

**FACULTY OF SOCIETY AND SCIENCE  
STUDY COURSE DESCRIPTION**

<b>Course Title:</b>	<b>DARK TOURISM AND VISITOR MOTIVATION</b>				
<b>Course code (VAIS):</b>	<b>Psih1004</b>				
<b>Study programme:</b>	<b>Tourism Organization and Management</b>				
<b>Level of Study programme:</b>	<input type="checkbox"/>	1st level professional higher education			
	<input checked="" type="checkbox"/>	Professional Bachelor			
	<input type="checkbox"/>	Professional Master			
	<input type="checkbox"/>	PhD level			
<b>Type of Study programme:</b>	<input type="checkbox"/>	Compulsory course (Part A)			
	<input type="checkbox"/>	Professional specialization courses (Part B, compulsory)			
	<input checked="" type="checkbox"/>	Professional specialization optional courses (Part B, optional)			
	<input type="checkbox"/>	Elective courses (Part C)			
<b>Course Workload:</b>	<b>Credits</b>	<b>ECTS</b>	<b>Academic hours</b>	<b>Contact hours</b>	<b>Independent work hours</b>
	2	3	80	32	48
<b>Course Author/ Tutor:</b>	<b>Ilze Grinfelde</b>				
	Lecturer, Mg.soc.sc.				
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	Consultation: according to the schedule for each semester				
<b>Course Form:</b>	Full time				
<b>Study year, semester:</b>	3 <sup>rd</sup> , 5 semester				
<b>Language:</b>	English				
<b>Prerequisites for the Course:</b>	-				
<b>Course Summary:</b>	The study course is designed to provide students with the foundations of dark tourism diverse forms in the world. The novelty of the study course is related to analysis and exploration of motivation of visitors traveling the specific sites associated with death and tragedy along with specifics of product, emotional component and dark tourism ethics.				
<b>Course Methods:</b>	Lectures combined with analysis of movies, video, practical tasks in teams and individually, field trip, workshops, discussions and presentations.				
<b>Assessment:</b>	Presentation of group assignment				
<b>Requirements for Credits:</b>	<ul style="list-style-type: none"> <li>• All the assignments should be submitted in a timely fashion. They should be fulfilled corresponding to the methodological instructions.</li> <li>• All the assignments should have a positive assessment.</li> <li>• Compulsory participation in Field trip; active participation in seminars and workshops by taking part in discussions and case studies.</li> <li>• Adherence to the ViA Statement of Academic Ethics.</li> </ul>				
<b>Course Contents:</b>	<ol style="list-style-type: none"> <li>1. Introduction. Dark tourism meanings and approaches.</li> <li>2. Dark tourism as visitor attractions. Product concept and ethical issues.</li> <li>3. Emotions and Motivations in Dark Tourism context</li> <li>4. Cemetery tourism</li> <li>5. Battlefield tourism</li> <li>6. Holocaust tourism</li> <li>7. Analysis of Field trip: The tourism product perspective</li> <li>8. Psychographics of visitors and communication with them.</li> <li>9. Subtypes of Dark tourism</li> <li>10. Dark tourism marketing principles.</li> </ol>				
<b>Learning Outcomes<sup>1</sup>; the evaluation methods and criteria</b>	<b>Learning Outcomes</b>			<b>The evaluation methods and criteria</b>	
	<b>Knowledge</b>			Lectures combined with analysis of movies, video, practical tasks in teams and individually, field trip, workshops,	
	The conceptual framework of Dark tourism; forms and features, resources; Development of a new dark tourism niche products;				

<sup>1</sup> <http://www.nki-latvija.lv/par-lki>

	<p>Understanding of target group expectations, needs, perception and motivation for specific dark tourism niche products;</p> <p>Communication specifics with visitors in dark tourism field</p>	discussions and presentations.
	<b>Skills</b>	
	Analytical thinking, critical thinking	Analysis of movies, video, practical tasks in teams and individually, field trip, workshops, discussions and presentations, assignments.
	Communication	Practical tasks in teams and individually, field trip, workshops, discussions and presentations.
	Presentation	Presentations, assignments
	<b>Competency</b>	
	Emotional intelligence	Field trip, presentations
	Problem solving	Analysis of movies, video, practical tasks in teams and individually, field trip, workshops, discussions and presentations, assignments.
	Ethics	Analysis of movies, video, practical tasks in teams and individually, field trip, workshops, discussions and presentations, assignments.
	Teamwork and communication	Analysis of movies, video, practical tasks in teams and individually, field trip, workshops, discussions and presentations, assignments.
<b>Course Compulsory literature:</b>	<p>Merrill, S., Schmidt, L. (2010) <i>A Reader in Uncomfortable Heritage and Dark Tourism</i> (Full text available at: <a href="http://www.urbain-trop-urbain.fr/wp-content/uploads/2011/04/UHDT_Reader-allege.pdf">http://www.urbain-trop-urbain.fr/wp-content/uploads/2011/04/UHDT_Reader-allege.pdf</a>)</p>	
<b>Course additional literature:</b>	<p>Dark Tourism Institution <a href="http://www.uclan.ac.uk/research/explore/groups/institute_for_dark_tourism_research.php">http://www.uclan.ac.uk/research/explore/groups/institute_for_dark_tourism_research.php</a></p> <p>Novelli M. Niche Tourism. Contemporary issues, trends and cases. United Kingdom: Elsevier, 2005</p> <p>Bowman, M.S., Pezzullo, P.C. (2010) What's so 'Dark' about 'Dark Tourism'? : Death, Tours, and Performance. <i>Tourist Studies</i> 9(3) 187-202</p> <p>Wight, C. A. (2006) Philosophical and methodological praxes in dark tourism: Controversy, contention and the evolving paradigm. In. <i>Journal of Vacation Marketing</i>. Vol.12 Number 2. Pp. 119-129</p> <p>Ross, J.I.(2012) Touring Imprisonment: A descriptive statistical analysis of prison museums. In. <i>Tourism Management Perspectives</i>. 4(2012) pp.113-118</p> <p>Korstanje M.E (2011) Detaching the elementary forms of dark tourism. In. <i>An International Journal of Tourism and Hospitality Research</i>. Vol.22 (3) November, 2011, pp.424-427.</p> <p>Korstanje, M.E., Ivanov, S. (2012) Tourism as a form of new psychological resilience: the inception of dark tourism. <i>Revista de Cultura e Turismo</i></p> <p>Convery, I., Corsane G., Davis P. (Eds.) (2014). <i>Displaced Heritage: Responses to Disaster, Trauma, and Loss</i>. The Boydell Press, UK</p> <p>Jakoby, N. R., Reiser S. (2014). <i>Grief 2.0 Exploring virtual cemeteries</i>. Benski T., Fisher E. (Eds.), <i>Internet and Emotions</i>. Routledge, London. ISBN: 9780415819442</p> <p>Nawjin, J., Fricke, M. (2015). Visitor Emotions and Behavioral Intentions: The Case of Concentration Camp Memorial Neuengamme. <i>International Journal of Tourism Research</i>, Int. J. Tourism Res., 17: 221–228 DOI: 10.1002/jtr.1977</p>	

	<p>Podoshen, J.S., Andrzejewski S.A., Venkatesh V., Wallin J. (2015). New approaches to dark tourism inquiry: A response to Isaac Tourism Management Volume 51, December 2015, Pages 331–334 doi:10.1016/j.tourman.2015.05.008 Retrieved: <a href="http://db.va.lv:2681/science/article/pii/S026151771500103X?np=y">http://db.va.lv:2681/science/article/pii/S026151771500103X?np=y</a></p> <p>Podoshen J.S., Hunt J.M. (2011) Equity restoration, the holocaust and tourism of sacred sites. <i>Tourism management</i>. Vol. 32, issue 6, 2011, pp. 1332-1342</p> <p>Podoshen J.S. (2013) Dark tourism motivations: simulation, emotional contagion and topographic comparison. <i>Tourism management</i>. Vol. 35, April 2013. Pp.263-271</p> <p>Stone, P., Sharpley, R. (2008) Consuming dark tourism: a thanatological perspective. <i>Annals of Tourism Research</i>, Vol. 35, No. 2, pp. 574–595</p> <p>Tracey, J., Potts, T.J. (2012) 'Dark tourism' and the 'kitschification' of 9/11. <i>Tourist Studies</i> 12(3), 232-249</p>
<b>Course confirmation date:</b>	21.09.2016.
<b>Date of course description update:</b>	

**Study Course Plan:**

<b>Date</b>	<b>Theme</b>	<b>Hours</b>	<b>Study Form</b>
<i>The date is specified before the implementation of the course</i>	Introduction. Dark tourism meanings and approaches.  Dark tourism as visitor attractions. Product concept and ethical issues.	10	Lectures, seminar, movie analysis
	Emotions and Motivations in Dark Tourism context	10	Lecture, seminar/group discussion
	Cemetery tourism Battlefield tourism Holocaust tourism	12	Field Trip
	Analysis of Field trip: The tourism product perspective  Psychographics of visitors and communication with them.	20	Seminar/Discussion, Field tripa analysis, poster presentations  Lecture, individual assignment
	Subtypes of Dark tourism  Dark tourism marketing principles.	20	Lecture, movie analysis  Group assignment
	Exam	8	Oral presentations of Assignment paper