

**UNIVERSITI TEKNOLOGI MARA**

**DARK TOURISM: TOUR OPERATOR PERCEIVED  
IMPORTANCE AND ACTION BEHAVIOR**

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Dissertation submitted in partial fulfilment of the requirements  
for the degree of

**Master in Tourism Management**

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## **Candidate's Declaration**

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the result of my own work, unless otherwise indicated or acknowledge as referenced work. This topic has not been submitted to any other academic institution or non-academic institution for any other degree or qualification.

In the event my thesis be found to violate the conditions mentioned above, I voluntarily waive the right of conferment of my degree and agree be subjected to the disciplinary rules and regulations of Universiti Teknologi MARA.

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## **ABSTRACT**

Dark tourism is starting to receive significant attention and creating demand among countries and international tourists that can support the existence of conventional products such as gastronomic tourism, culture based tourism, wild life tourism, green tourism and just to name a few. Due to the positive demand received from the post modern tourists, the dark tourism sites which covers the visitation to places associated with tragedies or deaths is gradually becoming a large trade and turned into new worldwide phenomenon. Realizing the importance and contribution of dark tourism, Malaysia without doubt perceived dark tourism generating revenues to the country's economy. Some efforts are undertaking by local tour operators to promote the dark tourism activities to the international tourists with the aims of making money. However, to what extent tour operator perceived the importance of dark tourism and transform it into action behavior was not yet been discovered. This study therefore aims to investigate the relationship between perceived importance of dark tourism attributes consists of cultural, historical and heritage and education toward tour operator's action behavior in promoting the dark tourism sites. Using the quantitative approach the tour operator's perception on dark tourism attributes and how they translate their perception into the action behavior were tapped. The sample population was selected among the tour operators that selling inbound and domestic tour packages within the Klang Valley and Kuala Lumpur areas as the contextual setting for the data collection. The information required was gathered through self-administered questionnaire. Through a series of analyses like frequencies, descriptive (mean score) and inferential statistic (standard multiple regressions), some useful insights on the issue investigated were obtained. Findings clearly revealed that dark tourism attributes (cultural, historical, heritage and education) are slightly contributed to the tour operator's action behavior. Therefore, the collaboration and cooperation between local tour operators and other tourism bodies are therefore crucial to further promote more Malaysia dark tourism sites in increasing the business profits as well as boosting up the local economy and push Malaysia dark tourism to a greater height.

**Keywords: Dark tourism attributes perceived importance, tour operators and action behavior**

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