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More Effective Development of a Destination

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Abstract

Death has always fascinated humans, perhaps because the fear of not being able to avoid it is as great as the desire to know what comes next. Driven by an innate awareness of one's deadly nature, people have always visited sites impregnated with suffering, pain, violence, and atrocity such as the Auschwitz Genocide Camp or the Ground Zero. Although the act of travelling to these destinations has always existed, its literature remains scarce with a small number of academics dedicated to its study. Firstly, Rojek developed the concept of *Black Spots*, then Seaton coined the term *Thanatourism* and finally, Lennon & Foley labelled it as we know it today, *Dark Tourism*. Afterwards, Stone further explored the industry with the identification of the *Seven Dark Suppliers* and the subsequent development of a *Dark Tourism Spectrum Framework* to determine the intensity of darkness arising from each attraction. However, there is still a gap in the literature concerning not only the thorough knowledge of this new form of tourism but also the lack of an effective methodology capable of detecting Dark Tourism destinations as well as to identify potential dark tourist products. Indeed, this thesis aims to fill this academic void through a deepening of theories and definitions regarding this new phenomenon so to allow a greater understanding of its origin, evolution and current state as well as through the creation of a Dark Tourism Attractiveness Scan Model availed not only of a theoretical but also an empirical basis since it is used in a geographically defined area, the province of Tarragona, to determine both its positioning as a successful tourism destination and the identification of tourist products potentially connected to the Dark Tourism. Finally, the ultimate aim is to provide the tourism industry with a possible methodology capable of determining new business potentialities in tourist destinations not yet developed or offering new possibilities to already mature tourist destinations.

Keywords

Dark, Tourism, Thanatourism, Death, Typologies, Spectrum, Macabre

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Additionally, we are very grateful to Interviewed 1 and 2, both experts in the tourism field who have agreed to participate in this research project through interviews. Without their cooperation and insights, the collection of data and the final development of this thesis could not have been successfully conducted, or even proved to be reliable.

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Thank you.

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Chapter 1. Introduction

1.1 Context of the research

Macabre sites at former battlefields in Northern France, the devastation in New Orleans after Hurricane Katrina or the killing fields of Cambodia are some highlights of the phenomenon of 'Dark tourism', termed as the interest in visiting locations involving tragedies, death and disasters (Stone, 2009). Dark Tourism has had remarkable influence for centuries, in activities as Roman gladiators' games, medieval public executions or pilgrimage (Stone & Sharpley, 2008). Pilgrimage, to exemplify, turned an ordinary location such as a Paris underpass, where Princess Diana's car crashed, into a public show of grief (Lennon and Foley, 2000).

Despite the fact that it is not a recent discovery, it seems that Dark Tourism is gaining international recognition in the Tourism industry, as Cisa & Grau stated (2018). According to Lennon and Foley (2000), visiting sites connected to death is a relevant tourist activity in most societies. The popularization of this concept is mostly due to the role played by the media, that has enabled to normalize the desire of tourists, who expect to immerse themselves in experiences that bring them closer to death (Stone, 2009).

The focal points of this research will be to contribute both to the development and awareness of Dark Tourism. On one hand, there will be the creation of a new methodology tool that will serve to tourist destinations as a model of attractiveness scan that will help them to detect, and consequently develop potential dark tourist products and routes. On the other hand, it will contribute to an increase in the awareness of this emerging tourism phenomenon by enriching the existing knowledge and maybe helping researchers in future studies.

1.2 Identification of the research problem

The decision to develop this topic of the degree thesis arose from an awareness of a reality in the Tourism industry. Understanding the cognitive process behind the interest on Dark Tourism sites has drawn attention to many researchers (Rojek, 1993; Seaton, 1996; Foley & Lennon, 1996; Seaton, A. 1996; Blom, 2000; Sharpley, 2005; Stone, 2006; Stone & Sharpley, 2008; Seaton, T. 2009; Tarlow, 2011; Cisa & Grau, 2018). Tourists seek for the potential forceful emotions that a dark tourism destination

may evoke as studies focusing on emotions originated from mass tourism experiences have demonstrated (Xie, 2005).

According to Cisa & Grau, the spreading of Dark Tourism worldwide and the following researches on it have permitted the growth and development of Dark Tourism sites enabling not only the identification of numerous DT typologies, but also the designation of different levels of darkness according to the characteristics and evoked emotions of each site (2018). However, there is yet to be created as a method to effectively identify DT sites. Why should Paris Catacombs be considered a Dark Tourism site but the Royal Palace of Versailles, where the first slaughter of the French Revolution was made, is not? There is no doubt that the knowledge concerning this subject is insufficient. Therefore, it is essential to expand it more for the development of this thesis.

The aim of this paper is to create an attractiveness scan model applicable to both national and international tourist destinations so to detect potential dark tourism products and routes. In order to make it possible, various experts and researchers' insights have been analysed to support it and five main objectives have been established to enable this research to follow a logical development process for the creation of this attractiveness scan model.

1.3 Originality and contribution to knowledge

The increase in tours, as well as the recent establishment of an Institute for Dark Tourism, show a growing demand towards this new tourism trend (Childs, 2016). In recent years, the academic world is developing its knowledge on the subject. Nevertheless, the research papers written on Dark Tourism are found to be limited (Stone, 2009). Consequently, the main contribution of this paper is to create a new model that can be applied to tourist destinations in order to detect potential attractions related to the phenomenon of dark tourism. However, it is important to bear in mind that the elected tourist destinations must show to have sufficient capabilities to create and develop dark tourism products.

This methodology will consist in the first analysis of a specific geographic area using the *"10As of Successful Destinations"* developed by Morrison (2012) in order to detect if it could be considered a tourist destination. Once identified the geographic area as a tourist destination, it will be necessary to determine if it can be also considered a dark tourist destination depending on the offer of tourist attractions of the selected site. In order to do so, the *"Seven Dark Suppliers"* developed by Stone

(2006) will be used to classify the dark tourism attractions in seven different typologies. Afterwards, a subsequent analysis using the “*Dark Tourism Spectrum*” developed by Stone (2006) will be performed in order to evaluate the emotional intensity provoked by each attraction. The final aim of this research is to focus on the implementation of this methodology on a designated geographic area, in this case within Catalonia, in order to recognise and propose undeveloped Dark Tourism products and routes.

Dark Tourism was chosen as a topic for this thesis because it seems to represent a new phenomenon within the tourism industry. The lack of knowledge of this type of tourism engages the attention of people and creates a desire to get to know the topic in depth (Stone, 2009). On one hand, this research paper will contribute with the development of a new methodology that may work as a tool to recognize potential dark tourist destinations and help them to identify undeveloped tourist routes while, on the other hand, it will enrich the existing knowledge concerning this new type of tourism and maybe help researchers in future investigations.

1.4 Aim and objectives

The following table includes a summary of the thesis’ aim and main objectives:

Working Title	Development of a new methodology to detect dark tourist destinations capacities and proposition of relative domestic examples
Research Objectives	<ol style="list-style-type: none"> 1. Determine if a geographic area can be considered a Tourism Destination. 2. Describe the phenomenon of Dark Tourism and explore the knowledge required for its subsequent use in a Tourism Destination. 3. Creation of the DT attractiveness scan model. 4. Application of the model to a real geographic area, identifying its most important examples. 5. Propose undeveloped tourist products and route at the domestic level.

Table 1. Identification of the thesis’ research aim and objectives

The aim of this research thesis is to develop a universal methodology applicable to any tourist destination in order to recognize if it can be considered a dark tourist destination and consequently identify domestic tourist attractions or routes linked to this new kind of tourism, in this case within Catalonia. In order to achieve this aim, the research paper will progressively focus on five main objectives that will contribute to the logical development process of the thesis. First of all, it is crucial

to ascertain if the geographic area where the attractiveness scan model will be implemented can be identified as a tourist destination. Secondly, an explanatory introduction to the phenomenon of Dark Tourism and more theories to support the creation of the methodology are presented. The third objective concerns the creation of the attractiveness scan model based on the knowledge gathered in the literature review and the subsequent content analysis. Afterwards, the new methodology will see its application to a delimited geographic area within the region of Catalonia, and subsequent identification and analysis of its main examples of dark tourist attractions. Finally, the last objective includes the proposition of a catalogue of potential and undeveloped domestic dark tourist products and routes starting from the implementation of the attractiveness scan model developed.

1.5 Structure of the study

This research paper consists of five chapters. Firstly, in Chapter one there is a general introduction of the thesis including the general context of the research, the identification of the research problem, its originality and contribution to the existing knowledge and the aim and the main objectives to be fulfilled. Secondly, Chapter two will comprehend the literature review beginning with a general presentation of some definitions, theories and authors related to the phenomenon of Dark Tourism in the tourism industry as well as an overview on its origins and current state. Afterwards, a more detailed explanation of some of the theories previously mentioned and necessary to the development of the attractiveness scan model is given; they are *"The 10 Attributes of a Successful Tourism Destinations"* developed by Morrison (2012), the tourist destinations' life cycle and consequent obsolescence of tourism products developed respectively by Butler (1989) and Puertas (2007), the definition of the optimal experience through the theory of the *'Flow'* developed by Csikszentmihalyi (1990), the *"Seven Dark Suppliers"* which refers to the typologies of dark tourism developed by Stone (2006) and finally the *"Dark Tourism Spectrum"* used to determine the dark intensity of each tourist attraction firstly developed by Stone (2006) and then recovered by Cisa & Grau (2018). Finally, Chapter two concludes with a literature map and a conceptual framework that will contribute to better visualization of both the theories used for the thesis' development, the main ideas enclosed and how they fulfil the aim and objectives of this research. Chapter three covers the selection of the most appropriate methodology implemented to address this thesis' research problem. It includes the overall research design where the choice of the most suitable approaches to the study is provided, the data collection techniques and research instruments, the research context and its participants and, finally, the ethical considerations. Afterwards, Chapter four involves the findings and discussion part

of the thesis in which all the information gathered from the content analysis, and the research methods used in the previous chapters to create the DT attractiveness scan model is applied to the area of Tarragona, a province within Catalonia. Therefore, it includes the recognition of Tarragona as a tourist destination, the identification of the most appropriate DT typologies according to the selected destination, the proposition of a catalogue of Dark Tourism products and routes in Tarragona and the subsequent analysis of the associated degree of darkness according to each site. Finally, Chapter five includes the conclusions of the thesis, some recommendations for further researches as well as the limitations encountered when developing the overall thesis.

Chapter 2. Literature Review

In this chapter, several theories of past and current researches and literature papers linked to the phenomenon of Dark Tourism and its emergence in the travel industry will be further discussed. The final objective is to give to this paper a solid base built on present and updated information thanks to the previous contributions of respected authors, among which Rojek (1993; 1997), Lennon & Foley (1996; 2000), Butler (1980), Csikszentmihalyi (1990), Sharpley (2005), Stone (2006; 2008; 2009), Sharpley & Stone (2010), Puertas (2007; 2008; 2013; 2018), Morrison (2014) as well as Cisa & Grau (2018).

Firstly, there will be some definitions of this new tourist product known as *“Dark Tourism”*. Moreover, its origins and evolution over time will be further explored. Secondly, the *“10 Attribute of Successful Tourist Destinations”* theory developed by Morrison (2012) will be used so to understand if the selected geographic area can be considered a tourist destination with the sufficient capabilities and resources to develop dark tourism products. Afterwards, the comprehension of Dark Tourism as a possible product born from the obsolescence of too used touristic products and experiences will be crucial to fully understand its raise as well as its increasing demand within the Tourism Industry (Butler, 1980; Puertas, 2008). Once realised that also tourist products suffer from a life cycle deterioration, it is essential to understand the conditions of the optimal experience so to ensure a deeper emotional involvement, concentration and self-accomplishment of the consumer during the product consumption phase (Csikszentmihalyi, 1990). In order to detect the best examples of dark tourism products in the selected tourist destinations, the contributions of the *“Seven Dark Suppliers”* theory developed by Stone (2006) will be discussed. Simultaneously the *“Dark Spectrum”* firstly created by Stone (2006) and then adapted by Cisa & Grau (2018), will be very useful in order to distinguish the multilayers of the Dark Tourism supplies.

2.1 Definitions, theories and authors

The fragile research developed on Dark Tourism challenges the understanding of the concept. Several definitions have been suggested to delineate the phenomenon of DT. As Stone stated back in 2005, this typology is understood as *“travelling to sites of death and suffering”*. The author highlighted the interest of death and suffering for humankind, to the point of creating a tendency of visiting these places. However, as it has been mentioned before, the interest in DT is not contemporary. In fact, according to Sharpley (2005), it was Rojek through the concept of *‘Black Spots’* (1993) the first

researcher who draw attention to the relationship between tourist attractions and the interest in death, in all its forms.

Rojek (1993) introduces his study analysis by making reference to the multitudes of tourists who visit sites in which celebrities or large number of people have died in violent and/or hasty ways, identifying three main examples of Black Spots converted today in postmodern spectacles based on repeated audio-visual reconstructions of past events - the annual pilgrimage to James Dean's place of death due to a car crash in 1955, the candlelight in memory of the anniversary of Elvis Presley's death at Graceland in Tennessee, and the anniversary of JFK's assassination in Dallas, Texas. Other attractions, for instance, national and metropolitan cemeteries, are classified as 'nostalgic' sites while 'disaster' sites were later differentiated more as being "*analytically distinct from Black Spots as sensation sites*" (Rojek, 1997).

Seaton (1996) introduced the term '*Thanatourism*' by defining it as the act of "*travel to a location wholly, or partially, motivated by the desire for actual or symbolic encounters with death, particularly, but not exclusively, violent death*". Consequently, the behavioural dimension was introduced in the explanation of the phenomenon by taking into consideration the intrinsic tourist motivations in opposition to the specific features of the attraction or destination (Sharpley, 2005). Similarly, Blom described this phenomenon with the term '*morbid tourism*' referring to a kind of tourism that focuses on the macabre and immediately attracts wide ranges of people by offering "attraction-focused artificial morbidity-related tourism" (2000).

However, the modern term '*Dark Tourism*' was first coined by Foley and Lennon (1996) in a special issue of the 'International Journal of Heritage Studies' and, afterwards, used as the title of their book that persists today as one of the most widely cited study in respect of the phenomenon (Lennon & Foley, 2000), describing it as the phenomenon which incorporates both the presentation and the consumption of real marketed death and disaster sites.

Furthermore, Tarlow (2011) highlights the necessity of different attractions to possess certain characteristics in order to be related to the phenomenon of dark tourism. According to Cisa & Grau (2018), these places or attractions are testimonials of historically significant tragedies and deaths which took place in the past but that continue to have repercussion on our lives as well as creating shock in visitors' minds (Tarlow, 2011).

To summarise, the concept of dark tourism within the literature is teeming with terminologies and different perspectives, although some commonality among them is perceivable. As Sharpley states, the phenomenon of dark tourism may be defined as a form of tourism stimulated by an attraction or great interest towards death and/or travelling to sites related to death, whether mass, individual, violent, natural, horrifying or otherwise (2005).

2.2 The origins and current state of Dark Tourism

As opposed to Rojek (1993) and Lennon & Foley (2000) positions on the origins of Dark Tourism as a fruit of postmodernity societies, Seaton (1996) and Stone (2005) agree on the fact that travelling to sites associated with death, disaster and suffering is not new but, on the contrary, has a long history and the roots of this phenomenon may be found in previous ages. Nevertheless, Seaton (1996) argues that the ancient '*thanatopsis tradition*' (i.e. meditation on or contemplation of death) typical of the Middle Ages has evolved over centuries in Europe and developed in the novel phenomenon that he calls '*thanatourism*' (Sharpley & Stone, 2010). Indeed, Seaton (2009) identifies three key ages, strictly linked to the European and general Western history, that contributed to the shaping of Dark Tourism.

Firstly, Seaton (2009) states that Christianity, evolved between the fourth and the sixteenth centuries, showed to have a particular emphasis on fatality as it represents the unique religious doctrine that converted its Cross, an instrument of torture, pain and death into Christians' emblematic identifying symbol. Secondly, Antiquarianism, an ideology emerged during the sixteenth century in Europe which was based on the preservation of countries' national heritage, above all the documentation and consequent promotion of noteworthy deaths of cultural figures such as politicians, or artists as well as memorials, effigies, epitaphs, and ancient burial grounds (Seaton, 2009). Ultimately, the period of Romanticism of the late eighteenth and early nineteenth centuries gave birth to an abundant and complex literary, artistic and philosophical idea that were mostly founded in Britain, Germany and France and were commonly based on the contemplation of pain and death. According to Seaton (1996), the Romantic period supposed an enhancement for secular, death-related travel where tourists from mainly north European countries started visiting numerous attractions, including prisons, graves and public executions; in particular, two places were the protagonists of those travels, the battlefield of Waterloo which started to receive visitors from 1816 onwards and Pompeii, defined as '*the greatest thanatopsis travel destination of the Romantic period*' by Seaton (1996). Thus, it is

undeniable that dark tourism represents the *'travel dimension of thanatopsis'* and therefore, thanatourism (Seaton, 1996; Sharpley, 2005).

Despite the lack of a common consensus on the conceptualization of the term 'Dark Tourism', it was in the early 90's that DT researchers began referring to this phenomenon as a tourism product due to the progressive emergence of places associated with tragedy, death and the macabre that have become significant tourist 'attractions' (Stone, 2005). Furthermore, Sharpley and Stone (2009) affirm that since the mid-twentieth century, the demand and the supply for this kind of tourism have incremented considerably in both size and dimension. Undoubtedly, communication technologies and media have played a significant role, especially in Western societies, in enhancing public awareness worldwide by giving more accessibility to the topic of death through different channels, such as photographs, news of accidents and tragedies, series or movies, so that different communities could perceive distant events in the closest way (Light, 2017). Additionally, as Novelli states, the boost in the attention that Dark Tourism has received in the last years and continues to receive nowadays may be also connected to the contemporary trend within the academic world to identifying different forms of tourism and subdivide them into niche products and markets (2005). Indeed, the association of the words 'dark' and 'tourism' definitely creates an attractive headline that contributes not only to the media engagement but also to the enhancement in the social interest or fascination towards the topics of death and suffering (Sharpley & Stone, 2009).

To summarise, there are multitudes of dark tourism sites and attractions that present countless characteristics that can go from mischievous houses of terror such as the Dracula's Castle, to long pilgrimages to funerary monuments such as the Way of Saint James; from disasters provoked by the fury of nature or unfortunate events, such as the ruins of Pompeii or the Chernobyl disaster, to horrible atrocities, fruits of the human ingenuity and delirium, such as the Auschwitz genocide camps or the Cambodian killing fields. Consequently, it seems obvious the urgency of a more extensive comprehension and in-depth investigations regarding the Dark Tourism phenomenon and the nature of those sites under numerous points of view including the social, cultural, historical, political perspective but also taking into consideration other related ethical, marketing, promotional, interpretation and management issues (Sharpley & Stone, 2009; Cisa & Grau, 2018).

2.3 The 10 Attributes of a Successful Tourism Destination

Undoubtedly, in order to sell and market a tourism destination, it should be guaranteed that the analysed geographic destination has sufficient capabilities to be considered a tourism destination. According to Morrison (2012), the whole number of tourists does not necessarily mean that the geographic area is a prosperous tourism destination. On the contrary, Morrison states that different attributes, known as the “10 As of Successful Tourism Destination”, taken in their entirety contribute to demonstrate whether a destination has the possibilities and capabilities of being considered successful or not (2012). Therefore, those attributes will be extremely useful when it comes to identifying a delimited geographic area as a potential tourism destination and consequently, judge its success. Morrison (2012) identifies ten characteristics that enable a geographical place to become a successful tourism destination:

1. Awareness

This element indicates the level of familiarity that tourists have with the destination’s relevant characteristics. Therefore, it refers to the tourists’ level of knowledge regarding the destination and can be affected by the amount and type of information they receive.

2. Attractiveness

It refers to the destination’s quality of being considered appealing to tourists depending on both its attractions and attributes.

3. Availability

This attribute involves the number and easiness of bookings and reservations that can be made for the destination, as well as the number of distribution channels available for reservations.

4. Access

It refers to the relevance of infrastructures that permit the mobility of tourists to, from and within the destination.

5. Appearance

This attribute measures the perceptions and the impressions that tourists may formulate both once they arrive at the destination as well as during their stay.

6. Activities

The range of activities available and accessible to tourists within the destination.

7. Assurance

It is related to the impression and actual level of safety and security of the destination for tourists as well as the guarantee of finding what the visitor has been looking for.

8. Appreciation

This characteristic highlights the level of welcome and hospitality that tourist may feel in the destination.

9. Action

The success behind a tourist destination is mainly due to the creation, development and subsequent implementation of a strategic tourism plan as well as a marketing plan for the destination.

10. Accountability

This attribute refers to the evaluation of the accomplishments and performances of the strategic and marketing plans implemented by the DMO (i.e. Destination Management Organization). It serves to understand if the long-term and marketing plans previously applied can be considered reliable when it comes to creating a sustainable and successful tourism destination.

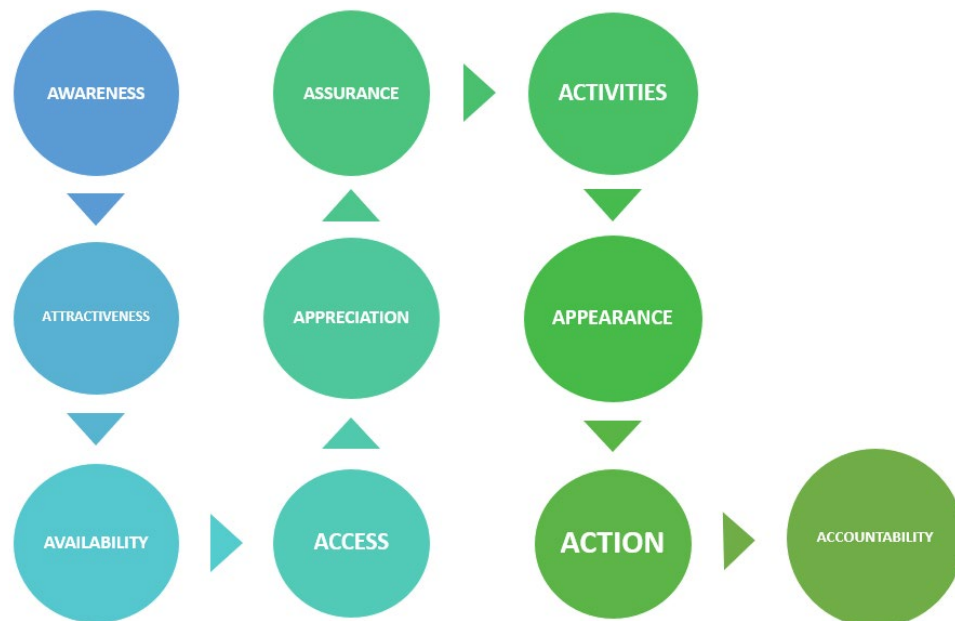


Figure 1. Own Adaptation of *'The 10 As of Successful Tourism Destination'* (Morrison, 2012)

2.4 The Obsolescence of Tourism Product

According to Tribe (2000) and Puertas (2007), the detection of the elasticity in leisure and tourism demand is made effective through an analysis of the influence that consumer theory exercises on consumers' behaviour. Tribe argues that the consumer moves between two theoretical concepts - '*total utility*' and '*marginal utility*' - which may affect his/her level of satisfaction during the consumption phase, whether it is a product or a service; therefore, the consumer's position oscillates between the two concepts depending on his/her perception of the product/service consumption (2000). On one hand, '*total utility*' increases as many times the product or the service is consumed until it achieves the '*total satisfaction*' which represents the sum of all the satisfaction that the consumption of a determined product/service provides in a specific period of time. On the other hand, '*marginal utility*' can be understood as the utility generated by the consumption of a product/service which decreases as the consumption of the product/service is repeated; therefore, it is the inverse of the total utility (Tribe, 2000; Puertas, 2007). Tribe defines this concept as the '*law of diminishing marginal utility*' because the more a product or service consumption is repeated, the less interest it generates since the sensation of novelty and freshness of a product/service tends to wear out, and then disappear, with the repetition (2000).

Similarly, Butler (1980) adapted the traditional life cycle product model to the tourism industry by creating the '*Tourism Area Life Cycle (TALC) model*' in which six stages of a tourist product were identified - exploration, investment, development, consolidation, stagnation. After the stagnation stage, the tourist product can enter the decline or rejuvenation stage depending on the type of management measures undertaken (Alvares & Lourenco, 2015).

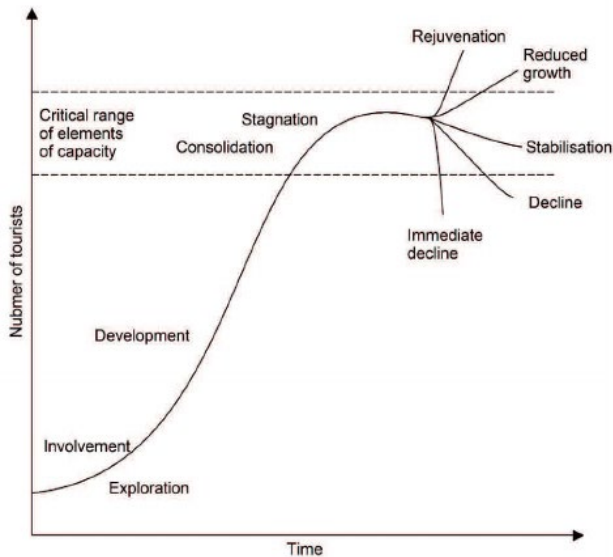


Figure 2. *'Tourism Area Life Cycle'* (Butler, 1980)

Both the stagnation stage (Butler, 1980) and the law of diminishing marginal utility (Tribe, 2000) present some common aspects. On one hand, the stagnation stage represents the state of mature tourist destinations or products in which saturation levels are reached; it is characterized by a significant decrease in the quality of the offer and in its demand level, as well as by a worrying environmental degradation of the destination (Alvares & Lourenco, 2015). On the other hand, the law of diminishing marginal utility demonstrates that a tourist product or service's experience diminishes with the repetition of its consumption (Tribe, 2000), meaning that the product or service's experience has reached its maturity stage in the consumer's consumption perception.

Therefore, it could be said that there is a possible correlation between the two previous theories and the huge increase in Dark Tourism supply and demand. Indeed, advancements in technology and transportation, globalization, the lack of strategic development plans for destinations, economic liberalization and subsequent rise in competition among many other factors have determined the stagnation of numerous tourist markets; particularly, the lack of sufficient products' differentiation and innovation as well as its huge consumption repetition by the consumers have consequently led to unsustainable price wars (Yang, 2010), hence the need for new types of tourism that can distinguish a destination or a product from its competitors and subsequently establish a competitive advantage able to attract new potential consumers. On the other hand, the increase in Dark Tourism demand may be also a consequence of the homogeneity of tourism products which leads consumers to a state of continuous research towards new experience and sensations. According to Kang (2010), one of the

distinctive features of dark tourism products is represented by their offer of powerful emotional experiences to visitors that can be intensified by the interpretation and the authenticity of the site as well as its capacity to evoke feelings of empathy. Indeed, Dark Tourism experience involves a complex combination of emotions that usually includes curiosity, education, survivor guilt, remembrance, nostalgia, empathy, and horror (Kang, 2010).

2.5 The Optimal Experience

According to Csikszentmihalyi (1990), the key component of an optimal experience is that it must be an end in itself. The author defines this concept as '*Flow*' or '*Autotelic Experience*' where the term "autotelic" is the combination of two words derived from Greek, *auto* meaning self and *telos* meaning goal. Therefore, it refers to a self-sufficient activity undertaken without the expectations of some future gain, but simply because its consumption is the reward. As Csikszentmihalyi (1990) argues, the majority of things we commonly do are neither completely autotelic nor exotelic, referring to activities undertaken for external reasons only, but they represent a combination of both.

However, the participation in autotelic activities supposes a completely different experience compared to others we normally have because, according to Csikszentmihalyi (1990), almost everything we do everyday has no value in itself because maybe we are obliged to do it or because we hope in some future benefit from doing it.

Due to its different mindset perspective, this model has received significant attention in leisure and recreation studies as an autotelic experience involves a situation of extremely rewarding concentration and engagement which consequently leads to a loss of the sense of time passing and a lack of self-consciousness in favour of a pre-eminence of intrinsic rewards, greater involvement, deep concentration, and self-accomplishment (Kang, 2010). However, the flow is experienced only when participants feel in harmony with their surrounding environment, their skills match the challenges presented and, above all, their participation in the activity is voluntary instead of being lost in the pursuit of external goals (Csikszentmihalyi & Kleiber, 1991).

Furthermore, as Kang (2010) states, this model has also seen its application in the tourism sector in order to explore tourist emotional experiences and levels of satisfaction while participating in tourist activities. Indeed, Vitterso et al (2000) have argued that Csikszentmihalyi's flow model can identify a wide range of significant and different affective responses to tourism attractions whereas traditional

satisfaction assessments do not normally show distinctive results. Therefore, it seems clear that an application of the Csikszentmihalyi's flow model in the context of Dark Tourism could contribute to a deeper understanding of the levels of participants' engagement and the emotions involved when visiting tourist attractions, especially the darkest ones.

2.6 Typologies of Dark Tourism

After placing hypothetical bases on the origins of the novel phenomenon of the Dark Tourism, several pieces of research have discussed the identification of certain DT typologies depending on the characteristics of each tourist attraction or product (Seaton, 1996; Stone, 2006; Ekesong, 2008; Cisa & Grau, 2018). Furthermore, the establishment of a clear DT typologies' framework is a crucial element for the development of the DT attractiveness scan model proposed by this thesis. Indeed, once identified the geographic area as a tourism destination, the second step is to analyze its current and/or potential tourist attractions and activities so to detect if they can be related to the phenomenon of dark tourism. Therefore, the attraction or activity must have a clear 'macabre' element that can be seen or felt by tourists, being Dark Tourism, the act of visiting sites connected with death and suffering (Ekesong, 2008). In order to classify a destination's tourist attractions in different categories based on their characteristics, the "*Seven Dark Suppliers*" developed by Stone (2006) has been used. However, it is important to mention that Stone did not include in his theory the '*Disaster Tourism*', which can be described as a typology of tourism based on pilgrimage to regions where a recent disaster has occurred (2006). Based on the "*Seven Dark Suppliers*" research investigation, Stone suggests seven categories of Dark Tourism attractions:

Dark Fun Factories

'*Dark Fun Factories*' caters to tourists mostly interested in entertainment spectacles based on real or fictional death and macabre events (Stone, 2006). According to Stone, these kinds of products are created with a commercial and thus economic purpose; in fact, its infrastructures show a high degree of development and are perhaps perceived as less authentic from visitors (2006). It is not surprising if the author subsequently defines this typology of products as the lightest degree of the Dark Tourism Spectrum describing its essence as 'fun-centric' (Stone, 2006).

Some relevant examples proposed by Stone are the 'London Dungeon' and the 'Dracula Park' at Snagov, in Romania (2006). As a matter of fact, the Dungeon concepts spreading throughout Europe

by Merlin Entertainments Ltd, propose highly visual macabre spectacles yet family-centred and socially acceptable. Similarly, the 'Dracula Park' situated near Bucharest has been created with the same entertainment focus representing the daily tasks of 'Vladimir The Impaler', a 15th Century Transylvanian Count known for his gruesome tortures on prisoners (Stone, 2006).

Dark Exhibitions

Stone (2006) defines '*Dark Exhibitions*' to be morbid or fictional death places which are located far from where the death scenario occurred, and the purpose behind these kinds of products is mostly educational, commemorative and instructional. Indeed, this category usually includes museums that display educational exhibitions related to death or tragedies. Dark Exhibitions are perceived to be more authentic and occupy a darker degree of the "Dark Tourism Spectrum" perhaps because they are considered more 'serious' due to their educational and commemorative purpose (Stone, 2006).

A meaningful Dark Exhibition example proposed by Stone (2006) is the Smithsonian Museum of American History in Washington Dc. that offers an exposition named 'September 11: Bearing Witness to History' where materials, images and artefacts of the terrorist attack that struck New York in 2001 are shown with the aim of raising public awareness not only about the historical issue but also for the commemoration of its victims. Other examples proposed by the author that combine the educational and commemorative purpose with a macabre element are, on one hand, the 'Body Worlds' exhibitions, an exposition with anatomical displays of real human bodies that aims to educate the audience on health, anatomy and physiology topics and that have attracted over seventeen million visitors worldwide while, on the other hand, the 'Catacombs of the Cappuccini Monastery' located in Palermo (Sicily, Italy) where hundreds of local people's mummified bodies are preserved and displayed under the Monastery as if it were a 'human library' (Stone, 2006).

Dark Dungeons

According to Stone (2006), '*Dark Dungeons*' represent sites connected to ancient penal and justice codes such as (former) prisons and tribunals, whose primary purpose and profit lie in both the educational and entertainment interest of consumers. Although these product types' locations were not originally contemplated to become a tourist attraction, Dark Dungeons have become increasingly famous and they have reached a high level of commercialism and tourism infrastructure. Therefore, due to its combination of both dark and light elements, Stone (2006) positions this DT typology in the centre of his Dark Tourism Spectrum.

Some examples of Dark Dungeons proposed by the author are the 'Galleries of Justice' in Nottingham (UK). These galleries are located in a building that was established as a correctional centre and court for a period of 200 years, from 1780 until 1980 (Cisa & Grau, 2018) whose main purpose is to educate the audience, composed mostly by families, on the history of the site and its implementation of brutal bygone penal codes and doubtful justice through the use of entertainment elements (Stone, 2006). Other examples are the 'Bodmin Jail Centre' in Cornwall (UK) where consumers are captivated by the stories of the chambers where prisoners were tortured for misconduct (Stone, 2006; Bodmin Jail, 2003) or the 'Old Melbourne Gaol' in Australia where consumers can observe an interesting collection of prisoners' death masks and an exhibition regarding the 'art of hanging' (Stone, 2006). However, there are also examples of more recent Dark Dungeons such as 'Robben Island', the former prison where Nelson Mandela was imprisoned, that perhaps may be perceived more authentic from the consumers due to its higher degree of commemoration and connection to sensitive contemporary topics such as the fight against colonialism in favour of democracy, freedom and peace in South Africa (Stone, 2006).

Dark Resting Places

According to Seaton (2002), 'Dark Resting Places' typology is mostly and potentially represented by graveyards and grave markers. Contemporary societies' cemeteries are converted into romantic and macabre regeneration tools whose key features include the site's preservation, commemoration and education (Stone, 2006). Furthermore, both the infrastructure development and tourists' interest towards these sites are significantly increasing thanks also to the creation of local, national and international association groups, the advancement in technology and in the use of the internet as well as the repeated organization of guided tours which contribute to the positioning of the Dark Resting Places products in the middle of the Dark Tourism Spectrum, as they present both dark and light elements (Stone, 2006). Additionally, it is important to highlight that apart from the commemoration purpose, most of these products rely on the promotion and maintenance of Romantic and Gothic architecture, tombs, sculptures and mausoleums as well as the preservation of the ecological landscapes (Stone, 2006).

Perhaps, the most relevant example of Dark Resting Place in contemporary society is represented by the 'Cemetery of Pere Lachaise', located in Paris. Indeed, despite being a burial place, the French cemetery represents also the largest park in Paris becoming an open-air museum as well as a pantheon garden able to attract more than 2 million visitors a year (Stone, 2006). Thus, it comes out

spontaneously to say that today cemeteries form an integral part of a destination's cultural heritage (ASCE,2019).

Dark Shrines

According to Stone (2006), 'Dark Shrines' refer to those locations that make profit on the commemoration for the recently deceased; thus, it is common to find these sites near the death event and built, formally or informally, in a short time period in order to remember the loss of a specific person or a group. It is suggested by Stone that Dark Shrines products are positioned in a darker degree of the Dark Tourism Spectrum; additionally, these kinds of events usually involve a high media repercussion as well as political and public awareness in a very short period of time attracting large groups of people who normally pay tribute by leaving different elements such as flowers, pictures, candles or other objects close to the death site (2006). However, the majority of these attractions are not born as a tourist attraction, hence they are not usually characterized by a high degree of infrastructures as they tend to be dismantled when the 'media period' is finished.

Some clear examples of Dark Shrines may be the floral edifice located in the main entrance of the Kensington Palace in remembrance of the Princess Diana of Wales died in 1997, or the floral and candle tribute to the victims of the terrorist attack of Barcelona in 2017. However, Stone (2006) highlights the possibility of lengthening the memory of the Dark Shrines by establishing permanent exhibitions, thus converting into Dark Exhibitions such as the Ground Zero, in New York.

Dark Conflict Sites

According to Smith (1998) this 'Dark Conflict Sites' revolve around sites and activities mainly related to battles, conflicts and wars. Despite not being originally tourist attractions, this kind of products is becoming increasingly profitable and commercial, reaching high tourism infrastructures, because of their historic-centric, educational and commemorative purpose able to draw a great level of interest (Stone, 2006). Indeed, as Stone states, it is very common to find tour operators that offer specific trips or wide itineraries to numerous battlefields, some of them even offer real-life battle re-enactment such as the 'Battle of Bosworth Re-enactment Weekend' in the UK (2006). However, it is important to highlight that these kind of products are often a romantic version of the past bloody battlefields, thus they are mostly characterized by entertainment and light elements whereas more recent wars, such as the 'Battle of Guadalcanal' during the Second World War, may appear in a darkest position of the Spectrum (Stone, 2006; Squires, 2004).

Dark Camps of Genocide

'*Dark Camps of Genocide*' have been positioned in the darkest level of the Dark Tourism Spectrum as they are represented by sites strongly impregnated with extremist political ideology and where horrendous atrocities to mankind have been carried forward (Stone, 2006). The purpose of these products is to provide educational insight as well as commemorate the history, ensuring its memory also to future generations so to avoid the same mistakes. According to Stone, Dark Camps of Genocide provide the most powerful emotional and macabre experience because, unlike Dark Exhibitions, they are located in the actual site where the atrocity has occurred by bringing the tourists along the painful journey of the genocide victims towards their inevitable death (2006). The attractions usually retrieve the memory of scenes and locations which have witnessed mass murder, massacre and catastrophes, displaying the atrocious narrative of people who suffered these places (Keil, 2005).

According to Stone (2006), the most notorious example is probably the Auschwitz-Birkenau Genocide Camp, as it embodies a universal symbol of suffering imparted by the Nazis (Gilbert,1986); however, it should be highlighted that most of the remaining Dark Camps of Genocide are based in Rwanda, Cambodia and Kosovo.

2.7 Dark Tourism Spectrum

Dark Tourism products have shown to be very complicated, characterized by a mosaic of designs, purposes and personalities; indeed, the term 'Dark' seems to be too generic and not able to identify the particular product features and perceptions that each DT attraction may evoke (Stone, 2006). The necessity to develop a dark intensity framework became critical when Strange & Kempa (2003) investigated the product design and the respective political influence on the interpretation of two former penal institutions, the former US prison of Alcatraz where disgraceful criminals have given space to guided tours to Hollywood tutored visitors, and Robben Island in South Africa, a former penal complex for political prisoners, among which Nelson Mandela, during the Apartheid era. The two researchers stood out from their investigation that, despite sharing some features, the political and cultural influence exercised on the two former prisons is so different that Robben Island is perceived a 'shade more serious' in its contemporary representation of penal injustice than its Alcatraz counterpart (Stone, 2006).

Seaton (1999) affirms that the production of dark attractions is not only influenced by consumer tastes, the media or marketing strategies but is also subject to political and cultural changes; therefore, dark tourism products can shift shades of darkness as events (such as wars, terrorist attacks, fall of regimes) occur and ‘new representations’ (such as movies, novels, series, etc.) give moral meanings to those macabre sites (Rojek & Urry, 1997). According to this, Miles suggests the existence of a ‘darker-lighter tourism paradigm’ that establish distinctive levels of darkness and macabre depending on the DT site, making a significant difference between sites *associated with death*, and sites that *are of death* (2002). Thus, based on the idea that DT sites may offer different types of products and experiences depending on its own characteristics, Stone developed a conceptual framework, the ‘*Dark Tourism Spectrum*’, in which to locate distinctive types of ‘dark suppliers’ (2006).

Based on the previous identification of dark typologies and the information on the Spectrum, find below a brief table concerning the application of Stone’s Dark Tourism Spectrum (2006):

	TYOLOGY	FOCUS	INFRASTRUCTURES	LOCATION	AUTHENTICITY PERCEIVED
Lightest	Dark Fun Factories	Entertainment	Highly developed	Far from Death Event	Low
Lighter	Dark Conflict Sites	Educational Commemorative	Increasing in development	Very close to Death Event	Medium
Light	Dark Resting Places	Commemorative Historical	Increasing in development	In site (cemeteries) but not directly to Death Event	Medium
	Dark Dungeons	Educational Entertainment	Highly developed	In-site (prisons) but not directly to Death Event	High
Dark	Dark Exhibitions	Educational Commemorative	Medium developed	Far from Death Event	Medium-high
Darker	Dark Shrines	Educational Commemorative	Low developed (temporal nature)	Very close to Death Event	High
Darkest	Dark Camps of Genocide	Educational Commemorative Remembrance	No frequent; low developed	In-site Death Event	High

Table 2. Own creation of a summary table of the ‘*Seven Dark Suppliers*’ (Stone, 2006) characteristics.

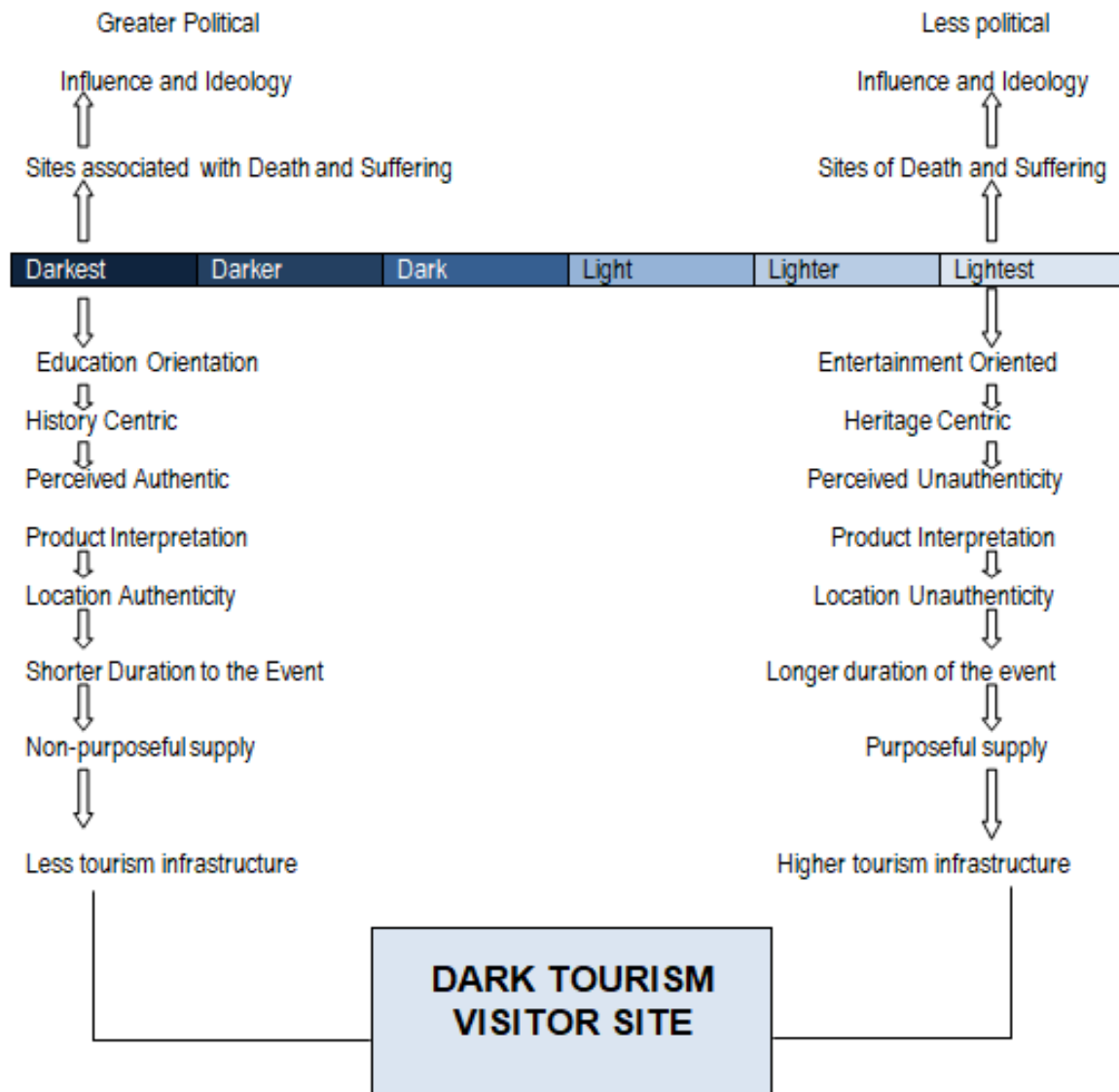


Figure 3. 'Dark Tourism Spectrum' by Stone (2006) and Cisa & Grau (2018)

2.8 Literature Map

The literature map introduces a frame of the crucial authors and respective theories analysed for both the expansion of Dark Tourism knowledge, as well as the creation of an attractiveness scan model that could enable tourist destinations to identify potential DT products and routes.

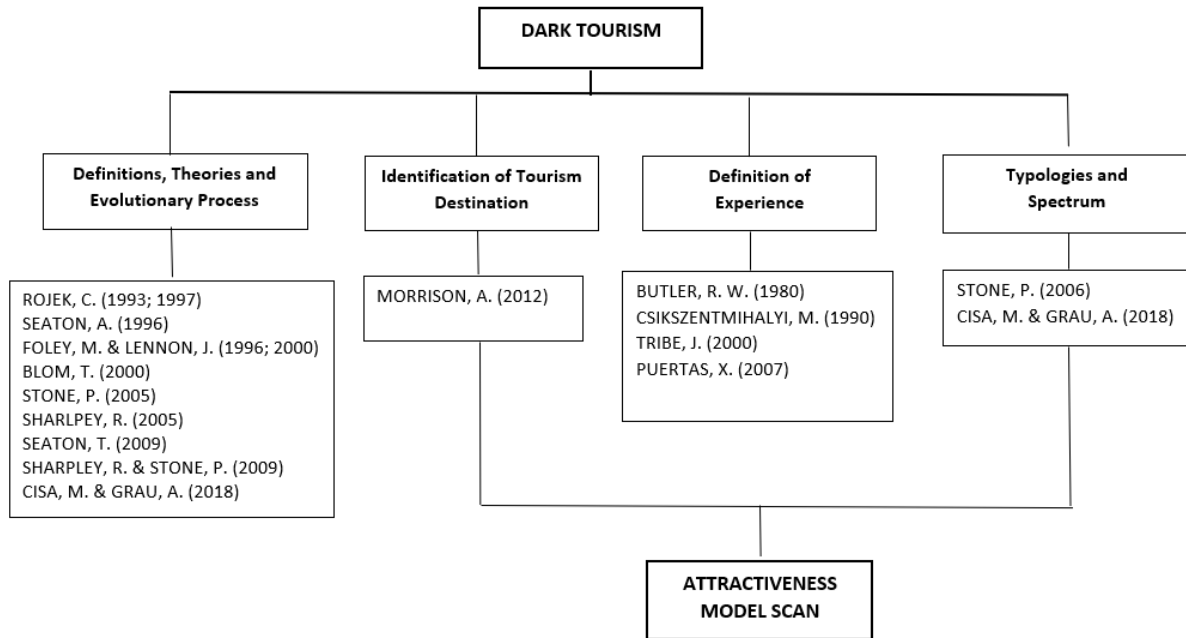


Figure 4. Literature Map. Own Source and Creation

2.9 Conceptual Framework

The purpose of the creation of a conceptual framework is to identify from the literature review the main theories, concepts and topics specifically used for the development of this research, in particular for the creation of the Dark Tourism attractiveness scan model and its procedure.

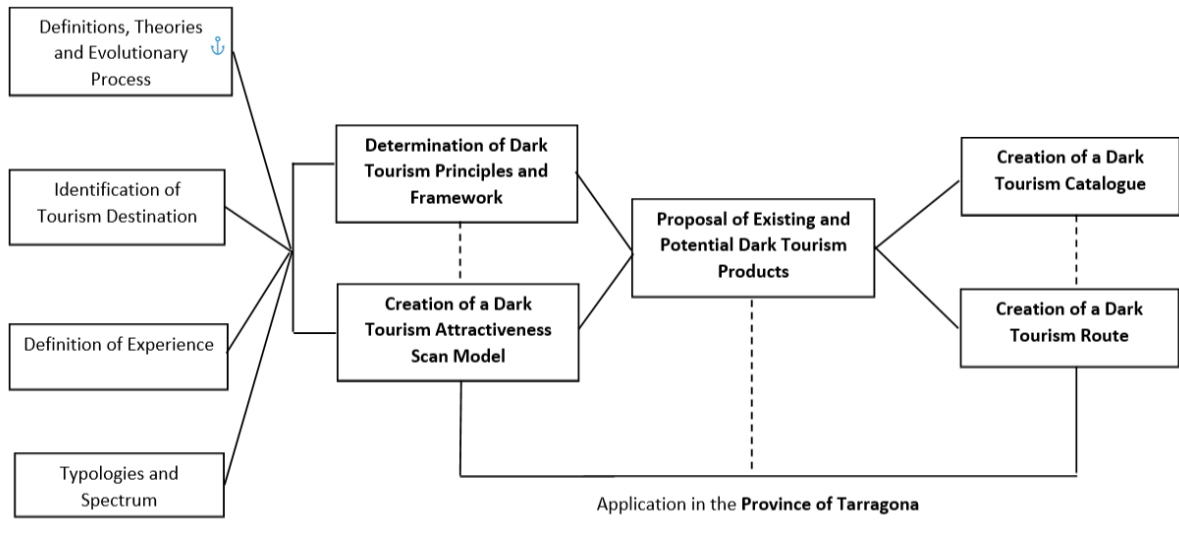


Figure 5. Conceptual Framework. Own Source and Creation.

Chapter 3. Methodology

3.1 Overall Research Design

The methodology has been constructed after significant research on four main investigation methods that have been scrutinized in order to select the most aligned with the thesis' objectives. Firstly, the Italian author Umberto Eco, in his work "*Cómo hacer una tesis*" (1991), was considered the foundation on which to base the methodology of this paper due to its undeniable influence on researching methodologies. However, after examining Eco's investigation method, its final refusal was deemed appropriate due to the high complexity of analysis involved in its implementation as well as its lack of alignment with the development and design's necessities of the proposed methodology. Instead, researches proved Olabuénaga (2012) to be a fit figure to form the methodology. The author describes the definitions required for the research as well as delimiting a variety of tools that can be applied in it. In addition, the theory developed by Puertas (2013) has been found to be essential in relation to Olabuénagas as it provides a technical example of the previous author's tools and definitions. After deciding on the basis of the methodology type, there is a necessity of theories that support a contemporary approach to the subject. Indeed, it was found in Cisa & Grau (2018) the updated information concerning the degree of intensity of Dark Tourism products which consequently resulted in a useful insight for the correct development of the methodology proposed by this thesis when it comes to delimiting the DT proposals. As a result, this paper is able to properly select DT product proposals in the area of Tarragona. Finally, the theories published by Stone (2006) regarding DT cannot go unnoticed as it is one of the main authors who has contributed to the advancement of knowledge of this typology of tourism; in fact, his publications have been taken as a reference for the selection of the typological catalogue of the DT attractions in the selected tourist destination. However, it is important to mention that only some of those typologies have been chosen to create the DT attractions' catalogue since it is quite unlikely that a tourism destination could provide valuable products for all the 'Seven Dark Suppliers' categories.

According to the HTSI University normative concerning the degree thesis norms and regulations (2019), this thesis has been framed in two different research typologies, the '*conceptual*' and the '*empirical*' one, as it was considered that the subject presented characteristics of both. Indeed, this thesis is based on a conceptual research as it aims to clarify what other researches have previously studied (Rojek, 1993; Seaton A., 1996; Lennon & Foley, 2000; Sharpley, 2005; Stone, 2006; Seaton T., 2009; Tarlow, 2011; Light, 2017; Cisa & Grau, 2018) and present an analysis on research studies

concerning the 'Dark Tourism' as its main topic. On the other hand, this thesis can be also considered as an '*empirical*' research because it aims to add new insights in the research field of 'Dark Tourism' by developing a new methodology applicable to real tourist destinations. On the contrary, it cannot be defined as an '*applied*' research as all the new knowledge provided by the present thesis aims to contribute to the overall research community, thus it lacks exact or definitive pieces of advice directed to practitioners, specialists or the general professional community.

According to Olabuénaga (2012) the research methods, used to address the research problem or the identified question of a thesis, can be divided into two main approaches known as quantitative and qualitative methods, which in turn can be based on primary or direct data and secondary or indirect data. Quantitative methods seeks to know the real facts as they are given objectively, trying to point out their common characteristics with other similar facts whereas qualitative methods place emphasis on studying social phenomena in the natural environment in which they occur, giving primacy to the subjective aspects of human behaviour over objective characteristics (Olabuénaga, 2012). Furthermore, as Yin states, the qualitative method seems to be the most appropriate to apply when addressing new phenomena in their real environment and the phenomenon boundaries are unquestionable. In other words, multiple data sources can be used for this investigation method; however, it may be difficult as it is based on a flexible methodological approach, lack of accuracy, possible subjectivity of the data coming from the interview participants (1994).

Regarding the research methods used for the development of the methodology of this thesis, both the qualitative and quantitative methods have been implemented. On one hand, the qualitative method consists of a collection of primary and secondary data, where the primary data is gathered from interviews with participants potentially related to the subject while the secondary data originates from the overall content analysis. On the other hand, quantitative research consists exclusively of secondary data content analysis due majorly to time limitations which made it impractical to gather more data based on primary research.

The choice to carry out interviews has been taken into consideration since the qualitative method is a research technique that adopts primarily interactive and humanistic approaches (Creswell, 2003) and, as Holstein and Gubrium argue, interviewing represents a '*meaning-making conversation*', a necessary and constructive tool which allows researchers to have a different source for valuable information compared to the traditional and passive data source method (1997). In-depth interviews, formed by

open and probing questions, have been carried out for the gathering of qualitative primary data as the chosen interviewees are experts in their own field and can provide relevant insights for a more complete understanding of the phenomenon of Dark Tourism as well as the development of the proposed methodology. The sampling strategy followed for the selection of the interviewees has been the ‘*Judgement Sampling*’, a type of ‘*Non-Probability Sampling*’ method by which, according to Saunders et al., not all members of a population have the same chances to participate in the study (2012) due especially to time and/or cost limitations. Therefore, the sample group participants have been decided on the basis of the researchers’ judgement who consider those interviewees as ‘*representative*’ of their respective fields. Furthermore, the interviews have been recorded in two different devices in order to guarantee the possession of the complete primary data. Finally, the qualitative secondary data concerns conceptual research and the main criteria used for selecting the data has been academic articles related both to the phenomenon of Dark Tourism and theoretical explanation of tourism destinations.

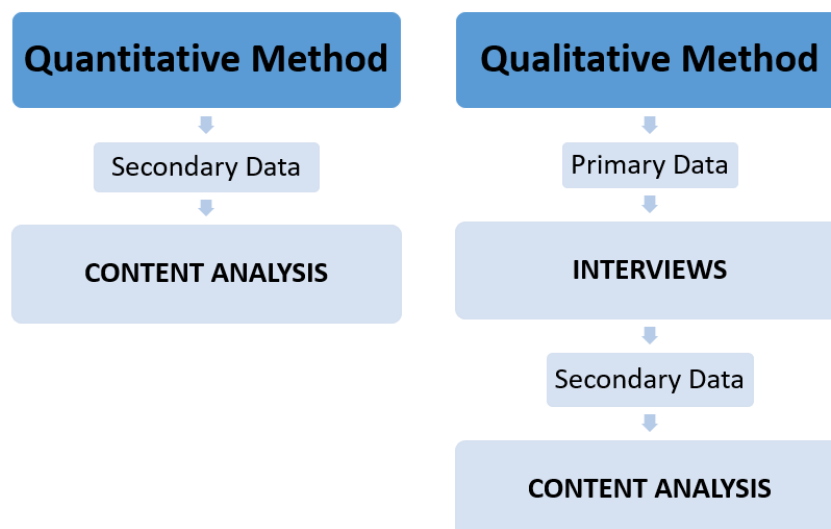


Figure 6. Own creation based on Olabuénaga’s ‘*Theory and Practice of Qualitative Investigation*’ (2012)

3.2 Data Collection Techniques and Research Instruments

In order to make clearer the data collection techniques and research instruments implemented in the methodology of this thesis, the “*relational lines of objectives with content and methodology*” developed by Puertas (2013) has been used for establishing the research methods according to the thesis’ objectives. Therefore, a detailed table reporting the general aim of the thesis as well as its specific objectives have been framed, followed by a brief explanation of the content that each objective encloses as well as the related methodology applied to achieve those objectives.

GENERAL AIM	SPECIFIC OBJECTIVES	CONTENT	METHODOLOGY
Development of a new methodology to detect dark tourist destinations capacities and proposition of relative national and international examples	1. Determine if a geographic area can be considered a Tourism Destination.	Conceptualization of tourism destination as the basic concept of the methodology development.	Data collection
	2. Describe the phenomenon of Dark Tourism and explore the knowledge required for its subsequent use in a Tourism Destination.	Acknowledgement and subsequent explanation of past and current theories about Dark Tourism.	Data collection
	3. Creation of the methodology model of attractiveness scan.	Acknowledgement of contemporary methodology theories and techniques.	Data collection analysis and interviews.
	4. Application of the model to a real geographic area, identifying its most important examples.	Application of the selected methodology theories to the geographic area of Tarragona, Catalonia, through the identification of current examples.	Data content application.
	5. Propose undeveloped products and routes for the geographic area of Tarragona, in Catalonia.	Application of the developed methodology to Tarragona so to identify unknown DT products and routes.	Application of the proposed methodology.

Table 3. Own creation based on Puerta’s ‘*Relational Lines of Objectives with Content and Methodology*’ (2013)

Once determined the geographic area of Tarragona, a province within Catalonia, as a tourism destination by analysing it in detail through Morrison’s ‘*10 As of a Successful Destination*’, the selection

of the most appropriate Dark Tourism typologies according to the capacities and resources of Tarragona has been made by analysing Stone's *'Seven Dark Suppliers'* (2006) as well as Cisa & Grau's *'Dark Tourism Catalogue'* (2018). Therefore, the subsequent choice of dark typologies was deemed appropriate since the selected categories have shown to be more frequent, accessible, and to have more possibilities as well as a higher tourism appeal; they are the *'Dark Resting Places'*, *'Dark Conflict Sites'*, *'Dark Fun Factories'*, *'Dark Shrines'*, *'Dark Camps of Genocide'*, and ultimately *'Dark Exhibitions'*.

Dark Fun Factories

Tourists who visit this kind of typology are mostly interested in entertainment spectacles based on real or fictional death and macabre events created with a commercial and, thus, economic purpose. Indeed, its infrastructures show a high degree of development and are perhaps perceived as less authentic; consequently, they occupy the lightest degree of the Dark Tourism Spectrum since their essence is predominantly 'fun-centric'.

Dark Resting Places

This typology is mostly represented by graveyards and grave markers. Both the infrastructure development and tourists' interest towards these sites are significantly increasing thanks to the creation of local, national and international association groups, the advancement in technology and the use of the internet as well as the repeated organization of guided tours. Due to its combination of both dark and light elements, this DT typology can be found in the middle of the Dark Tourism Spectrum since, apart from the traditional commemoration purpose, it should be pointed out also the educational, environmental and monumental conservation as well as the promotional intention of cultural heritage.

Dark Shrines

It refers to sites dedicated to the commemoration for the recently deceased, sometimes making profits from them; thus, it is common to find these sites near the death event and built, formally or informally, in a short time period in order to remember the loss of a specific person or a group. Furthermore, they usually involve a high media repercussion as well as political and public awareness in a very short period of time; however, the majority of these attractions are not born as tourist attraction, hence they are not usually characterized by a high degree of infrastructures as they tend to be dismantled when the 'media period' is finished unless permanent exhibitions to lengthen the memory of the Dark Shrines are installed.

Dark Exhibitions

This DT typology usually includes museums that display educational exhibitions related to death or tragedies. Their purpose is mainly educational and commemorative, and they are usually perceived to be more authentic occupying a darker degree of the “Dark Tourism Spectrum”.

Dark Conflict Sites

This DT typology comprehends sites and activities mainly related to battles, conflicts and wars. Thus, they tend to possess a historic-centric, educational and commemorative purpose. Despite not being originally tourist attractions, these kinds of products are becoming increasingly profitable and commercial, reaching a high level of tourism infrastructures and the proliferation of tourist packages that may have affected their perception of authenticity.

Dark Camps of Genocide

It refers to a DT typology characterized by sites where horrendous atrocities to mankind have been carried forward. Their main purpose is to give an educational insight as well as commemorate the history, ensuring its memory also to future generations. Due to the site’s characteristics and historical past, this kind of DT products provides the most powerful emotional and macabre experience since they usually retrieve the memory of scenes and locations which have witnessed mass murder, massacre and catastrophes, displaying the atrocious narrative of people who suffered these places.

After identifying the most appropriate DT typologies for the tourism destination of Tarragona, it is convenient to proceed with a deeper investigation of the kind of nature of the different DT typologies, or suppliers, through the implementation of Puertas ‘Scan Model’ used in his work ‘*A Project on Leisure and Sustainable Tourism in Costa Rica*’ (2018). Indeed, the author suggests five types of nature that tourism products may have:

Natural

It refers to tourism attractions based on a destination’s natural resources that can be exploited for economic gain, for example, rivers, mountains, fauna and flora.

With Intention

They are tourism attractions created and developed starting from a previous idea also linked to an economic purpose, for example, theme parks, and museums.

Without Intention

It refers to sites created without the idea of becoming a future tourism attraction. They are usually related to historic attractions of a destination, for example, castles, churches, the walls of a city.

Events

It involves a kind of tourist attraction which is previously planned and organized, and that usually suppose a social gathering of people who share a similar passion or belief, for example, the Olympic Games.

Cultural Context

Attractions strictly related to a society's individuals of a destination, with their learned values and shared attitudes including language, norms of behaviour, customs, ideas, beliefs and meaning, thus their lifestyle. An example can be the destination's gastronomy, wineries or traditions.

Once determined the DT typologies and the nature of their tourism purpose, the next step is to elaborate a proposal and subsequent catalogue of distinctive Dark Tourism products based on the capacities and resources of the selected tourism destination. Finally, it has deemed appropriate to include in the previous summary table of the *'Seven Dark Suppliers'* (Stone, 2006) also the *'Nature of the Tourism Purpose'* according to the theory developed by Puertas in his *'Scan Model'* (2018).

	TYPOLOGY	FOCUS	INFRASTRUCTURES	LOCATION	AUTHENTICITY PERCEIVED	NATURE OF THE TOURISM PURPOSE
Lightest	Dark Fun Factories	Entertainment	Highly developed	Far from Death Event	Low	With Intention Events
Lighter	Dark Conflict Sites	Educational Commemorative	Increasing in development	Very close to Death Event	Medium	Without Intention Events Cultural Context Natural
Light	Dark Resting Places	Commemorative Historical	Increasing in development	In site (cemeteries) but not directly to Death Event	Medium	Without Intention Cultural Context Natural
Dark	Dark Dungeons	Educational Entertainment	Highly developed	In-site (prisons) but not directly to Death Event	High	Without Intention
Dark	Dark Exhibitions	Educational Commemorative	Medium developed	Far from Death Event	Medium-high	With Intention Cultural Context Events
Dark	Dark Shrines	Educational Commemorative	Low developed (temporal nature)	Very close to Death Event	High	Without Intention Events
Darkest	Dark Camps of Genocide	Educational Commemorative Remembrance	No frequent; low developed	In-site Death Event	High	Without Intention Cultural Context

Table 4. Own creation of a summary table of the ‘Seven Dark Suppliers’ (Stone, 2006) including Puertas’ ‘Scan Model’ (2018)

3.3 Research context and participants

To begin with, the research context needs to be settled before diving into the creation of the scanning model; in order to do so, it is essential to delimitate the geographic boundaries in which the model should be applied. The initial idea was to apply the scanning methodology in Catalonia; however, due to remarkable limitations in time, capacities and resources, a limited territorial approximation concerning the four provinces of Catalonia - Barcelona, Tarragona, Girona and Lleida - was made in order to determine the most suitable for the application of the Dark Tourism attractiveness scan model.

Barcelona, the Catalan Capital, was eventually discarded mainly due to two reasons; firstly, the area was found to have an overly significant amount of potential products already being promoted to the

tourist segments and, secondly, time limitations and previous year's searches by Cisa & Grau (2018) would have supposed no significant original contributions to this thesis. Otherwise, the province of Lleida has a critical limitation of possibilities and, for this reason, it resulted eliminated. Afterwards, the region of Girona was also taken into account and analyzed; however, it was disposed of since its area has a notable width from the touristic perspective. Finally, Tarragona has risen as the preferred region because it presents an extensive collection of potential and not yet commercialized DT products that from the historical point of view could be included in the paper's proposals.

Therefore, the region of Tarragona has been selected as the area that will be scanned and will demonstrate the efficacy of the proposed Dark Tourism attractiveness scan model. The geographical context of the zone is described by taking into account the analysis and application of the scanning model of possible DT products. Furthermore, the research investigations of some of the previously analysed authors, in particular, Morrison (2012), Stone (2006) and Cisa & Grau (2018), have supposed the theoretical pillar for the effective development of this thesis' DT attractiveness scan model.

With respect to participants, qualitative primary data is gathered from interviews during which each of the participants has provided with useful information. Indeed, both the interviewees are professionals of the tourism industry. On one hand, Interviewee 1 represents a significant example of national Dark Tourism proposal within the area of Catalonia. Furthermore, her knowledge strictly linked to the tourism business field has been useful in order to explore both the evolution and current position of Dark Tourism not only in Barcelona but also in Catalonia, as well as the actual visitors' awareness about this new tourism trend. On the other hand, Interviewee 2 is a meaningful source of reliable information since it concerns the primary area of application of the proposed DT attractiveness model scan. Indeed, his knowledge has provided valuable insights and statistics regarding the current state of the Dark Tourism phenomenon in the province of Tarragona as well as relevant examples of regional tourism products that have been subsequently analysed in order to detect any dark tourism potentiality.

The methodology followed for the interview has been to ask the same questions to both participants in order to compare the answers and the relative insights. The interview questions are presented below:

1. From the point of view of a professional related to Dark Tourism, what is your opinion about the current state of this type of tourism?
2. How would you define the profile of visitors who come to Barcelona Cemeteries/ Terres del Ebre?
3. Do you think that visitors possess enough information about this new type of tourism?
4. Are you currently using any means of promotion for your tourism products? If yes, which ones?
5. Do you think these promotional means are actually working? Should other actions be undertaken?
6. Do you think they would be valid to promote DT products in general? From which platform should they be used (tourism office, website, ...)?
7. Do you think that Catalonia has possibilities to generate an interest in Dark Tourism?
8. Do you think that Tarragona, taking into account our limitations, could represent a potential Dark Tourism destination? Would you recommend specific locations?
9. In your opinion, which instruments or strategies could improve the overall development of products associated with Dark Tourism in Catalonia?

3.4 Ethical Considerations

Ethical considerations represent a crucial part of a thesis research as the ultimate considerations and findings originated from it may be condemned to failure if this part is omitted (Saunders et al., 2012). Indeed, according to Saunders et al. (2012), respondents should participate based on informed consent which requires researchers providing plentiful information and reliability so to allow the complete comprehension of the participants' involvement in the study and reach a voluntary decision in whether taking part or not in the current study, without the exercise of any intimidation or persuasion practices.

In order to achieve an ethical appropriateness, participants have been asked to give their voluntary consent to their participation in the present study and to publish the interview results in this thesis through the compilation of '*ethical*' and '*consent forms*', which consisted of a questionnaire sent to the interviewees prior to the interview arrangement, and that shows the signature of the interview. Please find the ethics forms attached in Appendix 7.2.

Chapter 4. Findings and Discussion

With respect of findings collected through this research, it is briefly to comment on the structure followed to present them. Firstly, an explanatory section to identify the chosen tourism destination, with the determination of the limitations encountered and a stated explanation of the motivations behind this selection are given. In order to consistently support the decision to select Tarragona as destination, some insights resulted from the interview with the experts, as well as the valuable documents they provided are commented. Secondly, Tarragona is checked by the *10 As of a Successful Tourism Destination* (Morrison, 2012) to recognize it as a potential tourism destination. Afterwards, an appealing catalogue proposal of Tarragona dark tourism products and routes has been developed according to the *Dark Tourism Typologies* (Cisa & Grau, 2018) and the *Seven Dark Suppliers* (Stone, 2006), and their darkness levels have been further analysed using the *Dark Tourism Spectrum Framework* (Stone, 2006).

4.1 Recognize a Tourism Destination

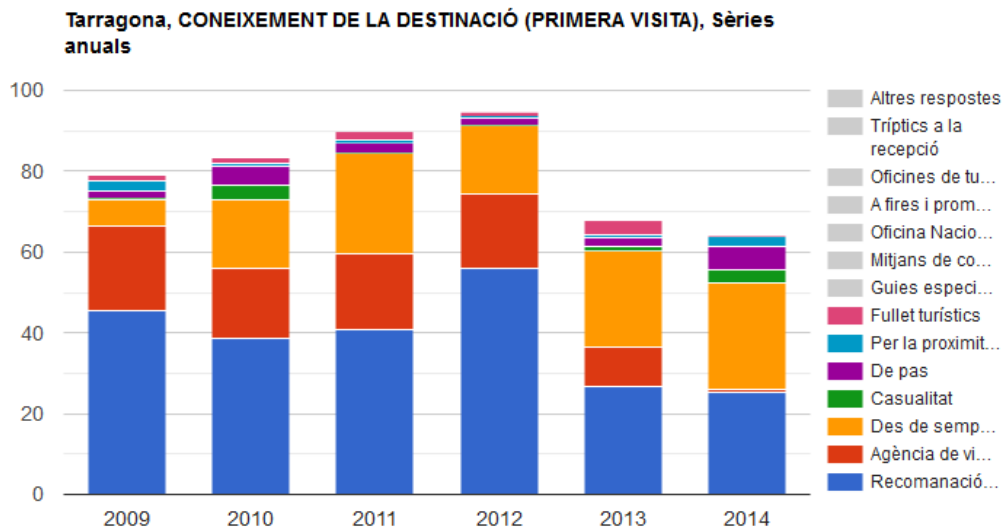
According to Folch, the selection of the Spanish north-eastern region of Catalonia as a destination of Dark Tourism has great potentiality since *“it is a very well positioned destination in Europe and in the world, with more than 21 million tourists per year. The tourism marketing plan of Catalonia raises the need to bring value proposals to new segments of demand. This type of proposal would fit with the country's marketing strategy”*. However, due to time and resource constraints, Catalonia has proved to be a too extensive territory for the application of the proposed attractiveness model scan. Therefore, after a scrutiny of different alternatives within Catalonia, the province of Tarragona has been selected mainly due to its appeal as a well-known destination as well as the potential found in its region to be developed as a Dark Tourism destination. Indeed, Aladrén suggests the *‘Cemetery of Reus’* as a potential dark tourist attraction adding that it is also a member of the Association of Significant Cemeteries in Europe, while Folch states that the conflict site of the Ebro Battle would have a relevant role in the development of Dark Tourism in the area. However, both highlight the insufficient information that visitors have in regards of this new tourism phenomenon; in particular, Folch states that Dark Tourism as a travel purpose is little notorious yet and the major motivations behind tourists' visit to the *‘Terres de L'Ebre’*, an area of the province of Tarragona, are basically beach, good climate and nature.

The province of Tarragona is located in the southern part of Catalonia and it belongs to the 13 cities in Spain that have received the certificate of Unesco Heritage due to its historical value, which is highlighted in the remains of the antique Roman city of *'Tarraco'*. According to the *'Institut d'Estadística de Catalunya'* (i.e. the Statistical Institute of Catalonia), the population is composed of 132,299 inhabitants (2018). The province is formed by the following *"comarcas"* (in English, districts): Tarragonès, Baix Camp, Alt Camp, La Conca de Barberà, Baix Penedès and El Priorat. The capital of the region is the homonymous city of Tarragona. Its importance is remarked in the fact that is the second economical area in Catalonia, after Barcelona, and one of the most significant tourism hubs in Europe and home to one of the most active commercial ports in the Mediterranean, as well as *'Port Tarraco'*, a famous stopover for yachts (Tarragona Turisme, 2019).

In order to respond satisfactorily to each of the Morrison's attributes and subsequently prove that the province of Tarragona can be recognized as a successful tourism destination, different reliable sources of information have been used. In specific, the interviewees' insights, two official documents of the municipality of Tarragona and *Terres de L'Ebre* which consist of an Analysis of the Tourist Demand Profile in the Summer 2018 as well as the Tourism Strategic Plan for 2019. In addition Tourism Open Knowledge, a tool from the Parc Científic i Tecnològic de Turisme i Oci a Catalunya, is also used to analyze the data collected as indicators of Tourism in the area of Tarragona. To summarise, different documents have been analysed whose statistics cover a time span ranging from 2009 up to 2018, with references to future tourism action plans for 2019.

Awareness

The level of familiarity and consciousness that tourists have of Tarragona and its province may be determined by the way in which tourists have learned about its existence. According to TOK, the main sources of awareness from 2009 to 2014 have been recommendations, travel agencies and then general people awareness.



Graphic 1. Knowledge of the Destination, First Visit (Statistical Institute of Catalonia, 2019)

On the other hand, during the summer 2018 there was a slight change since of the tourists who visited *Terres de l'Ebre* this year for the first time, 32.9% have known the destination through the Internet, followed by those coming from the recommendation of a friend or relative (25.2%) and for those who know the destination forever (20.9%). Regarding the tourist market segment, the Catalan market has remained the largest in the summer of 2018, with a frequency of 60.4%, the foreign market has followed it with 20.5% and the Spanish market has been in third position totalizing a 19.1% of tourists. On one hand, of the domestic market, Barcelona tourists represent 46.1% of the total, followed by Tarragona with a frequency of 7.6%; finally, the Lleida market and the Girona market represent, respectively, 5.1% and 1.5% of tourists. On the other hand, in regards of the foreign market, the presence of French stands out, continuing to be the main emitting market amongst foreign tourists, representing 11.9% of the total number of tourists. This has been followed by the Netherlands and Belgian markets, with 1.8% frequency each.

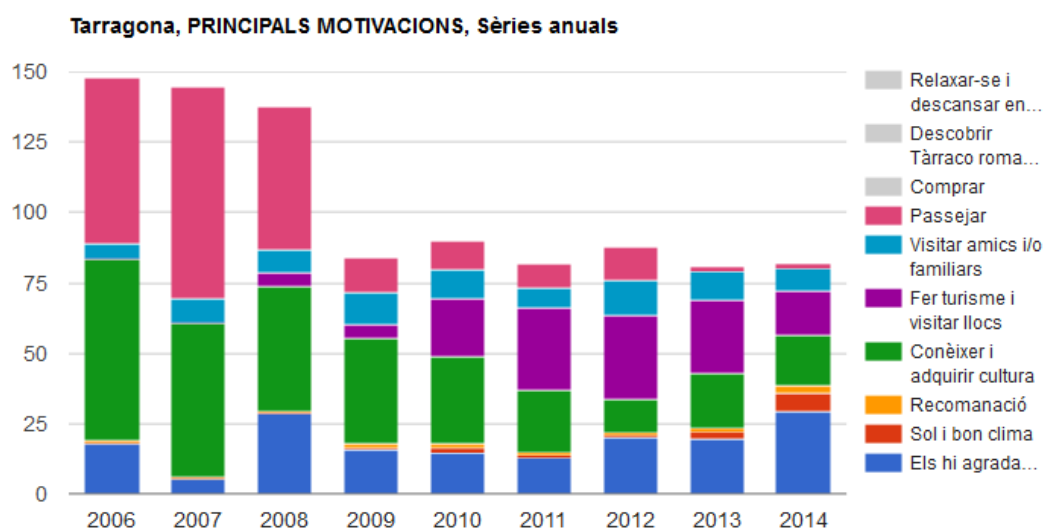
Therefore, it can be said that the awareness degree is higher at local level, with a large presence of domestic tourism. Furthermore, it should be highlighted that the idea of Tarragona as a Dark Tourist destination is not yet contemplated by the overall audience since, as Aladrén states, tourists do not have enough information about the existence of this type of tourism and the existing tourism products that have dark potential are not even promoted with this label. A thought also supported by Folch, who affirms that Dark Tourism as a travel purpose, or the choice of destination is still little notorious

especially for *Terres de L'Ebre* whose main tourists' purposes of visit are beach, good climate and nature.

Attractiveness

It seems that tourists find Tarragona an appealing destination due to its many attributes including natural landscapes, history, culture, gastronomy and recently winery. Indeed, the Tourism Board of Tarragona proposes a range of different attractions and activities, such as gastronomic and winery tours, cultural tours (Medieval Route, Roman Route, Modernist Route, or the Route of the Earliest Christians in Tarraco), also theme tours of 48 hours for both families or groups of friends. Furthermore, it also promotes tourism in surrounding areas, its beaches and green zones, active tourism, shopping, leisure activities, museums and monuments, festivals and nightlife, local fairs or events, and much more. In addition, all the tourist attractions and activities provided by the whole province of Tarragona demonstrate to be suitable to numerous market segments, above all families and couples. Indeed, during summer 2018, 58.0% of tourists have travelled with children, this profile has been followed by couples (31.0%).

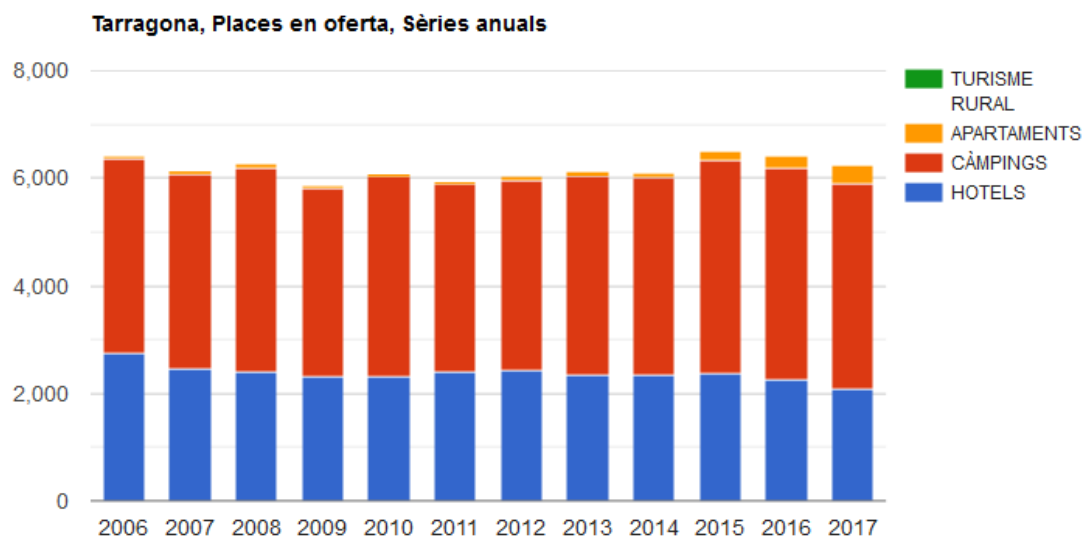
According to the Tourism Open Knowledge statistics from 2014, the main motivations to visit Tarragona were pure pleasure, thirst for knowledge, sightseeing, walking or visiting friends and/or relatives while relax and rest (74.7%) and go to the beach (68.4%) were the main activities carried out during the summer of 2018.



Graphic 2. Main Purposes of Visit (Statistical Institute of Catalonia, 2019)

Availability

Booking and reservations for the tourist attractions and activities provided by Tarragona and the whole province can be easily made through a variety of distribution channels based on four main tourism categories which include rural, apartments, campings and hotels. It is also possible to book accommodations, restaurants, activities and outings directly from the official web page of Tarragona Tourism Board.



Graphic 3. Supply Offer (Statistical Institute of Catalonia, 2019)

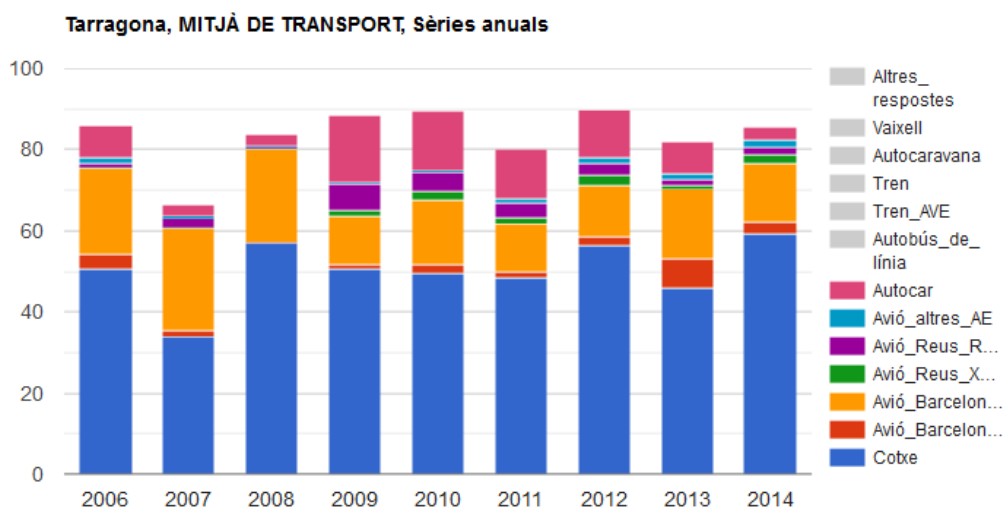
Furthermore, during the summer of 2018 the organization of the trip directly at origin was the most chosen option among tourists, with 42.4% of the total. The following option was the organization of the trip by using Internet, where 37.0% of tourists did it through online travel agencies, or search engines. These have been followed by tourists who have made the booking with the company once at the destination, with a frequency of 7.0%.

Access

The transportation infrastructures to permit the mobility of tourists to, from and within Tarragona and its province are highly developed. In order to reach the destination, there are several options including aerial, terrestrial and maritime. Firstly, there is one airport located in the city of Reus, in the Baix Camp, which is 7 km from the capital of Tarragona. According to the Tourism Open Knowledge, the amount of travellers that arrived at Tarragona through this option in 2018 was almost 400,000. Regarding terrestrial transportation, the territory is connected to Valencia, Tortosa and Barcelona with the AP-7

Highway and the road N-340. To arrive to other relevant cities such as Lleida, Zaragoza and Madrid is connected with the road N-240 and the highway AP-2. Furthermore, Tarragona offers numerous bus options with companies like ALSA, EUROLINES or HIFE apart from the traditional public bus service. Additionally, Tarragona has two train stations, the first is located in the city centre and offers links to regional trains (to Barcelona, Tortosa, Reus and Lleida), as well as national and international long-distance trains (to Valencia, Andalucia, Madrid and France). The second, located just 10 minutes from the centre, is the "*Camp de Tarragona*" High-Speed Train (AVE) Station, which represented a major improvement in Tarragona's connections to the exterior, as well as its connection to Spain's high-performance lines. The new station gives rise to a wide range of rail links to Barcelona, Lleida, Saragossa, Madrid, Cordova, Seville and, soon, all Europe. Lastly, the maritime transport is as well part of the possibilities to arrive to the territory because Tarragona is located near the coast. The port of Tarragona represents a significant stop due to the cruise ships arrivals. Indeed, the Port of Tarraco offers 64 moorings for ships from 30 to 160 meters in length and 422 moorings for boats from 6 to 20 meters in lengths.

According to TOK statistics, visitors have reached Tarragona mainly by car, air and bus from 2006 to 2014. Furthermore, last year 90.4% tourists of *Terres de L'Ebre* have arrived mainly by means of private or rent vehicles, showing an increase of 21.1 percentage points compared to 2017, when those who arrived by car represented 69.3% of the total. On the other hand, tourists who have arrived by bus have shown a serious decrease from representing 13.1% in 2017 to 0.9% in 2018.



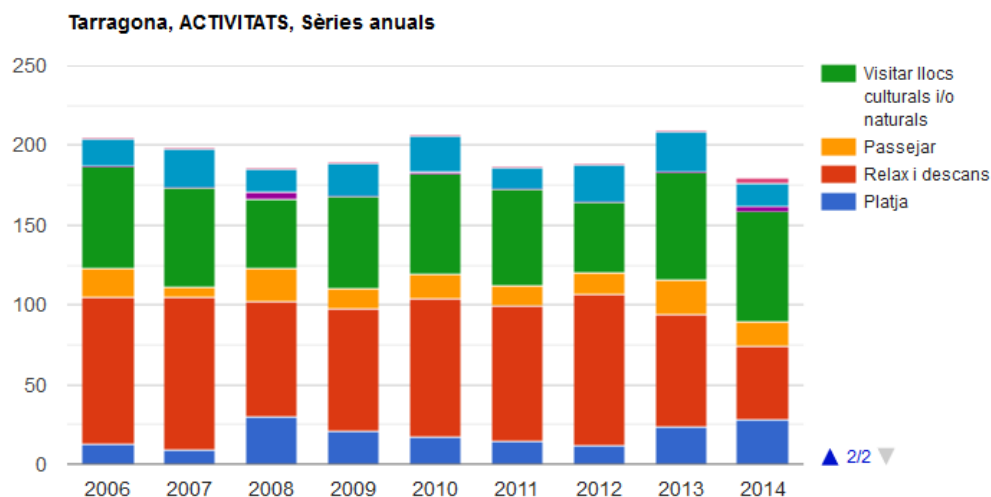
Graphic 4. Means of Transportation (Statistical Institute of Catalonia, 2019)

Appearance

The impression that visitors have in regards of Tarragona and its province seems to be positive since 20.6% of tourists who visited *Terres de l'Ebre* during the summer of 2018 did it for the first time, while 79.4% had already been there before, thus repeating their travel destination. Therefore, it is natural to think that the impression caused to visitors is positive given their return to the same destination. Furthermore, during the summer of 2018 tourists were asked to complete a satisfaction survey on different aspects (public areas cleanliness, safety, friendliness of local people, accommodation services, public transportation, facilities, entertainment and nightlife, green zones and natural spaces, cleanliness of beaches and sea water, beach facilities, signage, quality-price relation) of the destination on a scale of 1 - very poor - to 5 - excellent. The general degree of satisfaction was of 4,5 out of 5, two decimals more than during the spring and autumn of 2017. Scores for different aspects generally rise slightly more than in 2017, where the most significant increase was shown in the entertainment and nightlife ambit, that incremented of 7 decimals.

Activities

The whole province of Tarragona offers a wide catalogue of activities. Despite its main branding focuses on promoting and selling Tarragona mainly as a Sun and Beach holiday destination, its appeal goes beyond beaches offering numerous activities, such as trekking, biking, fishing, sport, and other forms of active and green tourism as well as shopping, nightlife, entertainment, cultural events among many others. According to TOK statistics, the four activities that tourists engage in are mainly relaxation and rest, visit to natural and/or cultural sites, followed by walking and beach.



Graphic 5. Activities (Statistical Institute of Catalonia, 2019)

More recently, during the summer of 2018, relax and rest (74.7%) and go to the beach (68.4%) were the main activities carried out. Furthermore, the Natural Park of the Ebro Delta has become the most visited site by tourists staying at hotels, campsites and rural tourism establishments of the *Terres de l'Ebre*, registering a 56.0% frequency while Tortosa (15.5%), Els Ports Natural Park (12.8%), and Horta de Sant Joan (9.8%) were the most frequented spaces in the area.

Assurance

According to the general satisfaction survey of the summer of 2018, visitors of *Terres de L'Ebre* evaluated the public areas cleanliness with a 3.9 out of 5, the cleanliness of beaches and sea water obtained a score of 3.5 while green zones and natural spaces scored 4.6. In regards of safety, tourists gave a total score of 4.1 out of 5, beach equipment obtained a 3.6 and general visitors' facilities scored a 4 out of 5 as well as signage.

Appreciation

The satisfaction survey done in the summer of 2018 had a significant aspect that visitors had to evaluate, it was the friendliness of local people. Indeed, it is a fundamental element to consider when assessing a tourist destination as the experience of tourists could be influenced in a good or bad way depending on the feeling of welcoming and hospitality of the destination's local people. In this case, Tarragona and its province obtained a positive score of 4.4 out of 5. Furthermore, other aspects of good service to take into consideration have been the good provision of facilities for travellers as well as equipment.

Action

The actions taken to develop a Strategic Tourism Plan in Tarragona are being developed by Catalonia's Tourist Board and the '*Patronato de Turismo de Tarragona*' under the following logo '*Tarragona Living History*', the destination's DMO focuses majorly on the historical value of the region.

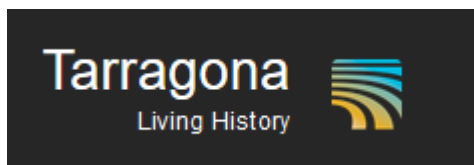


Figure 8. Official slogan and logo of Tarragona Tourism (Official webpage of Tarragona Turisme,2019)

The website is user friendly, offers information in various languages including Spanish, Catalan, English, French, Italian, German, Russian and Chinese. Furthermore, it has been certified with the seal of Family Tourism, and the DMO collaborates with numerous entities.



Figure 9. Collaborating organisms of Tarragona (Official webpage of Tarragona Tourisme,2019)

In addition, *Terres de l'Ebre* proposes an action plan each year, which is extremely clear by showing vision, mission and marketing plan in relation to tourism for Catalonia.

Accountability

the success of the Strategic Tourism Plan has been accounted for in its numbers, which have surpassed expectations in the numbers of visitors. The importance of accountability is not overseen in Tarragona. Tourism Open Knowledge, a tool from the *Parc Científic i Tecnològic de Turisme i Oci a Catalunya*, collects data as indicators of Tourism in the area of Tarragona. TOK has been funded and developed by the *Diputació of Tarragona* and its *Patronat de Turisme*. Unsurprisingly, the publication of reports regarding the beneficial impacts of the tourism industry is not in short which is as well is highly tightened with the appreciation of the destination.

4.2 Catalogue of Dark Tourism Products in Tarragona

As previously stated in the methodology, the selected DT typologies on which the Dark Tourism catalogue has been built are the '*Dark Resting Places*', '*Dark Conflict Sites*', '*Dark Fun Factories*', '*Dark Shrines*', '*Dark Camps of Genocide*' and '*Dark Exhibitions*'. Subsequently, the main highlights of existing and potential dark tourism products in the territory delimited by the province of Tarragona are

presented. Unfortunately, it was not possible to determine the exact frequency of visits to the identified products due to a lack of data.

Dark Fun Factories

Following the worldwide popularity of terror park, with leading examples such as The Bates Motel (USA) or Fear Overload Scream Park (USA), Tarragona has decided to open a terror park of its own, named *'The Scream Nights Park'* which is the current largest of Europe. Located in Parc Sama, Cambrils, this park exclusively opens in the Halloween season during a period of 12 days. It was recently inaugurated in 2018, and its shows include eight Haunted Houses providing experiences varying from claustrophobia to a corn maze, with the objective to infuse fear to visitors through a different range of experiences, shows and activities (Scream Nights Park, 2018). The opening of a terror park clearly shows a fascination, and thus an existing interest, towards entertainment shows based on fictional death and on macabre and frightful events as well as the active searching for powerful emotions, of survival instinct and adrenaline. Furthermore, the Scream Nights Park has been created with a commercial and economic purpose, thus with the intention to convert it in a tourist attraction; indeed, it is characterized by a high degree of infrastructure development. Furthermore, its essence is mainly fun-centric and entertainment-focused which leads to positioning this DT product in the lightest degree of the Dark Tourism Spectrum of the proposed catalogue of DT products of Tarragona.

Dark Resting Places

According to Aladrén, the best example of this kind of DT typology in Tarragona is undoubtedly represented by the *'General Cemetery of Reus'*, whose constructions began in 1869, when the lawyer and liberal politician Josep Sardà I Cailà ceded the property as the result of the testamentary transfer. This cemetery replaced the three previous burial grounds because two of them were located in the centre of the city and the third one, named *'Roser Cemetery'*, did not have the appropriate conditions for that purpose. Today, it is an active member of ASCE and part of European Cemeteries Route (ASCE, 2019). Cemeteries, as an example of Dark Resting Places, are spaces not only dedicated to resting after life, but embodies a reflection of societies and its culture, history and art apart from constitute also a crucial cultural landscape (Francaviglia, 1971). Furthermore, a series of activities and projects are carried out with the aim to disseminate the historical, artistic and cultural heritage of the cemetery. Some exhaustive examples may be the historical and artistic visit in a dramatized way during the days prior to the celebration of All Saints, the establishment of an interpretation centre, or the arrangement

of the "Concert for Remembrance", performed by the Symphonic Band of Reus, which combine music with the reading of literary fragments in order to remember, in an absolutely respectful way, all the people who rest in this funerary enclosure (AFCM, 2019).

Another potential example of Dark Resting Place may be the '*Scipio Tower*' which is actually part of the '*Roman Route*' proposed by the official Tourism Board of Tarragona. Indeed, this 1st-century funeral monument is the most famous tomb within the province of Tarragona. Since in the Roman era the dead were often buried near roads in the outskirts of the city, the Scipio Tower can be considered an outdoor monument being located 6 km outside Tarragona heading toward Barcelona. Shaped like a tower, nowadays only three segments persist. The first segment consists of a square base, the second and central segment includes an inscription underscored by a depiction of two figures in high relief, probably representing the funeral god Attis, while the third segment is decorated with a low relief of two figures, almost certainly depicting the persons buried within. The top which consisted perhaps of a pyramidal shape has been lost. All the funeral monument reaches a total height of 9.17 metres.

Dark Shrines

A potential Dark Shrine site in the area of Tarragona may be represented by the Roman Amphitheatre. It was an elliptical building dedicated to offering gladiatorial shows, It had a capacity of 12,000 spectators and was built at the beginning of the second century. Despite being a place dedicated to entertainment, although connected to death and suffering, it has been identified as a Dark Shrine because on January 21 of the year 259, both the Bishop Fructuoso and his deacons Augurio and Eulogio were burned alive by order of the governor of the Tarraconense province, Emiliano, as a further consequence of the application of the edicts decreed against the Christians of the emperors Valeriano and Galieno. The Church built between the sixth and seventh centuries a basilica in memory of the martyrs in the same place where the saints were sacrificed. On this construction, in the XII century, a new temple was built under the invocation of Santa Maria del Miracle. In the sixteenth century, the trinitarian friars erected a convent next to the temple. The community lasted until 18th century (Tarragona Turisme, 2019). Therefore, it represents a site of commemoration built near the death event to remember the loss of some human lives.

Dark Exhibitions

A clear example of Dark Exhibition product is represented by the '*Museum of Gandesa*', known also as the '*Center of Studies of the Battle of the Ebro*' (CEBE). It is located in the homonymous municipality and its purpose is both educational and commemorative as it aims to enhance the knowledge of part of the Spanish and Catalan history concerning the Civil War as well as to protect its memory to future generations (Terres de L'Ebre, 2019). The museum, with more than 450m², has been redistributed and has a large central hall where some miniatures, showcases with objects and part of the large sample of weapons material available to the CEBE have been set up.

Dark Conflict Sites

Undoubtedly, the '*Battle of the Ebro*' in the town of Corbera de L'Ebre, located in the region of Terra Alta, is a clear example of Dark Conflict Site according to Folch. Recently, this region is gaining more importance at the tourist level thanks also to the establishment of numerous interpretation centres which help the comprehension of its historical value and the remembrance of the memory. Indeed, it was one of the most affected by the battles of the Spanish Civil War between July and November 1938 while today it gives an overview on different aspects of life in the trenches including several sites, among which the ghost town of Corbera d'Ebre devastated by the German Legion C3ndor and Italian aviation, known also as '*Cota 402*', the '*Blood Hospitals*' (in Catalan, '*Hospitals de Sang*') or the Reguers bunkers. The Battle of the Ebro is also characterized by magnificent landscapes once occupied by the Republican troops, many of which are connected to the newly Enotourism which is rapidly spreading throughout the region (Terres de L'Ebre, 2019). Although many Dark Conflict Sites are affected by a loss of authenticity due to the proliferation of tourist packages and re-enactments, the Battle of the Ebro is a relatively young tourist attraction and the degree of antiquity is equal to that of the Second World War; however, the end of the Catalan darkest age is almost contemporary as the Franco regime ended in the early 70's. Therefore, its darkness degree cannot be found in the lightest shades of the Dark Tourism Spectrum.

Dark Camps of Genocide

There are many evidences of the existence of past genocide camps established in Catalonia, after the 'victory' of the Franco regime. According to Abella, the concentration camps that Franco spread from the beginning of the war, in 1936, throughout the country were 296 in total, 14 of them located in Catalonia (2019). In the case of the province of Tarragona, both cities of Reus and Tarragona possess

great potentialities to serve as products of this DT typology. Indeed, after the fall of the Republican troops, the regime's main problem was to deal with the huge number of prisoners of war who had to be organized and controlled. Given the situation of confusion and the limitations of the territory, the regime had to take advantage of and adapt buildings or infrastructures that could be optimal to host the great number of prisoners. As opposed to Tarragona, where the location of Franco's concentration camps was clear from the beginning, including the *'Convent of the Discalced Carmelites'*, known also as the *'Punxa'*, the location of the Reus concentration camps has changed at least three times. Everything seems to indicate that one of the first provisional sites was located in the *'Boca de la Mina'* while another crucial location has been the *'Psychiatric Hospital of Pere Mata'* where the prisoners were treated as "mentally ill" and subjected to atrocious punishments for their complete re-education and, thus, their future reintegration in Franco's new Spain (Carrillo, 2015). Furthermore, according to Pedret - Deputy and Spokesperson of the PSC - during an interview with the Spanish newspaper 'LAVANGUARDIA', the conditions of life in these camps and in the battalions of forced labour were deplorable and characterized by inhuman conditions (Sallés, 2017). Indeed, according to Abella (2019), the concentration camp of Tarragona had a capacity of 1,000 prisoners while the concentration camp of Reus could reach the capacity of 3,000 prisoners. Therefore, Reus and Tarragona reflect the characteristics of Dark Camps of Genocide as they possess clear examples of sites impregnated with a political ideology and where merciless atrocities have been committed.

In order to make more understandable the comprehension of each DT attraction and dark Spectrum shade, the below figure has been developed and further analysed in the next paragraph.

**PROPOSAL OF CATALOGUE OF DARK TOURISM PRODUCTS IN THE
PROVINCE OF TARRAGONA**

Scream nights park
Scipio Tower
General Cemetery of Reus
Basilica of the Roman Amphitheatre
Museum of Gandesa - <u>Center</u> of Studies of the Battle of the Ebro (CEBE)
Battle of the Ebro Conflict Site
Franco's Concentration Camps

Figure 10. Catalogue of DT products in the province of Tarragona. Own Creation.

4.3 Dark Tourism Spectrum Framework

Once developed a catalogue of potential dark tourist attractions situated in the province of Tarragona, it is appropriate to proceed with an analysis of their associated degree of darkness, through the implementation of the “Dark Spectrum Framework” tool (Stone, 2006; Cisa & Grau, 2018). Therefore, a set of grids containing different information of each attraction (e.g. Name, Place, Year, Typology, degree of darkness and brief description) has been created.

Name	Scream Nights Park
Place	Parc Samà, Cambrils
Year	2018
DT Typologies	Dark Fun Factories
DT Spectrum Framework	<div style="display: flex; justify-content: space-between; align-items: center;"> Darkest Darker Dark Light Lighter Lightest </div> <div style="text-align: right; margin-top: -10px;"> ↓ </div>
Tourism Nature	With Intention; Events
Description	Terror Park dedicated to infusing fear in visitors through entertainment, Haunted Houses and spectacles.



Image 1. Scream Nights Park in Cambrils (2018)

Name	Scipio Tower (in Catalan, 'Torre dels Escipions')
Place	Tarragona
Year	I dc
DT Typologies	Dark Resting Places
DT Spectrum Framework	<div style="display: flex; justify-content: space-between; align-items: center; border: 1px solid black; padding: 5px;"> Darkest Darker Dark Light ↓ Lighter Lightest </div>
Tourism Nature	Without Intention; Cultural Context
Description	Funeral monument dating back to the Roman Empire and with a collective height of 9.17 metres.



Image 2. The Scipio Tower (Tarragona Turisme, 2019)

Name	General Cemetery of Reus
Place	Reus
Year	1870
DT Typologies	Dark Resting Places
DT Spectrum Framework	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="background-color: #1a3d4d; color: white; padding: 5px;">Darkest</div> <div style="background-color: #2e547a; color: white; padding: 5px;">Darker</div> <div style="background-color: #4a7ebb; color: white; padding: 5px;">Dark</div> <div style="background-color: #6699cc; color: white; padding: 5px;"> ↓ Light </div> <div style="background-color: #80b3d9; color: white; padding: 5px;">Lighter</div> <div style="background-color: #a0c9e6; color: white; padding: 5px;">Lightest</div> </div>
Tourism Nature	Without Intention; Cultural Context; Nature
Description	A wonderful small cemetery located in the city centre, member of ASCE (“Association of Significant Cemeteries of Europe”) and part of European Cemeteries Route.



Image 3. The Reus Cemetery (AFCM, 2019)

Name	Basilica of the Roman Amphitheatre						
Place	Tarragona						
Year	Between the VI and VII centuries						
DT Typologies	Dark Shrines						
DT Spectrum Framework	<table border="1"> <tr> <td>Darkest</td> <td>Darker</td> <td>Dark</td> <td>Light</td> <td>↓ Lighter</td> <td>Lightest</td> </tr> </table>	Darkest	Darker	Dark	Light	↓ Lighter	Lightest
Darkest	Darker	Dark	Light	↓ Lighter	Lightest		
Tourism Nature	Without Intention; Cultural Context						
Description	A basilica built by the Church in the same place where the Bishop Fructuoso and his deacons Augurio and Eulogio were sacrificed, in order to preserve the memory of the martyrs.						



Image 4. Ruins of Santa Maria del Miracle Church inside the Roman amphitheatre of Tarragona, Spain (Gagnon, 2009)

Name	Centre of Studies of The Ebro Battle
Place	Gandesa
Year	1998
DT Typologies	Dark Exhibitions
DT Spectrum Framework	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="background-color: #1a3d4d; color: white; padding: 5px;">Darkest</div> <div style="background-color: #2e5466; color: white; padding: 5px;">Darker</div> <div style="background-color: #4a7c99; color: white; padding: 5px;">Dark</div> <div style="background-color: #6699cc; color: white; padding: 5px;"> ↓ Light </div> <div style="background-color: #80b3d9; color: white; padding: 5px;">Lighter</div> <div style="background-color: #99c9e6; color: white; padding: 5px;">Lightest</div> </div>
Tourism Nature	With Intention; Cultural Context
Description	A History Museum of the Spanish Civil War whose permanent exhibition aims to preserve the memory, knowledge and legacy of the past for the education of future generations and societies.



Image 5. Part of the Permanent Exhibition of the Museum of Gandesa (CEBE, 2019)

Name	Battle of the Ebro (in Catalan, ' <i>Batalla de l'Ebre</i> ')						
Place	Antique Town of Corbera de L'Ebre						
Year	1938						
DT Typologies	Dark Conflict Sites						
DT Spectrum Framework	<table border="1"> <tr> <td>Darkest</td> <td>Darker</td> <td>Dark</td> <td>Light</td> <td>Lighter</td> <td>Lightest</td> </tr> </table>	Darkest	Darker	Dark	Light	Lighter	Lightest
Darkest	Darker	Dark	Light	Lighter	Lightest		
Tourism Nature	Without Intention; Cultural Context; Natural						
Description	Conflict site of one of the major battles of the Spanish Civil War, precisely the last major Republican offensive of the war.						



Image 6. Republican soldiers at the Battle of the Ebro, July-November 1938. (National Library of Spain, 1938)

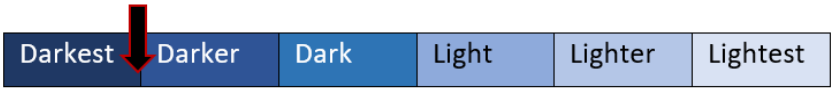
Name	Franco Concentration Camps
Place	Reus and Tarragona
Year	1939
DT Typologies	Dark Camps of Genocide
DT Spectrum Framework	
Tourism Nature	Without Intention; Cultural Context
Description	Concentration camps established in Catalonia after the fall of the Republican troops, where a global process of dehumanization of the prisoners was carried out by the Franco's regime.



Image 7. Republican prisoners captured by the Francoist troops / National Library Of Spain (El Periódico, 2019)

4.3 Proposition of a Dark Tourism Route in Tarragona

Once determined and subsequently analysed some potential Dark Tourism products located throughout the province of Tarragona, a Dark Tourism Route that include all them has been developed. The figure below clearly shows the path to follow in order to visit all the identified DT sites. It will start from the capital of the province, Tarragona, to continue towards the city of Reus where both the general cemetery and the second Franco's concentration camp are located. The third destination is the Scream Nights Park and, afterwards, the antique town of Corbera De L'Ebre where it is possible to visit the conflict site of the Ebro Battle. The last destination is the city of Gandesa where the Historical Museum of the Spanish Civil War and subsequent Centres of Interpretation are located. The route ends in the same city where it started, hence Tarragona.



Figure 11. Dark Tourism Route. Own Creation by using Google Maps.

Additionally, the same route proposal can be divided in two blocks. On one hand, Tarragona city and surroundings containing the concentration camps of Tarragona and Reus, the General Cemetery of Reus and the Scream Nights Park of Cambrils while, on the other hand, Gandesa and the Ebro Battle containing the Historical Museum of Gandesa and the Conflict Site of the Ebro Battle.



Figure 12. Example of two blocks of Dark Tourism Route in the province of Tarragona. Own Creation.

Chapter 5. Conclusions

This last chapter includes the conclusions drawn from the previous analysis of theories and definitions who wrote on Dark Tourism, the information gathered from the arranged interviews with two field experts and the application of the proposed DT attractiveness model scan in the province of Tarragona, by identifying its potential DT products and developing a final route. Finally, some recommendations for researchers regarding the topic of Dark Tourism are offered as well as the limitations encountered in the development of this thesis, which give the possibility to explore more the topic of Dark Tourism through further researches in the future.

5.1 Conclusions

This research thesis has analysed the phenomenon denominated as Dark Tourism; a paradox that has been practised without conscious knowledge for centuries. Nevertheless, in the latest years, DT has been introduced in the academic world, being studied for the first time by authors such as Rojek (1993), Lennon & Foley (1996), Blom (2000), Sharpley (2005); Stone (2006; 2009) or Cisa & Grau (2018). The main objective of this thesis has been to contribute to the limited knowledge on the subject (Stone, 2009) and to create a DT attractiveness scan model used to determine if a tourist destination has the capabilities, resources and the potentiality to be promoted as a Dark Tourism destination. The development of this thesis has permitted the study of the current situation of Dark Tourism as well as unravelling the issues that surround its categorization and detection of potential DT attractions in tourism destinations. In addition, the collaboration with experts from the field has contributed to gathering further knowledge on the visitors' perception of Dark Tourism, the tools that are currently being used in the promotion of products linked to this new phenomenon, such as the Cemeteries of Barcelona, and the identification of Catalonia and, subsequently, the province of Tarragona as potential Dark Tourism destinations. Furthermore, the creation of a DT attractiveness scan model has been the most relevant contribution of this thesis and was possible through the first analysis of authors' theories which gave the conceptual base to the new detection methodology and, secondly, through its effective application in the identification of potential DT products in a delimited geographic area within Catalonia.

It is noteworthy that this thesis has been able to identify the success of a tourism destination by applying the '*10 As of a Successful Tourism Destination*' (Morrison, 2012) whose exploration, adapted to the province of Tarragona, has permitted to decompose its attributes one by one, thus achieving

the first objective proposed, determining if a geographic area can be considered a tourism destination as well as the first step of the proposed Dark Tourism Attractiveness Scan Model. However, the description of the phenomenon of Dark Tourism and a broad exploration of the knowledge required for its subsequent use in a tourism destination was crucial before applying the scanning methodology in the selected geographic area. Thus, the second objective of this thesis was achieved after a deep analysis of the literature review, by which it has been possible to set a context of the situation of the Dark Tourism as well as enabling the whole understanding of this new tourism phenomenon through an analysis of its origins and evolution over time. In regards of the third and most important objective of this thesis, the creation of the Dark Tourism Attractiveness Scan Model has been possible by gathering the most appropriate theories in line with the final purpose of this thesis, in particular the *'10 As of a Successful Tourism Destination'* (Morrison, 2012) which helped with the identification of tourism destinations by analysing its resources and capabilities through ten different attributes; the *'Seven Dark Suppliers'* (Stone, 2006) and the DT catalogue developed by Cisa & Grau (2018) which constitute the basis of different DT typologies in which the model has been based; and finally, the *'Dark Tourism Spectrum Framework'* (Stone, 2006) which have been extremely useful to understand the different darkness layers that characterize Dark Tourist products. The fourth objective involved the application of the model to real geographic area identifying its most important examples, and it was achieved by implementing the DT Attractiveness Scan Model in the geographic area delimited by the province of Tarragona and determining its most significant DT tourist products. Finally, the last objective was fulfilled by proposing undeveloped DT products and establishing a themed route at the domestic level, in this case concerning exclusively the province of Tarragona.

To summarise, this thesis has not only fulfilled all the research questions and objectives throughout its development, but it has also contributed to the academic literature in two ways. On one hand, by exploring the existing knowledge concerning the phenomenon of Dark Tourism, its origins and evolution over time, subsequently determining its current state. On the other hand, it contributed to the creation of an innovative methodology, the *Dark Tourism Attractiveness Scan Model*, by which delimited geographic areas can not only recognize their capacities and resources as successful tourism destinations but also determine their most significant tourist products strictly related to this new form of tourism, thus developing new products and routes. Particularly, the creation of this model may be seen as the most crucial contribution since it could be applied to all tourism destinations, national or international, and it may be very useful not only to enhance the tourist interest towards destinations not yet developed but also as a possibility to renew mature tourist destinations arrived at the cusp of

Butler's *'Tourism Area Life Cycle'* and slow down the wear of tourist leisure by adding innovative tourism products, capable of attracting new market segments

5.2 Recommendations

Undoubtedly, Dark Tourism has remarkable limitations due to the general lack of public and professional knowledge concerning above all the awareness of its existence. Indeed, the information provided by potential dark suppliers to visitors regarding this new phenomenon is poor or non-existent. Consequently, if no proper marketing and promotion techniques are performed, the overall consciousness and recognition of Dark Tourism in tourism demand will not increase. Therefore, the overall tourism industry should be more aware of this new type of tourism and its potential to attract new market segments and develop strategic objectives in order to develop the dark potential of a tourist destination. According to Aladrén, this could be achieved through open communication and cooperation between the private and public sector, the DMOs as well as the harnessing of synergies and resources within the tourism industry by cooperating with domestic and international governments. Therefore, it is highly recommended to realize deeper qualitative and quantitative researches in order to collect more data concerning Dark Tourism and its development potentiality in determined tourism destinations, for instance in the case of Tarragona and province, it could be extremely useful the collection of data concerning the frequency of visits to the identified DT products to determine the attractive capacity of each typology and attraction. Furthermore, a broader understanding of the phenomenon is needed among tourism professionals and DMOs in order to prepare adequate long-term promotion strategies focused on Dark Tourism. Finally, the application of the DT Attractiveness Scan Model could be extended to other tourist destinations, both domestic and international, in order to evaluate its effectiveness in recognizing the dark potential of a tourist destination and the consequent classification of products and tourist routes associated with this new phenomenon.

5.3 Limitations and further research

5.3.1 Limitations

Undoubtedly, the limitations of academic research are presented as the main issue regarding Dark Tourism awareness (Stone, 2009). Even though this paradox is being developed currently, it still lacks theory (Sharpley, 2005). In addition, it is noteworthy that the lack of knowledge within the industry represents a limitation to collect data in regard to this new phenomenon. For instance, the lack of

data on the frequency of visits to the identified DT tourism products is a serious limitation when measuring the attractive capacity of each of the typologies. However, other remarkable limitations were encountered throughout the development of this research. Firstly, insufficient sample sizes regarding the gathering of data; indeed, it has not been possible to collect primary quantitative data and arrange more interviews with tourism experts due mainly to the lack of awareness concerning Dark Tourism and the significant difficulty to contact and approach experts familiar with this new tourism phenomenon. Particularly, the application of the DT Attractiveness Scan Model has been limited to the province of Tarragona especially because of serious resource and time constraints, which have not allowed a broader implementation of the scan to a more extensive geographic area or more practical cooperation with a DMO in order to evaluate its tourism efficiency.

5.3.2 Further research

Dark Tourism is undeniably gaining recognition within the Tourism Industry as well as becoming an increasing trend among tourists. As previously stated, the main contribution of this thesis has been to compose the basis of a scanning methodology of potential Dark Tourism destinations that may be applied worldwide. Therefore, further researches may include its implementation on a more global scale in other tourism destinations, whether they are mature or yet undeveloped. Furthermore, collaboration with an official DMO involving the implementation of the proposed DT Attractiveness Scan Model may be very useful when it comes to identifying the dark potentiality of a tourism destination as well as to allow proper development of promotion and marketing techniques. In this way, the thesis could be also recognised as *applied* research and used to formulate exact or definitive pieces of advice directed to practitioners, specialists or the general professional community in the future. Additionally, it has to be noted that part of the theory on which this scanning method is based, to be exact the *Seven Dark Suppliers* (Stone, 2006), could be actualized in the future. Indeed, Cisa and Grau (2018) stated that the identified Dark Tourism typologies by Stone do not cover the extent of actual attractions belonging to this type of tourism. As a consequence, it is essential that further research is considered upon this subject for its overall improvement and that the proposed DT Attractiveness Scan Model should be also updated for its proper utilization and efficacy in the tourism destination.

Chapter 6. References

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