disaster*, it is at this stage where the local's interpretation of Dark Tourism is probed. As opposed to getting the local resident's attitudes on general tourism and tourists, here it is key to find out if

the residents even understand the term Dark Tourism or what they understand the term to mean and issues associated with Dark Tourism before further investigations can take place. This then would assist with the objective - perceptions of a host community – explore critically how the local communities feel about and respond to dark tourism. By asking this question then, the results will determine how reliable the answers from the entire questionnaire are, for example, if the respondents do not understand the term Dark Tourism then their answers may not be completely binding and may have to be discarded.

3.2.3.3 Disasters as Opportunities

At this stage of the framework, the focus is to simply explore if the local residents recognise that opportunities that can come from the events of ‘The Troubles’. As tourism has grown significantly since the Good Friday Agreement, do the locals recognise the opportunities that have emerged as a result of ‘The Troubles’. For example, do they realise that the Bogside is a focal hotspot for tourists as a result of ‘The Troubles’. And since tourists have taken a keen interest in the Bogside area because of its history and involvements in key events during the Troubles that the area has been fashioned to draw in more people with new murals and the centralising of the ‘Free Derry Wall’. Tripadvisor’s list of top 10 things to do in Derry (2018) majority of attractions are in the Bogside area. The data collected from this element will fulfil the objective *Acknowledging that the city’s troubled history is an opportunity for Niche Tourism development.*

3.2.3.4 Community Involvement in Post Disaster Tourism Development

As discussed in Chapter 2, the involvement of the local community in tourism developments where death and destruction are present and in living memory of the locals is of upmost importance. It is here where the focus is on whether or not the locals deem promoting

their city as Dark Tourism destination as ethical. It is vital to gain this information if the investigation is to be continued and new strategies are to be put in place, that they will have the communities support.

3.2.3.5 The Destination's Future

The final section of the Dark Tourism Development Framework is predominantly the conclusion of all the other stages and giving recommendations for what could be done in the future in terms of tourism developments, in this case providing closure in terms of potential dark tourism initiatives with the consent of the local residents.

3.2.4 Summary

The first framework, The Disaster Life Cycle Framework, assists a detailed theoretical analysis of the study, it provides the basis for the secondary research, which paints the picture of the case study location, the events that went on there, how the city over come the terrible events that occurred and what state the tourism industry currently finds itself. Sequentially, that provides a knowledgeable platform to then go on a develop a primary research strategy, of which the second framework, The Dark Tourism Development Framework, is implemented to guide the research strategy.

Although these two frameworks give a lot of detail about how the research was conducted, it is necessary to deliberate the methodological philosophies and approaches used in the research. The methodological philosophies and approaches were employed with the aid of Saunders et al (2012) version of the 'research onion'.

3.3 Research Design

The method and procedure for collecting and analysing data are described in Saunders et al (2012), where the 'Research Onion' gives six clear defined layers of research management, which allows the progress to be documented and focused.

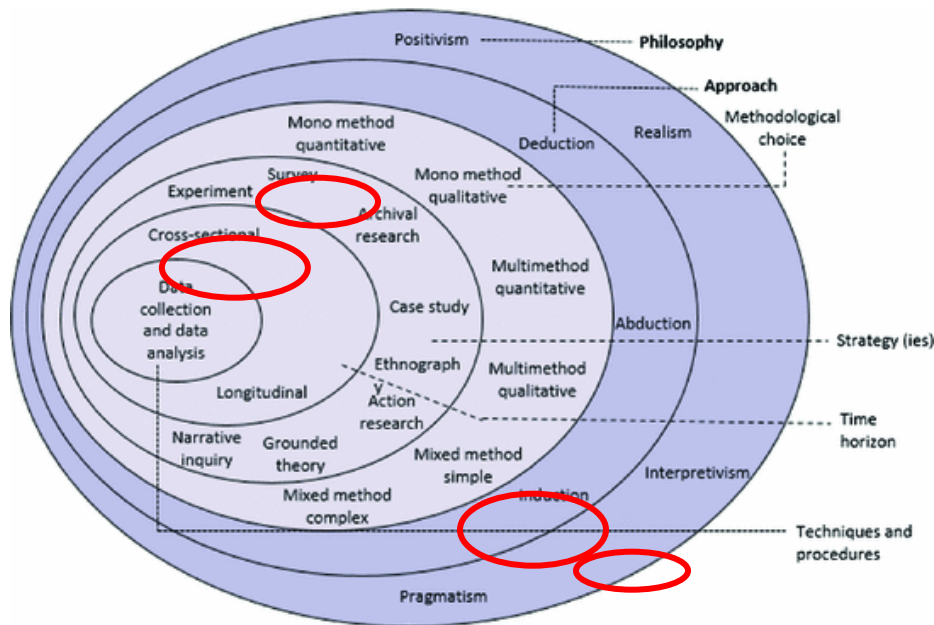


Figure 5: The Research Onion for **Research** Design (Saunders et al, 2012)

3.3.1 Philosophy

Bryman (2012) says a research philosophy refers to the set of beliefs concerning the nature of the reality being investigated, the choice of research philosophy is defined by the type of knowledge being investigated in the research project (May, 2011). Pragmatism best fits the philosophy of this study for it features a more lenient view for the research outcome. For a pragmatist researcher, they recognise that there are many different ways of interpreting the world and undertaking research. They understand that there is no single point of view can give the entire view (Saunders et al, 2012). This philosophy is ideal for this research as the investigation results can vary depending on how each participant interprets the questions being asked, in other words this approach considers the human element and the process of liability.

3.3.2 Approach

There are two broad approaches associated with research, inductive and deductive methods. For this study the approach is a deductive method. This method which tests theory with observation and hypotheses are confirmed. Kothari (2004) helps explain the deductive approach by saying that it is characterised as the development from general to particular: the general theory and knowledge base is first established, and the specific knowledge gained from the research process is then tested against it. This approach fits with this study as a hypothesis is presented after analysing the existing literature on the subject: the suggestion that there is a gap in the market to promote Dark Tourism in Derry after looking at the city's existing tourism products and their current provisions and strategies. Where-as an inductive approach as has specific observations that then lead to broader theories and generalisations. It reflects an unrestricted and exploratory method of reasoning towards theory because there is no research of this kind already out there to test theory.

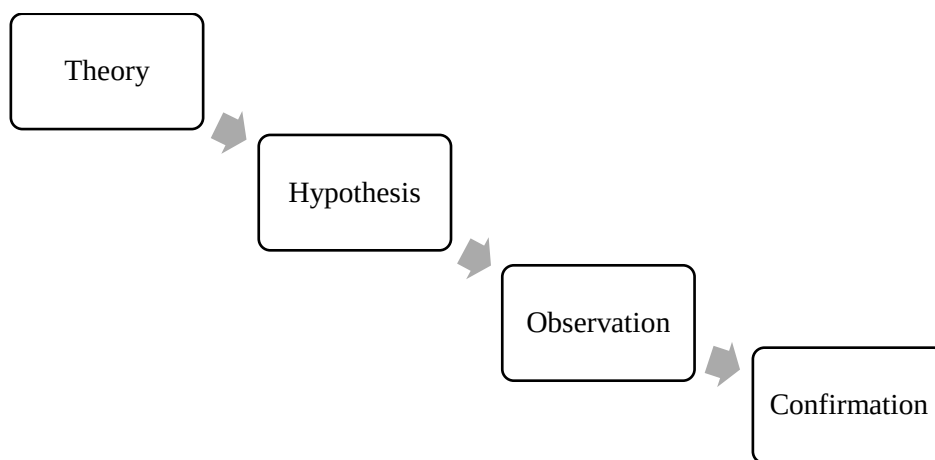


Figure 6: Deductive Approach (Trochim, 2006)

3.3.3 Methodological Choice

Saunders (2012) discusses the difference between the two, quantitative data generates data from a wider audience and the results are in a numerical form to generate usable statistics

and qualitative data gives a richer and in-depth insight. Initially a mixed methods approach was deemed the most fitting as both quantitative and qualitative data would give the best results together, using both methods give both the 'bigger picture' from a vast amount of people but also their valued opinions and attitudes. However due to major limitations during the research period, this changed so the methodological choice would be a quantitative approach. Although this research approach is traditionally primed by a positivist philosophy, it can be used to explore a wide range of social phenomena, including feelings and subjective viewpoints. Which is exactly what this study is set out to discover, people's opinions and outlook on a specific subject.

3.3.4 Strategy

An online survey was used as the strategy for this research. Horn (2012) describes surveys as a reasonable representation of a population. Saunders et al (2012) states that data collected using a survey strategy can be used to suggest possible reasons for relationships between different variables. However, it is also noted that a weakness of using a survey is that there is a limited amount of questions that can be asked to contain the goodwill of the respondent. Robson (2007) also notes other disadvantages such lack of response, affecting the assurance in the findings. This method was the best strategy for this research, because it was online, it was able to reach a large number of people. It was also the most appropriate as the target respondents were overseas and all the data was automatically calculated ruling out human error in the result findings, therefore it was more convenient for many reasons.

3.3.5 Time Horizon

There are two different time horizons specified in the research onion; cross sectional and longitudinal. The cross-sectional time horizon is one where a deadline has already been established in which all the data should be collected within (Flick, 2011). A longitudinal time

horizon for data collection refers to the collection of data repeatedly over an extended period and is used where an important factor for the research is examining change over time (Goddard & Melville, 2004). The time horizon for this particular research project is cross sectional as it is a study of a particular phenomenon at a particular time but more specifically it's because it is not part of a longer study (Saunders et al, 2012).

3.4 Research Methods

3.4.1 Population

For this study the population was to initially to involve anyone who lives in Derry City. However, due to the nature of the distribution of the survey, an online survey, it was widened to include everyone from the surrounding areas of the city then further to others elsewhere in Northern Ireland and in very few cases further again to the UK. In doing so more comparisons can be made between the view of those who live in the city and those who live elsewhere.

3.4.2 Pilot Study

Perry (1998) discusses the appropriateness of undertaking a pilot study of questionnaires. Pilots are urged in order to ensure understanding, validity, reliability, appropriateness and allows for suggestions for additional questions. After academic approval of the questions, a preview link of the survey was sent to my peers and family members where they reviewed the questions and any issues such as phrasing were communicated, clarified and the appropriate changes were made to the questionnaires.

It is important that surveys are not only easy to understand but also easy to complete, Cresswell (2014) explains the nature of a mixed methods approach and the nature of open and closed questions, but as this study changed its approach all the questions are closed but allow the respondent to make additional comments if they wish. The Likert scale was also used for a few

questions and Creswell (2017) also reveals the usefulness of these scales in questionnaires. Creswell explains that because Likert scale questions use a scale, people are not forced to express an opinion, allowing them to be neutral or unsure should they so choose. Once all responses have been received, it is very easy to analyse them.

3.4.3 Sampling

The respondents of the online survey weren't particularly chosen to participate in the survey. As the author is from the surrounding area of Derry City, the survey was distributed on social media and was shared by friends and family, consequently reaching other members of the community and elsewhere. For this study probability sampling will be used as it will give each of the different communities within Derry a chance to part of the sample. Delving further within probability sampling a 'Culster sampling' framework will be applied. This is where the sample group is spread across a large geographical area of which then subsets are to be identified and random samples are then taken within these subsets to produce an overall impression of the area. This is also known as two-stage clustering (Altinay and Paraskevas, 2008). This method was selected as it is easy to identify subsets within Derry city, these being each individual community then random samples will be taken from each of these subsets to develop an overall understanding of the communities within the city (Fox et al, 2014).

3.5 Ethical Issues

An ethics form that was submitted to UWTSD received approval from their ethics committee. It was anticipated that obedience to the university's ethical guidelines ensured of the ethical dimensions of human participant protection in this study. It was recognised that the subject that is being questioned may be a very sensitive subject for some but the ethics committee had no objections to any questions and there were no complaints by any one who

participated in the survey. (See Appendix 1 for a copy of the ethics form submitted to the ethics committee)

As the author is from the area that is being case studied in this investigation, there is some emotional connection to the subject. Therefore, the reasoning, aims and objectives and the questions used for the surveys have been made to lessen any personal bias, undertaking the pilot study also ensured different views were gained as it was piloted with those who are connected with the subject matter and with those who didn't know about the subject that was being questioned.

3.6 Limitations

The major limitation with this study is the time constraint and because of the time constraint and the time of year that the research was conducted, it had a major effect on the research that the author was able to carry out. Initially there were supposed to be interviews with local industry professionals to get expert opinions on the subject matter, alongside local residents thoughts and opinions, to strengthen the findings. However due to holidays and other commitments from both the professionals and the author these were unable to go ahead, which undoubtably will have a huge effect on the credibility of the findings.

The topic of interest is quite a sensitive topic regardless of the location. But it is a particularly sensitive topic in Derry and across Northern Ireland as there are still events replicating the troubles that occur today. The research may not have gotten the high response rate that is anticipated due to the nature of the study. The research questions may be too personal or sensitive, for some respondents, which might put off the respondent to answer. The nature of the study will affect each respondent differently depending on their personal knowledge, understanding or involvement in the subject.

3.7 Conclusion

This chapter has refined the research methodology and justified the paradigms used to structure the methodology. The next chapter will collect, analyse and present the findings from the data collection gathered by the methods outlined in this chapter.

CHAPTER 4 – DATA COLLECTION AND ANALYSIS

4.1 Introduction

As set out in Chapter three, this chapter will have the collected the responses from the online survey analysed and presented. (See Appendix 2 for the exact survey that was sent out) Saunders et al (2015) likens the process of data analysis to completing a jigsaw puzzle, meaning that out of lots of different pieces of data, one final full picture can be completed which ensures that the whole bigger picture is seen when compiled together.

The survey was collected online with E-Survey Creator. As the questionnaire was primarily quantitative, the data had already been analysed by the online survey creator.

4.1.1 Reliability and Validity

Saunders et al (2012), refers to reliability to whether the data collection techniques and analytic actions would produce consistent findings if they were repeated at another time or by another researcher. Ensuring reliability is quite a hard task to accomplish, there are a number of factors that could put the whole research's reliability under scrutiny, for example, participant's error or bias or researcher's error or bias. The research has to report each step of the research process and explain to make their work transparent so if it were to be replicated their report can be used as a step by step guide.

Again, Saunders et al (2012) establish that internal validity is when research demonstrates a causal relationship between two variables and external validity is when research findings can be generalised to other relevant settings. Proposed by Perakyla (in Silverman, 1993)

validity is how credible the data is dependent on the instruments used in the gathering. For this study, all respondents were anonymous which instantly raises the validity of the questionnaires.

In complying with the university's ethics and using the previously agreed methods the reliability and validity of this study should be ensured. There are no adverse ethical issues relating to this study and the UWTSD Ethics Form has been completed. There are questions on the questionnaire relating to gender, age and where they live, but these questions are included because they are highly relevant to the research in fulfilling the objectives that relate to difference in opinions between different demographics and social environments.

4.2 Analysis of Online Quantitative Data

The online survey creator that was used in collecting the data did all of the coding and created appropriate graphs and charts to illustrate the findings.

The online survey generated an amazing amount of responses, with thanks to all voluntary sharing of the survey link, the survey reached 272 people (See Appendix 3) and out of all those people who took the time to fill out the questionnaire an approximate 82% of them answered the whole questionnaire. After the author applied the sampling methods as a result of the high response rate which was broken down to 90 random responses have been taken into consideration in these figures shown below.

The data was used to compare views of different people from different demographics to see if their opinions differentiated or if the attitude towards Dark Tourism is mutual across the community. Therefore, the first three questions relate to demographics/ social environments;

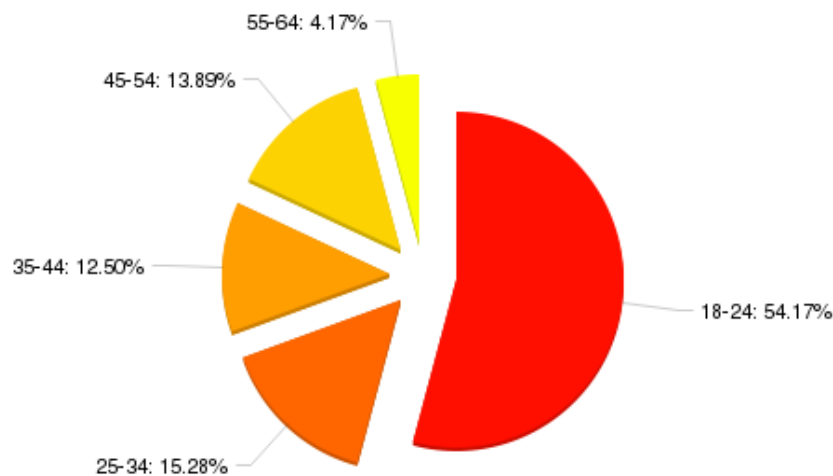


Figure 7: Question 1 – What age bracket do you Fall under?

It can not go unnoticed that quite a substantial amount of people who took part in the survey fall in the age bracket of 18-24. This can be clarified as the author falls into that category therefore, when sharing the survey link it is most likely to go to people in the same age bracket before anyone else. It may also be noted here that there were no participants that were aged 65+, this again could be as a result of the method that was used to distribute the survey, via Social Media. From these results, it can be said that the results from this point forwards are typically the viewpoints of those from the millennial generation, those aged in 2018 between 22 to 37 (Dimock, 2018), as the two age categories of which the millennials fall under combined are approximately worth 69.45% of everyone who participated. Keeping in mind that there are a few ages included in that figure that are younger than the millennials but there are also few ages that are considered millennials but can not be considered because they fall under a different age category.

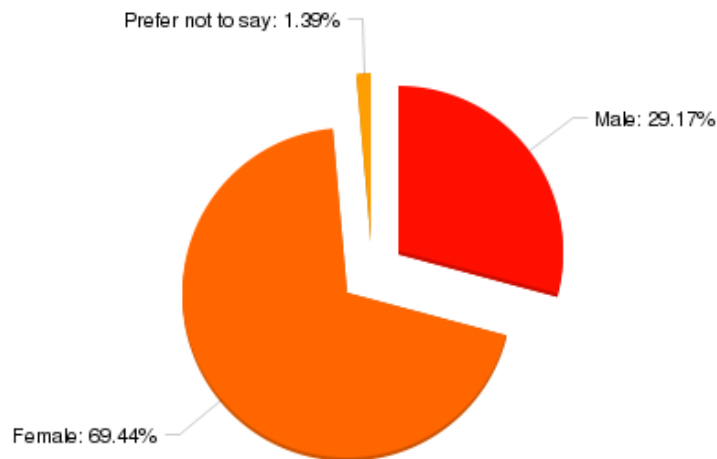


Figure 8: Question 2 – What gender are you?

The results to this question could be related directly to the author being female and possibly having more female friends on their social media platform in which the survey was shared. In saying this, Curtin et al (2000) indicate that generally when it comes to surveys, women are more inclined to participate rather than men.

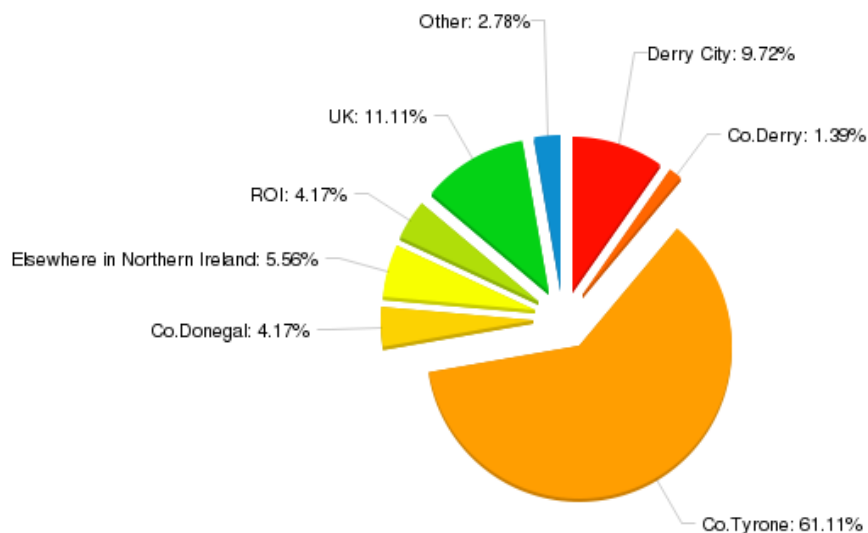


Figure 9: Question 3 – Where are you from?

The results from this question reveal that most participants are from Co. Tyrone, the bordering county of Derry that was also very much affected by 'The Troubles'. It may also be important to note here that Derry City share a council with a town named Strabane which is located in Co. Tyrone. Again, the huge surge in number in this one particular area could possibly be a result of the author being from that area (Strabane). It should be mentioned that the 2.78% of people who selected 'Other' simply specified whereabouts in the city they reside in, for example Galliagh, City Side and others said Londonderry. Collectively there was a reasonably high number of participants that were from other areas outside of Derry and Tyrone. It is interesting to see how they each responded to the questions, and if their responses could result in giving invaluable data.

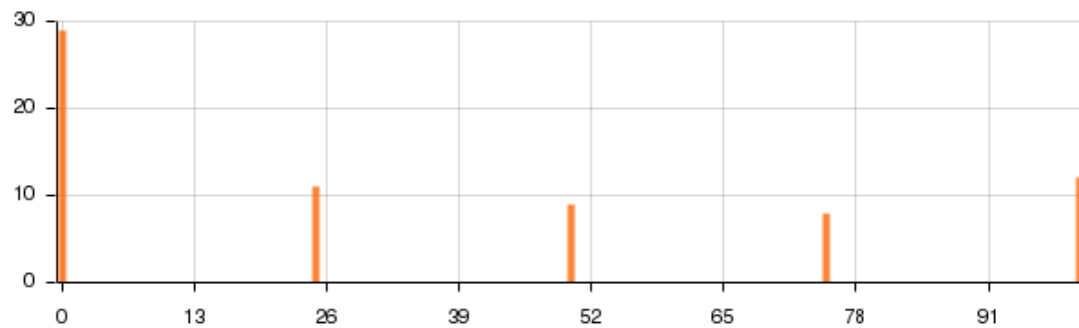


Figure 10: Question 4 – How familiar are you with the term Dark Tourism?

This question was a Likert scale with zero being Not at all familiar with the term Dark Tourism and 100 being Very familiar with the term. The arithmetic average is 36.59. Mean absolute deviation is 34.46. Standard deviation is 38.73. These set of results have a low standard deviation which means that the if you were to take another sample group from all of those who participated then the results for this question would look similar to these ones.

The results from this question indicated that majority of those who participated in this survey were not at all familiar with the term Dark Tourism before completing it. If these results were the only results to take into account then these people's views and opinions on the matter would be invalid as they may not know the true meaning of the term Dark Tourism, even though there were some people who indicated that they were very familiar with the term. The next question asked in the survey is to validate what these people believe to be the meaning of the term Dark Tourism. Despite earlier mentioning in chapter 2 that Dark Tourism is not a new form of Niche Tourism and it has been known for years, from the results we can assume that there isn't enough information publicized in within Northern Ireland to the general public for them to get familiar with Dark Tourism. Which essentially authenticates that there are no current policies in place to promote Dark Tourism in Derry.

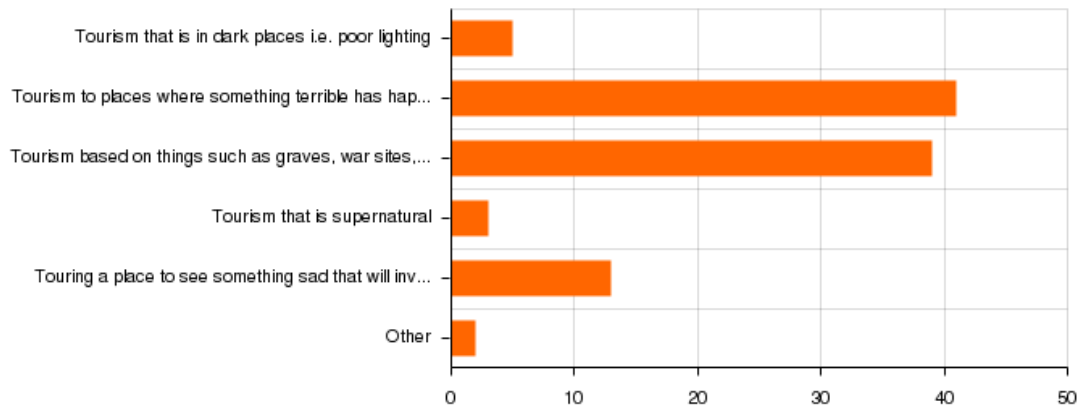


Figure 11: Question 5 – Which of the following do you think best describes Dark Tourism?

This was a multiple-choice question. Those who selected other gave examples of what they believed Dark Tourism was and examples that were given were ‘Tourism related to Drugs’ and ‘Visitations to locations where death or tragedy occurred’. Considering the results to question 4 were most didn’t know what dark tourism was so many then selected options here on question 5 that is basically the definition for Dark Tourism, indicating that from this point throughout majority will have an idea of what Dark Tourism is.

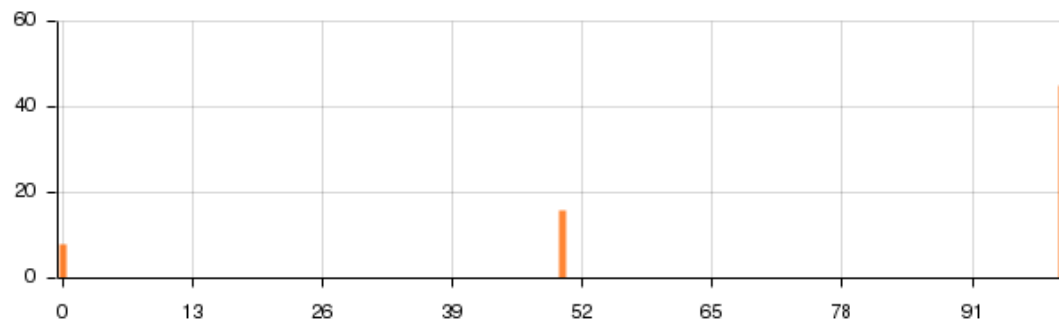


Figure 12: Question 6 – How interested are you in visiting a Dark Tourism site/attraction

This was another Likert scale where 0 = Not at all interested and 100 = Very interested.

The arithmetic average is 76.81. The Mean absolute deviation is 30.25. Standard deviation is 34.92. These results show a low standard deviation meaning that if this survey was done again with a different people of the same age brackets and area then these results will almost be duplicated.

The results from this Likert scale show that of those who participated there is a high interest in visiting a Dark Tourism site/ attraction, indicating that there is a keen interest in the subject matter. There are very few who said they don't have an interest in visiting a Dark Tourism site/ attraction, which is down to the individuals own preference. But then were a number who were 'on the fence' about this question stating that they 'Maybe' would visit a Dark Tourism site/attraction, which can be taken as they could be persuaded.

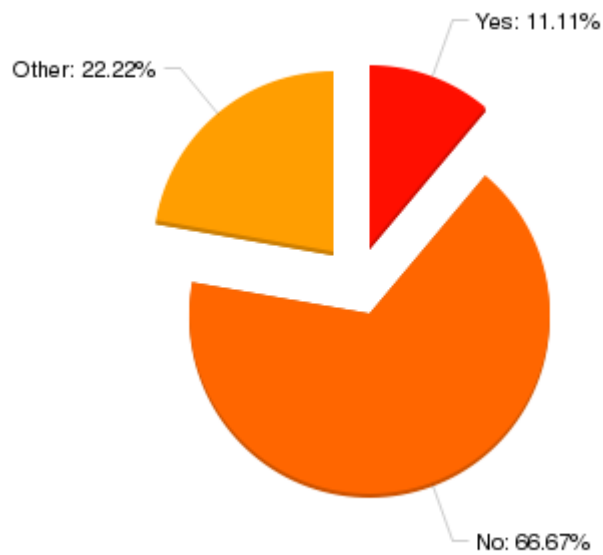


Figure 13: Question 7 – Have you ever visited a Dark Tourism Site or Attraction?

Although 66.67% of those who participated haven't been to a Dark Tourism site. 33.33% had visited a site or attraction. The other segment represents those who listed places they've been and the most popular places are as follows; Ground Zero, Auschwitz and Londonderry. This was an important question to see if any of those participated recognised Derry City as a Dark Tourism destination. Which leaves the question if Derry and its attractions were marketed as Dark Tourism how many of those who said 'No' would actually say 'Yes'. Looking back on the literature found in regard to the attractions that Derry has to offer, they are all very much of educational value. So, an assumption can be made that some of those who said 'No' might have visited the city's attractions with a school or college to learn about their city's history.

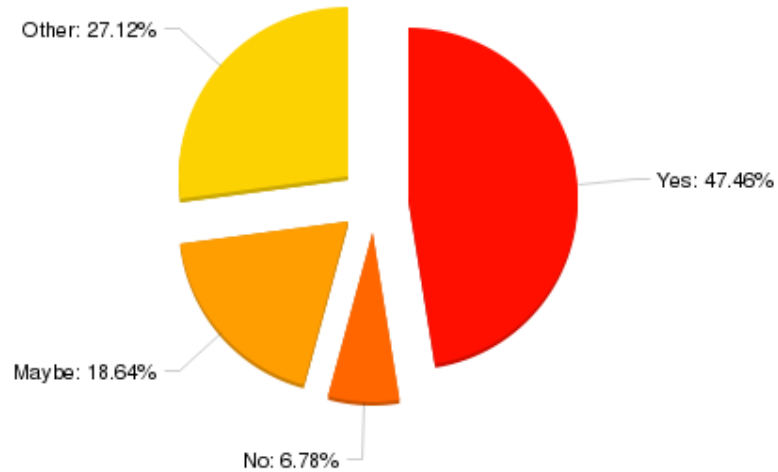


Figure 14: Question 8 – Do you think Derry/ Northern Ireland can benefit from its troubled past as Dark Tourism?

This is significant as majority of people believe that Derry/ Northern Ireland can benefit from promoting itself as a Dark Tourism destination only 6.78% of those people disagree. However, it is important to note that another highly voted section with 27.12%, is Other which has explanations for whether or not they agree. See next page for a few examples of this.

Agree that the City/NI can benefit from Dark Tourism	Disagree that the City/NI can benefit from Dark Tourism
To show how far it has come since those days	Might put other people off coming to visit
I believe it is important that people from around the world see both sides of the troubles. Visiting Derry will give people a very detailed insight from those who have witnessed these events and went through it	Could be a gap in the market however may not be welcomed by locals if it labelled 'dark tourism' maybe more welcomed if named 'heritage tourism' or 'historical tourism'
Free Derry house/ Bloody Sunday etc are part of the city's history and should not be forgotten	
Derry has a lot of history dating back to the famine era (apprentice boys closing gates) to the troubles that ended in the 90s. Republican graves and the peace bridge relating to the 2013 city of culture bid	
Everyone knows about the troubles and would bring tourism tomorrow. Especially when they can have a laugh about it now such as the comedy on Derry Girls. They should show the murals in the bogside for Bloody Sunday etc. I think it is a good representation of the struggle as a catholic in that time but now we have a more diverse culture	
Because it can educate people on the disasters and aware of the problems of Derry	
Bring more tourists to NI	
Tourism equals money which can be used in the city to make improvements	

Figure 15: Explanations if the city/NI would benefit by promoting itself as a Dark

Tourism destination

The general consensus is that Derry City and Northern Ireland would benefit from promoting itself as a Dark Tourism Destination. This is substantial because essentially this is what this whole study comes down to, is the recognition of the potential of the current tourism products. Getting the recognition for potential tourism growth from the locals and their understanding of what tourism can do for the city is one step closer to fulfilling the gap in the market that was exposed during Chapter 2.

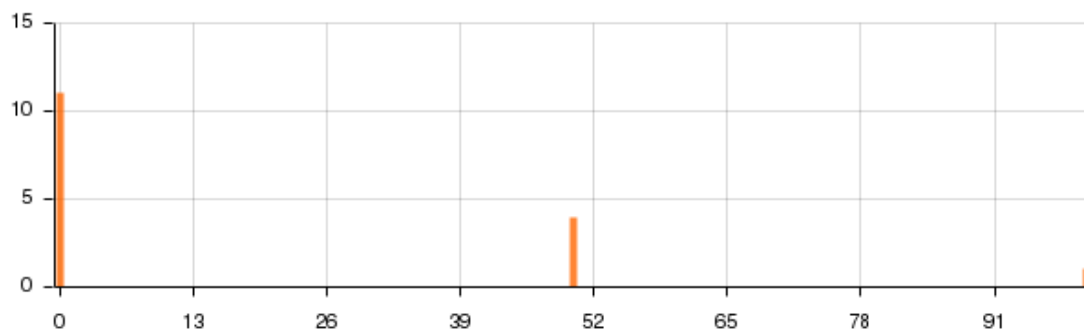


Figure 16: Question 9 - Do you believe that it is morally acceptable to commoditise or commercialise the events of The Troubles and market them as Dark Tourism

0 = Yes and 100 = No. Arithmetic average is 18.75. Mean absolute deviation is 25.78. Standard deviation is 30.96. These results produce a low standard deviation suggesting that if another sample was pulled from the group of people who completed the survey then similar results would occur.

This is could be one of the more sensitive questions asked on this questionnaire. Due to the sensitivity surrounding the question, the reliability of the responses can be questioned. However, most people answered yes that they believe that it is morally acceptable commoditise or commercialise the events of 'The Troubles'. This answers the questions raised in Chapter 2 about ethical issues of Dark Tourism.

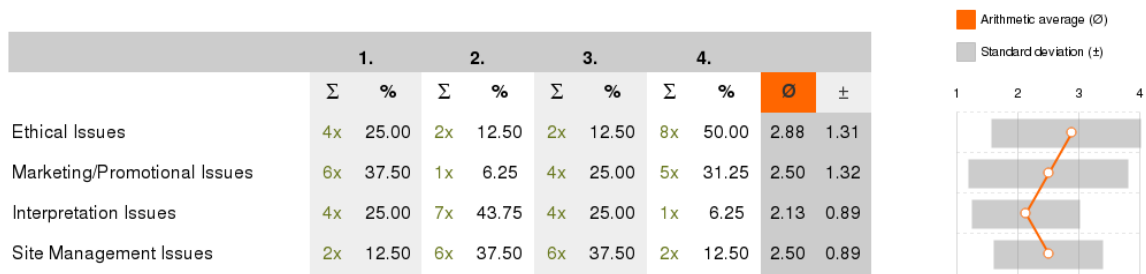


Figure 17: Question 10 - When portraying The Troubles as a tourism product, whether it be in an attraction or event, which of the following issues would you say are of importance. Rank 1 Least Important 4 Upmost Important

This question was asked in the survey as it directly addresses the main issues of Dark Tourism discussed in Chapter 2. This question was the first rating question and its standard deviation is low meaning that if you were to ask another group of people this same question the chances of them answering the same way is very likely.

These results tell us that those who responded collectively rate the ethical issues that surround promoting 'The Trouble' for tourism is of upmost importance. The issue listed that of least importance is site management issues, which corresponds with the previous question as site management issues are basically getting authorisation and respect from the locals to highlight their dark history as a focal point of the city's tourism products.

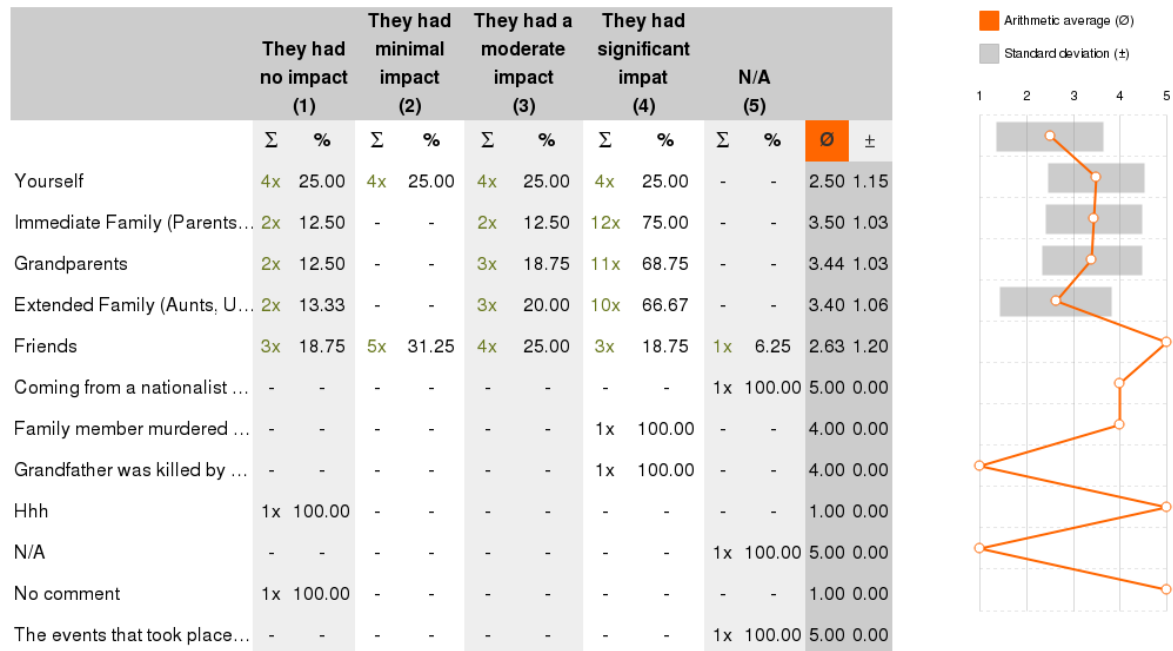


Figure 18: Question 11 - Could you please rate how much of an impact The Troubles in Derry/Northern Ireland have had on the following people?

This is another rating question and looking at this result of this question, it is clear this was the wrong question style for the answers that was intended. On the survey there was a comment box under the list of names which was still part of the rating system throwing all the results off making this question invalid along with any comments that were made in an attempt to add additional information. However, disregarding the additional comments, looking just at the first 5 statements. They have a low standard deviation. Looking at the people who was mostly affected by events of 'The Trouble', immediate family came out on top, closely followed by Grandparents and Extended Family. Overall of those who took part in the survey were least affected by the events or the events have had no impact on their lives or their friends lives. This can be justified by the results of Question 1, as the highest respondents age bracket was 18-24. For these people, 'The Troubles' we either coming to an end or had already concluded when they were born as the Good Friday Agreement was signed in 1998, 20 years ago.

Question 12 – the final question was a simple further comment box section which had a few responses left in it, a few examples are;

- “Although born after the severity of the troubles but before the Good Friday agreement, the troubles still have an impact. Predominantly, you’re told you can’t go to certain areas, it’s recognised that even today some people don’t get jobs, opportunities etc because of their faith or which side they seem to be on. This is clearly seen in our politics. The DUP still do not want equality unless it is on their terms i.e. marriage and the Irish language act. This stems from a deep rooted superiority handed down from previous generations. For Derry to be advertised as a dark tourism destination it would need to be promoted and interpreted correctly. The troubles were about equality, equality in rights, job opportunities, housing etc. not religion. On previous tours I have done in Derry, a Protestant/Loyalist tour guide was clearly stating it was about religion, where as others have said it was down to equality. This needs to be highlighted and people need to accept why it happened and promote it so.”
- “Dark tourism would need to be conducted in an ethical and non biased fashion. However I feel it would benefit the young people in the community in particular as it could show the devastating effects of blind hatred. Would help towards a more tolerant society”
- “The way this type of tourism is advertised, and the money involved should be considered carefully. It is important to know about history and the mistakes of the past moving forward as a society. This must be tastefully done if done at all and delivered with an important message promoting peace and reconciliation.”

The comments that were left on question 12 were very positive comments suggesting that promoting Derry as a Dark Tourism destination is a good idea provided it is done proper and fair.

4.3 Conclusion

The main findings of this chapter, revealed by the data collection and analysis, are that almost everyone from that particular sample who took part in the survey would agree with promoting Derry City as a Dark Tourism Destination. They believe what the city has to offer in terms of tourism products and history it has the potential to do good as a Dark Tourism location. The suggestions of these findings are explained in the next and final chapter.

CHAPTER 5 – CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

Having analysed the data attained by both quantitative and qualitative methods, in Chapter Four, the findings were positive and correlate to the hypothesis that was anticipated. This chapter states the conclusions and limitations of the study, offers recommendations on what can be done with this new research, suggesting future direction for the tourism in Derry City.

5.2 Achievement of Objectives

Explore the concepts of Dark Tourism:

The key concepts of Dark Tourism were explored in Chapter 2, the Literature Review.

Perceptions of a host community – explore critically how the local communities feel about and respond to dark tourism:

Data was collected and analysis to discover that initially not many understood the term Dark Tourism but as the questionnaire continued they learned what it meant and was then able to comment that they are happy to have Derry City be promoted as a Dark Tourism Destination. In regards to understanding the issues associated with Dark Tourism, these were also discussed in Chapter 4 in the findings.

Consider how the social environment impacts on or influences an individual's attitude towards dark tourism developments:

This assessment was made and although the people that took part in the survey came from different social environments in terms of where they were from, age and gender, the overall consensus was that the social environment had no major impacts or influences on their attitudes towards Dark Tourism as they generally were collective opinions, especially when it came to promoting the events of the troubles in a fair manor for everyone.

Investigate whether they understand that the city's troubled history could be used to develop a new niche tourism market.

The investigation was carried out and it was deemed that those who participated in the online survey did acknowledge and understand the potential benefits of developing a new niche market for the city.

5.3 Main Findings

The main findings to come from this research is that the majority would agree to Derry City being promoted as a Dark Tourism Destination with the appropriate interpretation and ethics. That is coming from people from all kinds of backgrounds and who live elsewhere in Northern Ireland and beyond aswell. Therefore, from these lot of results it could be said that the hypothesis set out in the beginning, a potential gap in the market for Dark Tourism in Derry, has been confirmed.

In saying this, it is important to note that majority of those who participated where in the age bracket of 18-24 who admittedly said the events of 'The Troubles' didn't have a direct impact on their lives because they were too young or not even born when the events took place. Therefore, the results may differ if a sample with more people from higher age brackets, as they were the people who were most affected by the events over the 30 years of 'The Troubles'.

Over-all, no significant decisions in regards to making any new Dark Tourism provisions or developments for the city can be made based on this study alone, it is essential to carryout more investigations before proposing the notion to any tourism board or governing body. Taking all of this into consideration the following recommendations have been put forward.

5.4 Recommendations

The analysis of the data collected showed that there were high levels of acceptance of the term Dark Tourism. However, going forward whether the study is being continued starting this study over again the following recommendations have been made:

1. If starting this research over again, it would perhaps be best to broaden the case study being looked at. As Derry is a small city there is very little tourism figures recorded, not enough to make an impact in a study such as this one. If the case study was broadened to Northern Ireland, a better literature review could be devised with regards to current tourism figures and provisions.
2. Perhaps use mixed methods research approach for example not just relaying on online surveys which may not reach an equal audience. Or perhaps use the online method but share on social media and go to the location and ask passers-by to complete it on a tablet.
3. To recreate this study, when analysing the results, it would be more accurate to use a SPSS package to code the quantitative data so that more accurate cross tabulations can be made between different questions.
4. In continuing this study, it would be ideal to take a longitudinal time horizon approach, to allow more time to ensure the data being collected is appropriate and is relevant to the new aims and objectives. In having no time constraint, limitations are minimised as the study can be adapted with any major changes that may occur.
5. It is also imperative to get expert opinions on the subject. Asking industry experts like, key tourism lecturers, tourism attraction managers or even tourism council

members. Getting these vital opinions and views would add so much more creditability to the over-all research project.

5.5 Conclusion

This study was the first academic study of local perceptions towards Dark Tourism looking at Derry City as a case study. It has identified the need for more studies to produce more accurate and in-depth results.

The research has achieved the aims and objectives set out in Chapter 1. Chapter 2 examines the literature available surrounding the topic which led to a gap where no academic study had been done on the perceptions of a local community focusing on Dark Tourism Developments in Derry. Chapter 3 outlined the most appropriate methodology using the Disaster Life Cycle and Dark Tourism Development Frameworks alongside the ‘research onion’, complete with justifications for each decision made. Then finally the analysis in Chapter 4 concludes that the future looks good for Dark Tourism in Derry if the results gathered in this study are continued in further investigations.

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APPENDICES

Appendix 1

APPLICATION FOR ETHICAL APPROVAL

In order for research to result in benefit and minimise risk of harm, it must be conducted ethically. A researcher may not be covered by the University's insurance if ethical approval has not been obtained prior to commencement.

The University follows the OECD Frascati manual definition of **research activity**: “creative work undertaken on a systematic basis in order to increase the stock of knowledge, including knowledge of man, culture and society, and the use of this stock of knowledge to devise new applications”. As such this covers activities undertaken by members of staff, postgraduate research students, and both taught postgraduate and undergraduate students working on dissertations/projects.

The individual undertaking the research activity is known as the “principal researcher”.

Ethical approval is not required for routine audits, performance reviews, quality assurance studies, testing within normal educational requirements, and literary or artistic criticism.

Please read the notes for guidance before completing ALL sections of the form.

This form must be completed and approved prior to undertaking any research activity. Please see Checklist for details of process for different categories of application.

SECTION A: About You (Principal Researcher)

Full Name:	Caoimhe Caitlin McNulty				
Tick all boxes which apply:					
Member of staff:	☐	Student:	☒	Honorary research fellow:	
Faculty/School/Centre:	Tourism, Events and Hospitality				
Campus:	Swansea				
E-mail address:	Caomhemcnulty17@hotmail.co.uk				
Contact Telephone Number:	07857077844				
<i>For students:</i>					
Student Number:	P148891			Under graduate	
Programme of Study:	MTour Tourism and Events Management			Taught Postgraduate	

Director of Studies/Supervisor:	Kathryn Flynn	Resea rch	
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SECTION B: Approval for Research Activity

Has the research activity received approval in principle? (please check the Guidance Notes as to the appropriate approval process for different levels of research by different categories of individual)	ES		O	
				<i>D</i> <i>ate</i>
If Yes, please indicate source of approval (and date where known):	Research Degrees Committee			
	Faculty Research Committee			
	Other (write in)			

Approval in principle **must** be obtained from the relevant source prior to seeking ethical approval.

SECTION C: External Ethical Guidance Materials

Please list the core ethical guidance documents that have been referred to during the completion of this form (including any discipline-specific codes of research ethics, and also any specific ethical guidance relating to the proposed methodology). Please tick to confirm that your research proposal adheres to these codes and guidelines.	
	☐
	☐
	☐

SECTION D: External Collaborative Research Activity

Does the research activity involve collaborators outside of the University?	YES	☐	NO	☒
If Yes, please provide the name of the external organisation and name and contact details for the main contact person:				
Institution				
Contact person name				
Contact person e-mail address				

Where research activity is carried out in collaboration with an external organisation

Does this organisation have its own ethics approval system?	YES	☐	NO	☒
If Yes, please attach a copy of any final approval (or interim approval) from the organisation				

SECTION E: Details of Research Activity

Indicative title:	CRITICALLY EXAMINE THE PERSPECTIVES OF A LOCAL COMMUNITY TOWARDS DARK TOURISM DEVELOPMENTS SURROUNDING 'THE TROUBLES' IN DERRY		
Proposed start date:	03/11/2017	Proposed end date:	05/05/2018
Purpose of research activity (including aims and objectives)			

Outline the purpose, aims and objectives of the research activity, including key research questions. Show briefly how existing research has informed the proposed activity and explain what the research activity will add and how it addresses an area of importance. (Maximum 300 words)

The main aim for this study is to investigate the perceptions of locals whether the city should market their involvements with 'The Troubles' as a Dark Tourism Destination. Explore the concepts of Dark Tourism

Objective;

- Perceptions of a host community - explore critically how the local communities feel about and respond to dark tourism, looking at other case studies
- Consider how the social environment impacts on or influences an individual's attitude towards dark tourism developments
- Investigate whether there are differences in opinion between varying population demographics in Derry.

The proposed research is vital in this research project as the aim to investigate something that hasn't already be investigated. The conclusions from this then can be used to give recommendations on moving forward.

(this box should expand as you type)

Proposed methods

Provide a brief summary of all the methods that **may** be used in the research activity, making it clear what specific techniques may be used. If methods other than

those listed in this section are deemed appropriate later, additional ethical approval for those methods will be needed. (Maximum 600 words)

Questionnaires;

Electronic questionnaires will be created and distributed through social media as well as asking people in the street to complete it via an iPad

Interviews;

Semi- structured face to face interviews will be conducted, if I am unable to organise face to face interviews then telephone/skype interviews will be alternative options

(this box should expand as you type)

Location of research activity Identify all locations where research activity will take place.
Derry City, Northern Ireland (this box should expand as you type)
Research activity outside of the UK If research activity will take place overseas, you are responsible for ensuring that local ethical considerations are complied with and that the relevant permissions are sought. Specify any local guidelines (for example from local professional associations/learned societies/universities) that exist and whether these involve any ethical stipulations beyond those usual in the UK (provide details of any licenses or permissions required). Also specify whether there are any specific ethical issues raised by the local context in which the research activity is taking place, for example, particular cultural sensitivities or vulnerabilities of participants.
The research topic is sensitive for the local people as it reflects the city's dark/troubled past (this box should expand as you type)

SECTION F: Scope of Research Activity

Will the research activity include:	YES	NO
Use of a questionnaire or similar research instrument?	☒	☐
Use of interviews?	☒	☐

Use of diaries?	☐	☒
Participant observation with their knowledge?	☐	☒
Participant observation without their knowledge?	☐	☒
Use of video or audio recording?	☒	☐
Access to personal or confidential information without the participants' specific consent?	☐	☒
Administration of any questions, test stimuli, presentation that may be experienced as physically, mentally or emotionally harmful / offensive?	☐	☒
Performance of any acts which may cause embarrassment or affect self-esteem?	☐	☒
Investigation of participants involved in illegal activities?	☐	☒
Use of procedures that involve deception?	☐	☒
Administration of any substance, agent or placebo?	☐	☒
Working with live vertebrate animals?	☐	☒
Other primary data collection methods, please explain in this box	☐	☐

If NO to every question, then the research activity is (ethically) low risk and **may** be exempt from **some** of the following sections (please refer to Guidance Notes).

If YES to any question, then no research activity should be undertaken until full ethical approval has been obtained.

SECTION G: Intended Participants

Who are the intended participants:	YES	NO
Students or staff at the University?	☐	☒
Adults (over the age of 18 and competent to give consent)?	☒	☐
Vulnerable adults?	☐	☒
Children under 18?	☐	☒
Prisoners?	☐	☒
Young offenders?	☐	☒
Those who could be considered to have a particularly dependent relationship with the investigator or a gatekeeper?	☐	☒
People engaged in illegal activities?	☐	☒
Others (please identify):	☐	☐

Participant numbers and source Provide an estimate of the expected number of participants. How will you identify participants and how will they be recruited? I aim to get 100-150 completed questionnaires and approximately 4 interviews. Questionnaires aimed at local communities within Derry. And interviews with industry experts which will be contacted by email for consent to have them part of the research this box should expand as you type)

Information for participants:	YES	NO	N/A
Will you describe the main research procedures to participants in advance, so that they are informed about what to expect?	☒	☐	☐
Will you tell participants that their participation is voluntary?	☒	☐	☐
Will you obtain written consent for participation?	☒	☐	☐
Will you explain to participants that refusal to participate in the research will not affect their treatment or education (if relevant)?	☐	☐	☒
If the research is observational, will you ask participants for their consent to being observed?	☐	☐	☒

Will you tell participants that they may withdraw from the research at any time and for any reason?	☒	☐	☐
With questionnaires, will you give participants the option of omitting questions they do not want to answer?	☒	☐	☐
Will you tell participants that their data will be treated with full confidentiality and that, if published, it will not be identifiable as theirs?	☒	☐	☐
Will you debrief participants at the end of their participation, in a way appropriate to the type of research undertaken?	☐	☐	☒
If NO to any of above questions, please give an explanation			
(this box should expand as you type)			

Information for participants:	YES	NO	N/A
Will participants be paid?	☐	☒	☐
Is specialist electrical or other equipment to be used with participants?	☒	☐	☐
Are there any financial or other interests to the investigator or University arising from this study?	☐	☒	☐
Will the research activity involve deliberately misleading participants in any way, or the partial or full concealment of the specific study aims?	☐	☒	☐
If YES to any question, please provide full details			
Some questionnaires may be complete via a personal iPad or other tablet. Interviews will be recorded using a recording device			
(this box should expand as you type)			

SECTION H: Anticipated Risks

Outline any anticipated risks that may adversely affect any of the participants, the researchers and/or the University, and the steps that will be taken to address them.
Risks to participants
For example: emotional distress, financial disclosure, physical harm, transfer of personal data, sensitive organisational information
Sensitive personal information – possible emotional distress
(this box should expand as you type)
If research activity may include sensitive, embarrassing or upsetting topics (for example sexual activity, drug use) or issues likely to disclose information requiring further action (for example criminal activity), give details of the procedures to deal with these

issues, including any support/advice (for example helpline numbers) to be offered to participants. Note that where applicable, consent procedures should make it clear that if something potentially or actually illegal is discovered in the course of a project, it may need to be disclosed to the proper authorities

N/A

(this box should expand as you type)

Risks to investigator

For example: personal safety, physical harm, emotional distress, risk of accusation of harm/impropriety, conflict of interest

Conflict of interest

(this box should expand as you type)

University/institutional risks

For example: adverse publicity, financial loss, data protection

Adverse publicity

(this box should expand as you type)

Adverse outcomes

List measures put in place to limit any adverse effects or outcomes of research activity where appropriate. Include any emergency protocols.

For the participants ensuring that the questions being asked don't lead them having to answer a personally sensitive question which might lead them to feel emotionally distressed.

To control the conflict of interest, the investigator must remain professional through and not to let personal opinions/views play a part in the investigation

To tackle the possible issue of adverse publicity for the university, the investigator need to keep the university of everything they are doing and get approval before carrying out an action.

(this box should expand as you type)

Disclosure and Barring Service			
If the research activity involves children or vulnerable adults, a Disclosure and Barring Service (DBS) certificate must be obtained before any contact with such participants.	YES	NO	N/A
Has a DBS certificate been obtained?	☐	☐	☒

SECTION I: Feedback, Consent and Confidentiality

Feedback

What feedback will be provided to participants, how will this be done and when?
If requested they can receive a final copy of the research paper.
(this box should expand as you type)
Informed consent
Describe the arrangements to inform potential participants, before providing consent, of what is involved in participating. Describe the arrangements for participants to provide full consent before data collection begins. If gaining consent in this way is inappropriate, explain how consent will be obtained and recorded.
Initial emails will be sent out the potential interviewees asking for permission to participate and if they agree a copy of their email agreeing will be kept as a consent record
(this box should expand as you type)
Confidentiality / Anonymity
Set out how anonymity of participants and confidentiality will be ensured in any outputs. If anonymity is not being offered, explain why this is the case.
The questionnaires will be anonymous, so the participants wont be asked any questions that will lead to their identity being revealed or guessed for example they wont be asked their name or their address.

For the interviews if the participants want to remain anonymous they can and be disclosed as an industry expert

(this box should expand as you type)

SECTION J: Data Protection and Storage

In completing this section refer to the University's Research Data Management Policy and the extensive resources on the University's Research Data Management web pages (<http://uwtsd.ac.uk/library/research-data-management/>).

	YES	NO
Does the research activity involve personal data (as defined by the Data Protection Act)?	☒	☐
If YES, provide a description of the data and explain why this data needs to be collected:		
General demographics and geographics		
(this box should expand as you type)		
Does it involve sensitive personal data (as defined by the Data Protection Act)?	☐	☒
If YES, provide a description of the data and explain why this data needs to be collected:		
(this box should expand as you type)		

Will the research activity involve any of the following activities:	YES	NO
Electronic transfer of data in any form?	☐	☒
Sharing of data with others at the University?	☐	☒
Sharing of data with other organisations?	☐	☒
Export of data outside the European Union or importing of data from outside the UK?	☐	☒
Use of personal addresses, postcodes, faxes, emails or telephone numbers?	☐	☒
Publication of data that might allow identification of individuals?	☐	☒
Use of data management system?	☐	☒
Data archiving?	☐	☒
If YES to any question, please provide full details, explaining how this will be conducted in accordance with the Data Protection Act (and/or any international equivalent):		
(this box should expand as you type)		

Will the research activity involve storing personal data on one of the following:	YES	NO
Manual files (i.e. in paper form)?	☐	☒
University computers?	☐	☒
Private company computers?	☐	☒
Home or other personal computers?	☐	☒
Laptop computers/ CDs/ Portable disk-drives/ memory sticks?	☒	☐
"Cloud" storage or websites?	☒	☐
Other – specify:	☐	☐
For all stored data, explain the measures in place to ensure data confidentiality, including details of password protection, encryption and anonymisation:		
All of the places that will store the collected data are secured by password protection and the anonymisation of the data that will be collected means that if someone was to hack/gain unauthorised access to the data no personal information will be disclosed (this box should expand as you type)		

List all who will have access to the data generated by the research activity:
Myself, the investigator (this box should expand as you type)
List who will have control of, and act as custodian(s) for, data generated by the research activity:
Myself (this box should expand as you type)
Give details of data storage arrangements, including where data will be stored, how long for, and in what form. Will data be archived – if so how and if not why not.
Data collected will be saved on my personal laptop and on my OneDrive system both in word document form and spreadsheet. The data will be kept for approx. 6months to a year to ensure that the final research project achieves a passible grade and if not the data can be accessed again to redo the report. (this box should expand as you type)

SECTION K: Declaration

The information which I have provided is correct and complete to the best of my knowledge. I have attempted to identify any risks and issues related to the research activity and acknowledge my obligations and the rights of the participants.

In submitting this application I hereby confirm that I undertake to ensure that the above named research activity will meet the University's Research Ethics and Integrity Code of Practice

Signature of applicant:	Caoimhe McNulty	Date:	03/11/2017
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For students:

Director of Studies/Supervisor:	
Signature:	
Date:	

For staff:

Head of School/Assistant Dean:	
Signature:	

Date:	

Checklist: Please complete the checklist below to ensure that you have completed the form according to the guidelines and attached any required documentation:

☒	I have read the guidance notes supplied before completing the form.
☒	I have completed ALL RELEVANT sections of the form in full.
☒	I confirm that the research activity has received approval in principle
☒	I have attached a copy of final/interim approval from external organisation (where appropriate)
☒	I understand that it is my responsibility to ensure that the above named research activity will meet the University's Research Ethics and Integrity Code of Practice.
☒	I understand that before commencing data collection all documents aimed at respondents (including information sheets, consent forms, questionnaires, interview schedules etc.) must be confirmed by the DoS/Supervisor, module tutor or Head of School.

RESEARCH STUDENTS AND STAFF ONLY

All communications relating to this application during its processing must be in writing and emailed to pgresearch@uwtsd.ac.uk , with the title 'Ethical Approval' followed by your name.

You will be informed of the outcome of your claim by email; therefore IT IS IMPORTANT THAT YOU CHECK YOUR UNIVERSITY AND PERSONAL EMAIL ACCOUNTS REGULARLY.

STUDENTS ON UNDERGRADUATE OR TAUGHT MASTERS PROGRAMMES

should submit this form (and receive the outcome) via systems explained to you by the supervisor/module leader.

This form is available electronically from the Academic Office web pages:

<http://www.uwtsd.ac.uk/academic-office/>

Appendix 2

Picture of the questionnaire that was used as part of the online survey.

The screenshot shows a survey interface with a green header bar containing the title "Community's Perspectives of Dark Tourism" and a progress indicator showing "0 %". The main content area is white and contains the following text:

Hi everyone my name is Caoimhe McNulty and I am studying Masters in Tourism and Events Management at University of Wales Trinity Saint David.

This survey is to help me with my final dissertation, a research study which investigates the community's perspective of dark tourism and promoting Derry and it's troubled past as a Dark Tourism destination. Primary research is vital to this investigation. The data collected from this survey will be a main contributor to produce results that are analysed to give solid conclusions to the findings of the study. The decision to participate in this research is completely voluntary and will remain confidential.

Thank you for participating in my survey. Your feedback is very much appreciated!

At the bottom, there is a "Next" button and a link "(change text)".

Community's Perspectives of Dark Tourism

33 %

1. What age bracket do you fall into?

☐ 18-24

☐ 25-34

☐ 35-44

☐ 45-54

☐ 55-64

☐ 65+

2. What gender are you?

☐ Male

☐ Female

☐ Other

☐ Prefer not to say

3. Where are you from

☐ Derry City

☐ Co.Derry

☐ Co.Tyrone

☐ Co.Donegal

☐ Co.Antrim

☐ Elsewhere in Northern Ireland

☐ ROI

☐ UK

☐ Other (Please Specify) or if you are from Derry City please specify which are of the city you are from

4. How familiar are you with the term Dark Tourism?

Not at all familiar Very familiar

5. Which of the following statements do you think best describe Dark Tourism

- ☐ Tourism that is in dark places i.e. poor lighting
- ☐ Tourism to places where something terrible has happened
- ☐ Tourism based on things such as graves, war sites, disasters etc...
- ☐ Tourism that is supernatural
- ☐ Touring a place to see something sad that will invoke an emotional response
- ☐ Other definitions which you believe to be associated with Dark Tourism

6. How interested are you in visiting Dark Tourism sites/attractions like Ground Zero in New York, Auschwitz-Birkenau in Poland, Pompeii in Italy etc...

Not at all interested Very interested

7. Have you ever visited a Dark Tourism site/attraction?

- ☐ Yes
- ☐ No
- ☐ If yes, where did you visit

(change text)

☐ Yes

☐ No

☐ Maybe

☐ Can you explain your answer to this question

Yes No

- ⬆ ☐ Ethical Issues
- ⬆ ☐ Marketing/Promotional Issues
- ⬆ ☐ Interpretation Issues
- ⬆ ☐ Site Management Issues

	They had no impact	They had minimal impact	They had a moderate impact	They had significant impact	N/A
Yourself	☐	☐	☐	☐	☐
Immediate Family (Parents/Siblings)	☐	☐	☐	☐	☐
Grandparents	☐	☐	☐	☐	☐
Extended Family (Aunts, Uncles & Cousins)	☐	☐	☐	☐	☐
Friends	☐	☐	☐	☐	☐
If you wish to comment further please feel free to do so	☐	☐	☐	☐	☐

 $\vdots + 1$

https://www.esurveycreator.co.uk/?url=result_det&uid=1228700&status=0&language=1&hl=0&datum_einschraenken=0&dateRange=&delete_filter=all

Evaluation

Export raw data (Change default values): [Excel™](#) [CSV](#) [PDF](#)

 Graphical Report

 Individual responses

☐ Enable external access to survey results ⓘ

Filter by completeness:

- ☒ Evaluate all answers of each participant
- ☐ Only evaluate the answers of participants who have filled out the entire survey

Filter by date of participation:

- ☒ Do not restrict the results by date of participation
- ☐ 

Number of participants: 272