

TRAVEL MOTIVATIONS OF TOURISTS WITH A PREFERENCE FOR DARK TOURISM

Suwita Prugsarporn¹, Wareeya Krungsang², Tawatchai Suphuan³

¹College of Innovation and Management, Suan Sunandha Rajabhat University, Bangkok, Thailand,
E-Mail: Suwita.pr@ssru.ac.th

²College of Innovation and Management, Suan Sunandha Rajabhat University, Bangkok, Thailand,
E-Mail: Wareeya.kr@ssru.ac.th

³ College of Innovation and Management, Suan Sunandha Rajabhat University, Bangkok, Thailand,
E-Mail: Tawatchai.su@ssru.ac.th

ABSTRACT

The purposes of this research were: 1) to study the travel motivation of tourists who are popular with tragedy in Kanchanaburi and 2) to create a tragic tourism development approach in Kanchanaburi. The research will be conducted using qualitative research methods, with a case study pattern including in-depth interviews and observations. The main informant is a Thai tourist in the Generation Y group who traveled to travel to the tragic tourist attractions in Kanchanaburi province. A total of 15 people were interviewed in 3 places, all of which are famous tragic tourist attractions, including the bridge over the River Kwai, the Death Railway (Krasae Cave), and the Don Rak Allied Military Cemetery. Including six entrepreneurs in tourist attractions to know more comprehensive dimensions.

The results of the research found that the main information group is motivated to come to the tragic tourist attraction by all 4 types of stimuli: stimuli from physical health and mental state. It was found that the quiet atmosphere helped to make you feel relaxed, as if it were energizing life. It is also a place that helps teach and cultivate future generations to recognize the sacrifice of those who died in various events. It is an important lesson that everyone should live together peacefully and not cause loss in that way again. Cultural stimuli found that the main informant was motivated by coming to remember the ancestors who came from the events related to that attraction. And the stimulus from the person found that the motivation of the main informant came from the positive embedding with the past story. Including stimuli from the economic and social status Found that the way of life and cultural exchange of people in this attraction have views How is the concept and how does the way of life differ from the general tourist attractions.

Keywords : A tragic tourist attraction, motivation, tourists

INTRODUCTION

Many countries have begun to pay attention to dark tourism and develop tourist attractions or marketing to attract tourists using "storytelling" marketing strategies. Or picking up stories from the past to tell, educating or reminiscing. To understand what happened in this place. And why is that so, such as the Death Railway? in Kanchanaburi Province and the results of a poll of American tourists. The main motivation for dark tourism is to study and understand history deeply. To those affected by past events. Want to soak up the emotions in those places and look for exotic places with stories rather than just going to popular tourist attractions We humans can have a passion for horror and mystery. When interest in the shadow of the proximity between the living and the dead has extended to a wide range of people today.

According to a survey, 91% of Gen Y have participated in this type of tour, and more than 82% of American teenagers have participated in this type of tour (EQ Editor, 2023). [1].

Tragedy tourism is one of the forms of tourism that can generate income for the tourism industry in Thailand. It can also respond to the needs of Curiosity and creating a tourist experience with the tourist attractions. When losses are brought from natural disasters, War Threat Terrorism has become a tourist product until it has become an attraction for tourists who are interested in tragic tourism. [2].

Thailand's Dark Tourism model found that: There are areas that have suffered from natural disasters, tragedies, There are many famous places where both Thai and foreign tourists are interested and come to visit (Manassini Boonmeesrisanga, 2015). Tourists have a travel behavior by means of transportation. It was found that most tourists use private cars to travel by private car. 86.8 percent, followed by travel agency buses at 6.8 percent and buses at 6.5 percent, respectively (Panida Nilarun, 2021). Currently, it is found that there are many forms of tourism in the form of tragedy tourism (Tourism Authority of Thailand, 2013), such as atomic tourism. Black Tourism or Grief Tourism Disaster Tourism Extreme Tourism or Shock Tourism The growing popularity of tragedy tourism led to the establishment of the Institute for Dark Tourism at the University of Central Lancashire, England. To research the origin and impact of tourist attractions. [3].

From the above, it can be seen that tourism management and marketing need to find tourism incentives. In order to be able to market it correctly and meet the needs of tourists or consumers as much as possible. The researchers have recognized the importance of studying the tourism motivation of tourists who prefer tragic tourist attractions. This is to guide the formulation of marketing strategies and is useful for using as a guideline for development. Improve future tourism policy plans in terms of tragic tourism management to be more effective, including giving more importance to niche tourism. Strengthening the image of tragic tourism in Thailand To be distinctive and strengthen Thailand to continue to be a popular tourist destination on the world. [4].

OBJECTIVE

To study the tourism motivation of tourists who prefer tragic tourist attractions in Kanchanaburi Province.

METHODOLOGY

The researcher used in-depth interviews as a tool to collect data. The key points of each topic of the in-depth interview are framed according to the approach used in the research study to use data to support the findings from quantitative research. This is because the information obtained from the primary informant is appropriate information to access findings that meet the objectives. As many researchers have used this method of in-depth interviews in their research (Pipe, Conner, Dansky, Schraeder & Caruso, 2005, 1-12) and during in-depth interviews, they have been able to use this method of interviews. The researcher recorded audio recordings to be used as evidence with an in-depth interview structure.

Data Collection

Collecting data from primary documents The main contributors to the research were Thai tourists from the Generation Y group who traveled to the tragic tourist sites in Kanchanaburi Province.

RESULTS

From observation and in-depth interviews to study the tourism motivations of tourists who prefer tragic tourism destinations in Kanchanaburi Province by focusing on the 4 types of motivations as follows:

1. Motivation for visiting this place from physical health and mental state from interviews with the main informant can analyze the data that the main informant who came to visit this place is motivated to invigorate life because it is a peaceful place and teaches future generations how to make sacrifices. The remembrance of ancestors and the need to come to the place where the tragedy occurred to see with their own eyes. As shown in Table 1.

Table 1
The motivation for visiting this place can be summarized from the stimuli of health and mental state.

Place	Motivation
Bridge over the River Kwai	In order to recharge the energy to continue living, and I want it to be a case study about tragic tourist attractions for family members.
Death Railway	I want to commemorate the people who died here and experience and learn from the place where the tragedy occurred.
Kanchanaburi Military Cemetery	I want to commemorate my ancestors from World War II.

2. Motivation for visiting this place from cultural stimuli From the interviews with the main informants, it was analyzed that the main informants who visited this place came from wanting to see the lifestyle of the local people, who may have lived since the time of their ancestors. Whether it is building bridges, The railway line was built and the Don Rak Allied Military Cemetery can be seen with many foreigners. Some people also want to learn about their culture, as if it is an exchange, and some people come to the culture of their families who have to commemorate their ancestors as if they are inheriting the culture. As shown in Table 2

Table 2
Motivation for visiting this place from cultural stimuli

Place	Motivation
Bridge over the River Kwai	Want to learn about the lifestyle of local people who live in the tourist area. tragedy
Death Railway	I want to know the story of what has happened and ask for blessings from the holy things that I respect.
Kanchanaburi Military Cemetery	They want to come and respect their deceased ancestors according to their own culture.

3. The motivation for visiting this place is based on interpersonal stimuli from interviews with key informants. Visiting this place is based on word of mouth. The history of the three places This includes viewing reviews from various social media where people have made clips on Facebook pages, YouTube, TikTok as shown in Table 3.

Table 3
Motivation for visiting this place from interpersonal stimuli.

Place	Motivation
Bridge over the River Kwai	Want to come to the review? Words to follow. And I want to come to the place and see it with my eyes.

Death Railway	I want to come according to word of mouth and I want to come according to movies.
Kanchanaburi Military Cemetery	Want to follow social media. (SocialMedia)

4. The motivation to visit this place is motivated by the stimulus of socio-economic status. From the interviews with the main informants, it was possible to analyze the data that the main informants who visited this place came from the reputation of the well-known place. It is convenient to travel not far from Bangkok and I want to find tourist attractions, and I found that Kanchanaburi Province has interesting tourist attractions such as the bridge over the River Kwai. The Death Railway and the Allied Military Cemetery or the United Nations Cemetery are all historical sites where tragedy occurred. As for the cost of living, the cost of food is not expensive. Some people come because they come to work, want to meet new people, and want to collect souvenirs of tragic tourist attractions, as shown in Table 4.

Table 4
Motivation to visit this place from stimulus from socio-economic status

Place	Motivation
Bridge over the River Kwai	The reputation of the tragic place is known, and they come to work on assignments and meet new people.
Death Railway	Want to collect souvenirs of tourist attractions.
Kanchanaburi Military Cemetery	Reputation of popular tourist destinations

CONCLUSION AND FUTURE WORK

Tragic tourism sites can be a lesson in life for future generations. According to interviews with most of the main informants, bringing the next generation to tragic tourist destinations can create lessons for future generations, such as: Teach them what they have to lose in order to build a bridge successfully, to cultivate knowledge to be in harmony with each other, and not to use emotions to judge, etc. Boonmeesrisanga (2020) gave the idea that exploring tourist attractions with lessons from losses, accidents, and deaths in The Western Region is a historically important area of World War II, where Kanchanaburi Province has many monuments.

In this study, the researcher aimed at the tourism motivation of tourists who prefer tragic tourism destinations, with the main group of data providers being Gen Y tourists who visit Kanchanaburi Province. Future research may be conducted from Gen Z tourists to provide the perspective and needs of tourists in order to produce comprehensive information and guidelines for business entrepreneurs and investors.

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