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Dark Tourism in Budapest

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Abstract <p>A new trend is developing in the tourism market nowadays – dark tourism. The main purpose of the study was to explore the marketing strategies of dark tourism sites in Budapest based on the theoretical overview of dark tourism and data gathering of quantitative research.</p> <p>The study started with a theoretical overview of dark tourism in Budapest. Then, the authors focused on the case study of House of Terror, one of the most important dark tourism sites in Budapest. Last, the research has been implemented with the SPSS program based on the results of the interview of House of Terror Museum and the answers of the questionnaires used.</p> <p>For the thesis, a literature review and an internet research were carried out as well as direct observation – visiting the relevant museums and parks. Furthermore, in order to gain deeper insights to analyze the research, in-depth interviews were conducted and questionnaires were designed to collect and analyze quantitative data. For a further survey, enlarging the sample size could gather more accurate data and increase the validity of the study.</p> <p>The conclusion of the research defined possible target groups and suggested appropriate marketing strategies for the exploitation of dark tourism in Budapest.</p>		
Keywords Dark Tourism, Budapest, Quantitative Method		

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1 INTRODUCTION

Travelling can expand the outlook and bring numerous benefits to study lives. Since 2009, the overall trips in Europe made great contribution to the understanding of the cultural and historical aspects. After travelling many natural and heritage sites and staying Erasmus live in Budapest, the authors found the dark tourism sites in Hungary are especially attractive, which afforded the tourist not only physical enjoyment but also physiological sensation.

House of Terror and Status Park are two typical dark tourist sites in Hungary, which were also well known in the world. According to the previous research, the tourists had relatively positive attitudes towards dark tourism spots. The overall development of tourism in recently years showed a highly potential motivation as well.

1.1 Aims and Research Questions

Dark tourism is a new trend in tourism industry. The authors tried to generalize what is dark tourism through the theoretical overview of dark tourism definitions.

The purpose of research was to enrich the knowledge of dark tourism market in Budapest, Hungary through a short interview and questionnaires. Questionnaires could collect numerous data from viewpoint of tourists; while interview afforded a comprehensive know how about the running business within the dark tourism sites. The purpose of the research aimed at figuring out the potential market needs and advancements, defined target groups and implemented conductive market penetration strategies.

The research was carried out in Budapest, Hungary. The museum of House of Terror was the most significant case organization in the research and the Erasmus students in Budapest were the most important research groups for gathering viewpoints of marketing strategies in the study.

The research questions were as following:

- A. How about the current dark tourism situation in Budapest, Hungary?
- B. What the tourists' attitudes towards travelling and dark tourism sites?
- C. How individuals get access to the information channels for tourism advertisement?
- D. What are the suitable market strategies for dark tourism development?

1.2 Interview of House of Terror

The interview was conducted with the museum manager Mr. Mathe Áron of House of Terror in Budapest, Hungary, in which questions (Interview Questions: Appendix 1) had been prepared in advance and the appointment time had been booked through the House of Terror official websites. The interview was implemented in the café of House of Terror on Monday 16 Sep 2011.

From the interview, some important information had been gathered. Most visitors of the House of Terror are tourists in Budapest or local teenagers whose visiting were organized by them, travel agencies, educational institutions and organizations. At the first two years after the museum was established in 1999, more than 1000 visitors came to visit House of Terror per day. The visitors even reached to 1400 per day in weekends. At that time, some older visitors still remembered the Second World War. Nowadays, hardly any of the visitors still remember the war. Still, a big amount of visitors recollects the time of communism.

After 2-3 years, the number of visitors in House of Terror declined. Nowadays, on average, there are 600-700 visitors in the museum every day. However, with some special memorial day, such as memorization of victims of communism at 24 February, once tickets were sold around 8000. Among all foreign visitors, French tourists are increasing in Budapest so that more French tourists are showed in the museum. Other visitors mainly came from Germany, US, Italy.

The purpose of museum was significant to young generations as they did not really experience the dark periods in history. Visiting museum could get an easier approach to observe and understand the truth in Budapest through the various museum communication ways than the only view of literature. In the House of Terror, the museum communication means were plenty and well-organized, all visitors, no matter the young adolescent or the old experienced tourists, could find interesting museum communication method which suitable for them to explore the history. Plenty of real papers, living products, clothes or even cars were in display inside the museum which kept from fascist or communist time. Maybe for the long literature, teenagers were not interested in them, but they would be attracted to the videos, the tangible soft walls, the real old typical communist cars with red inside decorated. The museum itself is equipped with hi-technique after more than 10 years efforts and improvement.

Among all the visitors, the most significant purpose for visiting Dark Tourism site – House of Terror is education. Scientific research was also second most important reason to come here. The museum would like to enlarge some more space only in case not lack of the finance. Although the museum located in the center of Budapest, which was easy for tourists to reach and owns plenty of visitors, still, the income was only partly cover the costs because it was a high-technique museum. Only at the beginning of opening museum to public, as the tickets were well sold, the revenue of the museum could cover around half of the costs. The mainly income to support the museum also came from sponsors, governmental financial allowance and other grants. During the development of recent years, the ticket price had been increased, but the manger worried that in the minds of young people, a visit to a museum was less valuable than watching a movie in a cinema. That was the reason in the modern society, people did not want to pay or pay more for visiting museums.

In terms of museum souvenirs, House of Terror offered several of different presents for tourists to choose as the same as all tourists' sites. There were statues, candles, DVDs, cups, caps, multilingual brochures, books and so on. Particularly, the museum offered some important scientific books and brochures which only can be found inside museum, some of them also printed

in English and other languages. But for the income of souvenirs, did not take an account for supporting the museum at all.

1.3 Structure of the Thesis

Dark tourism was a new trend in tourism industry. In order to explore dark tourism market strategies in Budapest, Hungary, the thesis divided the topic to two main parts: theoretical overview and research. The theoretical parts concentrated on the past study about the dark tourism sites, specifically from the generalised tourism point of view; while the research parts placed more emphasis on the dark tourism market from both the tourists' and the tourist attractions perspective.

The thesis began with the theoretical overview of tourism, tourism motivation and economics, dark tourism, dark tourism background and sites in Budapest, which introduced the conceptions relevant to the dark tourism industry in Budapest and the important economic effects contributing to Hungarian economics.

Next, the study focused on the quantitative research for deeper insight of what are reasonable marketing strategies to develop dark tourism in Budapest. The House of Terror Museum in Budapest was the objective of observation in the research, at the same time; the interview with the manager of the House of Terror was conducted as a significant source to support the in-depth quantitative research. Moreover, quantitative research was used to make an analysis to the questionnaires data based on the technique SPSS programme which is very interesting and practical during the writing of thesis.

Last, the results of the research were presented in chapter four along with the evaluation of the research. In addition, the last chapter demonstrated the possible solutions for the future market developments and indicated the current limitations for the practical use of the research.

2 TOURISM

Tourism is a complex historical and cultural phenomenon, related to humans' activities and ideas which make the definition contested. It is hard to define if tourism forms a single Industry, and tourists and tourist agencies a discrete economic activity.

Some definitions are listed in the following. Generally, there are several common assumptions about tourism. Mathieson and Wall define tourism as: 'the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations and the facilities created to care to their need' (Mathieson and Wall 1982). Similarly, for Buckart and Medlik, 'tourism denotes the temporary short-term movement of people to destinations outside the places where they normally live (Buckart and Medlik 1974).

The geographers Shaw and Williams (1994) adopted the formal definition by international organizations, such as the World Tourism Office, that 'tourism includes all travel that involves a stay of at least one night, but less than one year, away from home' (Shaw and Williams 1994). This definition pointed out that the purpose of traveling may include visiting friends and relatives, or working on a business trip. In the lecture of Business Tourism and Travel Management Course in Savonia UAS, Kuopio, Finland (Verhela 2011), the definition of tourism was shown as 'temporal short-term movement of people to destination outside the places where they normally live and work, and activities during their stay at these destinations; it includes movement for all purposes, as well as day visits and excursions'.

2.1 Motivation of Tourism

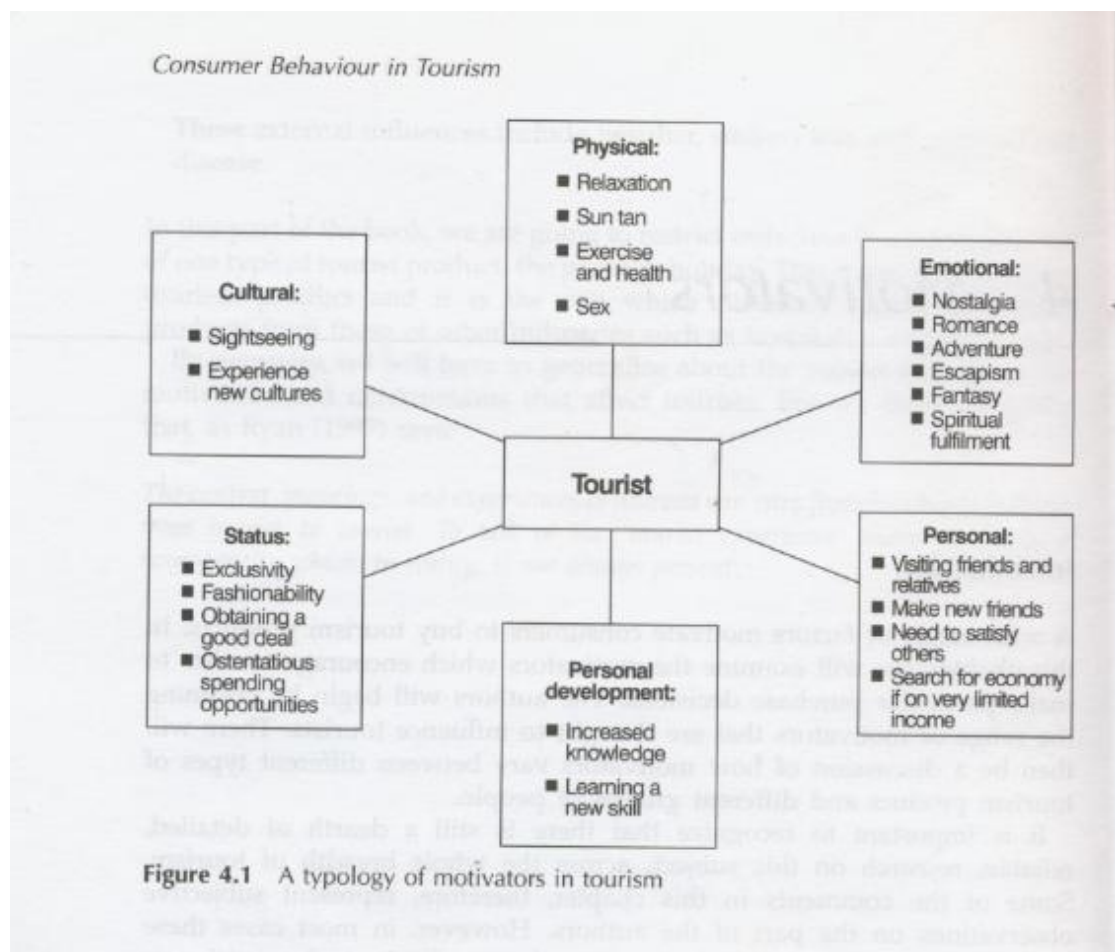
Swarbrooke & Horner (1999, 51) suggested that there are two main factors motivate the final tourism decision, namely, motivators and determinants. Motivators represent the factors that encourage the tourist to purchase, while determinants factors refer to what extent the tourist can make the final decision.

Before going on to exploit the potential motivators, the characteristics of the tourism product were described. Tourism product contains the following features (Swarbrooke & Horner 1999, 51-52):

- Complexity and multi-layers which means it affords either tangible or intangible services.
- Multiple sensations consist of anticipation phase, consumption phase and memory phase during the whole process, rather than purchasing a well-designed product.
- Personal participation of the production process indicates that the tourist's attitudes, moods and expectations will affect the evaluation of the products. Also their behaviors will influence their fellow tourists.
- External elements also contribute to the overall quality of the product since tourists can easily be influenced by the factors like weather or other accidental occasions.

In fact, tourist behavior is a complexity and an uncertain issue for most of the academics. There are no widely accepted categories of the main motivating factors. Many of the potential motivators and determinants are correlated to each other. In the following Figure 2.1, the main motives are presented. (Swarbrooke & Horner 1999, 54)

Figure 2.1 a typology in motivators in tourism (Swarbrooke & Horner 1999, 54)



Understanding the dominated motivation is crucial because it gives direct influences to the consumer decision making process. At the same time, it enables better preparing the products and services along with suitable marketing strategies.

According to Kay (2003, 5), there are four types of motivations:

The first one is 'Needs-based Motivation' which shows the fulfillment of needs and desires plays pivotal role when choosing a destination. This category motives tend to be goal oriented aiming at satisfying their unmet expectations, including physical, social, and psychological needs. (Kay 2003, 5-6)

The second one is 'Values-based Motivation' indicates the personal value is developed during the tourism process. However, most of time, social value is

more useful in preparing market campaign and can be regarded as intrinsic motives. In contrast, personal values are widely used for consumer behavior analysis when defining market segmentation (Ekinici & Chen 2002), which provides a comprehensive understanding of the critical aspects of the consumers.

'Benefits Sought or Realized' is considered to be the third motivation for the tourist. It provides a better way of predicting and assuming the consumer behaviors than other measurements. There are five categories of empirical benefits widely recognized by 1991, which are Sociological, Psycho-physiological, Economic and Environmental benefits (Driver, Brown, & Peterson 1991).

The last one is 'Expectancy Theory', which argues the value-based motivation too theoretical; while expectancy theory aims at transform the needs into practices. By the concepts of valences (attractiveness), instrumentality (for obtaining other results) and expectancy, the expectancy theory describe that motivation is not only aiming at being attracted by the outcome, but also to attain that outcome. (Vroom 1964)

2.2 Tourism in Budapest, Hungary

Tourism is an essential branch for Hungarian economic development. About 150,000 people are employed in tourism and the total annual income of tourism is circa 4 billion Euros. The capital Budapest is the most visited region of Hungary. In 2008, 3.6 million tourists visited the city. Another attraction for tourists is the famous Lake Balaton with 1.2 million visitors in 2008. (Hungarian Central Statistical Office 2011)

Hungary is famous for its food and beverage specialties and its spa culture. More than 50 spa hotels are located throughout Hungary. By far, the most tourists in Hungary come from Europeans. They take up nearly 98 % of Hungary's tourists; mainly from the neighbor countries, such as Austria, Slovakia and Germany – the nearby largest and most populous European country. Typically, those tourists arrive in Budapest and also other nearby

cities by car. They only stop or stay for a short period of time. Hungary's main tourist season is from April to October with most tourists in the summer and holiday months during July and August. (Hungarian Central Statistical Office 2011)

Budapest is well known as one of the most attractive cities of the world and also famous as the "The Pearl of the Danube" and "Paris of the East". With plenty of historical and touristic attractions, including a high number of World Heritage Sites, Hungary is a necessary tourist destination in central Europe. Compared to other European metropolises, Hungarian expenses own a cheaper price, which is another attractive point to suit the appetite of tourists. (Budapest Tourist Guide 2011)

The most popular attractions of the city include the Buda Castle, the Matthias Church, the Parliament, which is one of the most beautiful Parliament buildings in the world, the Margaret Island in the Danube, St. Stephen's Basilica and the whole Andrassy Avenue including the famous Hungarian State Opera and the Heroes' square with the City Park. Budapest provides many museums such as the Hungarian National Gallery, the Hungarian National Museum, which is Hungary's largest museum, a museum of fine arts and one of applied arts as well as the House of Terror and the Budapest Memento (Statue) Park which will be described more accurate later in the chapter "Dark Tourism in Hungary". (Budapest Tourist Guide 2011)

As mentioned before, Hungary is famous for its thermal springs, of which many are used at spas in the whole country. The history of thermal baths in Hungary goes back 2000 years to the Romans, who were the first to use the thermal waters for relaxing, washing and its healing effect. Some baths in Budapest date from Turkish times, others are modern. As most famous buildings in Budapest, also the most famous spas were built at the turn of the 19th century. (Budapest Tourist Guide 2011)

Another attraction of Budapest are the caves under the city. There are many caves in the Buda hills for touristic use that were formed by thermal waters. The largest one is the Pálvölgy Stalactite Cave. (Budapest Tourist Guide 2011)

Budapest, as the capital city of Hungary is located in the central Europe that naturally owns a very good geographical advantage for tourism among European countries. Through the cheap airline wizz and Ryanair that could easily reach Budapest with the seasonal price the same as take the bus or train. It is also very convenient to take the bus or train from neighbor countries to arrive in Budapest, Hungary. Of course, as mentioned before, it is also easily possible to arrive with the car from nearby countries. Budapest is directly connected to the Austrian, Slovenian, Croatian and Serbian borders via motorways. Several transport corridors cross Hungary. Pan-European corridors no. IV, V, and X, and European routes no. E60, E71, E73, E75, and E77 go through the country. Due to its radial road system, all of these routes touch Budapest.

2.3 Tourism and Economics in Hungary

Tourism widely benefits the economic development in most countries of the whole world. The increasing number of tourists gains a great contribution to the local economy of Budapest. In Hungary, tourism as a major source of export earnings plays a crucial role in the whole nation's economic development.

Hungary owns an extremely high potential of natural healing resources such as thermal water, Molfetta, healing mud and healing climate. Under the 80% of the surface of Hungary is thermal water. This high percentages rank to the top 5 thermal water empires after Japan, Island, Italy and France. The unique natural resources can be one of the bases of economic increase of Hungary, which has attracted millions of travelers every year. Thereby, boosting Budapest tourism spots' visiting can be obviously significant. (Hungarian Central Statistical Office 2011)

According to the latest statistics, foreigners spent a total of 95.7 million days in Hungary, a 1% decrease year-on-year. Somewhat more than one quarter of inbound day visitors arrived from Slovakia, 22% from Romania and 19% from Austria. The three countries had a combined total of 67% of all visits. 44% of

same day visitors were transit travelers. Among neighboring countries, Romania had the highest proportion of transit travelers (76%). (Hungarian Central Statistical Office 2011)

The positive economic effects of tourism involve not only direct but also indirect impacts. The direct create employment (Michalkó 2004) and generate income in foreign currency when tourism means an invisible export to the destination (Puczkó-Rátz 2005). The indirect involve tourism, output, sales and government revenue multiplications and tourism acts as a catalyst to improve the local economy. Additionally, tourism has valuable spill-over effects into the micro-region. (Puczkó-Rátz 2005; Michalkó 2004)

The tourism boom during the last few decades opened the doors to many business owners to establish key businesses that support the increasing tourism growth of their country. The tourism industry satisfies different sets of tourists. First of all, are tourists who travel for business purposes? These are members of multi-national companies and other private entrepreneurs who visit neighboring countries to secure deals, implement and invest on projects or maintain current business ventures in that country. Besides, there are tourists who travel for leisure. This is the combination of families, friends, companies or organizations (private or public) that are looking forward to recreational activities that are specifically offered by certain countries. These are world class beach and spa resorts, casinos, ski resorts, parks and other forms of tourist attractions in various sectors of the society. (Puczkó-Rátz 2005; Michalkó 2004)

Both types of tourists guarantee many local and international services of the country being visited. This includes airline ticket sales, accommodations (hotels, inns, and resorts), transportation (car or coaster rentals) and even shopping malls and restaurants among many others. Definitely, tourism brings in huge volume of foreign currencies which helps strengthen a country's economy. (Puczkó-Rátz 2005; Michalkó 2004)

In all, tourism substantially boosts the Hungarian economy. It increases more employment opportunities in retail, hospitality and transportation sectors and augments the revenue of tax of the local government. These economic benefits can enhance the vitality of the local communities and encourage building precious relationships between nations. (Puczkó-Rátz 2005; Michalkó 2004)

In the following statistics (Figure2.2) explained the income of tourism industry is a very significant part in Hungarian national incomes.

Figure 2.2 Magyarország turisztikai egyenlege, 2004–2008

Hungary's tourism balance, 2004-2008
(Hungarian Central Statistical Office 2011)

Időszak	Külföldiek magyarországi fogyasztása, millió Ft	Nemzetközi közlekedés, millió Ft	Fizetési mérleg: idegenforgalmi export, millió Ft	Ebből: turisztikai fogyasztás, millió Ft	A nemzetközi közlekedés aránya a külföldiek Mo.-i fogyasztásában, %
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Period	Foreigners in Hungary Consumption Ft million	International Transport Ft million	Payment Balance: Tourism Export Ft million	Of which, Tourism Consumption Ft million	International Transport Proportion of Foreigners Consumption, %
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2004. I.	198 993	5 324	193 669	141 534	2,7
2004. II.	220 487	8 487	212 000	165 730	3,8
2004. III.	264 017	7 325	256 692	201 253	2,8
2004. IV.	138 302	3 532	134 770	88 850	2,6
2004. év	821 800	24 668	797 132	597 366	3,0
2005. I.	206 791	5 244	201 546	161 150	2,5
2005. II.	216 596	5 296	211 300	156 961	2,4
2005. III.	265 635	20 775	244 860	196 612	7,8
2005. IV.	175 267	14 399	160 867	121 274	8,2
2005. év	864 288	45 715	818 574	635 996	5,3
2006. I.	168 231	11 328	156 904	108 534	6,7
2006. II.	238 033	16 385	221 647	169 022	6,9
2006. III.	332 586	28 521	304 065	253 081	8,6
2006. IV.	231 684	17 027	214 657	147 104	7,3
2006. év	970 535	73 261	897 273	677 741	7,5
2007. I.	166 442	10 607	155 835	105 758	6,4
2007. II.	235 456	18 026	217 430	158 251	7,7
2007. III.	313 582	21 457	292 125	233 469	6,8
2007. IV.	215 506	13 972	201 534	141 830	6,5
2007. év	930 985	64 062	866 924	639 308	6,9
2008. I.	187 519	10 682	176 837	118 189	5,7
2008. II.	261 711	16 883	244 827	182 876	6,5
2008. III.	365 907	23 403	342 504	255 852	6,4
2008. IV.	272 024	14 680	257 344	173 861	5,4
2008. év	1 087 161	65 648	1 021 513	730 778	6,0

2.4 Dark Tourism in Budapest

Theoretical Overview of Dark Tourism

Dark Tourism is also called as black tourism or grief tourism which is not a very new activity or phenomenon in nowadays tourism market, including castles and battle fields, sites of natural or man-made disaster and the prisons that open to public. The best-known destination of dark tourism is the Nazi Extermination Camp at Auschwitz in Poland.

There are different definitions from different researches:

The term of dark tourism was first coined by two researchers, Malcolm Foley and J. John Lennon, as a means of describing, "...the phenomenon which encompasses the presentation and consumption (by visitors) of real and commoditized death and disaster sites" (Foley & Lennon 1996, 198).

"A large number of sites associated with war, genocide, assassination and other tragic events have become significant tourist destinations", Lennon and Foley call this phenomenon "dark tourism" (Lennon & Foley 2000, 12). The authors even refine this definition further by noting the actions which do and do not consist of dark tourism. For example, the behavior of friends and families visiting the dark tourism sites cannot be categorized as dark tourism. Inversely, "It is those who visit due to serendipity, the itinerary of tourism companies or the merely curious who happen to be in the vicinity who are, for us, the basis of dark tourism" (Lennon & Foley 2000, 23).

In their book, Lennon and Foley define dark tourism referring to events that have occurred in recent times, which force the visitor to question modernity. Lennon and Foley see dark tourism as the 'commoditization of anxiety and doubt'. (Lennon & Foley 2002, 12)

The University of Central Lancashire undertook the academic research into dark tourism. They say: "Dark tourism is the act of travel and visitation to sites, attractions and exhibitions which have real or recreated death, suffering or the seemingly macabre as a main theme." (Kendle 2006)

From “The Baltic Times”, they say: “Dark tourism' is a different type of tourist attraction. It is the act of travel and visitation to sites of death, disaster and the seemingly macabre. Tourists flock to experience sites of past terror that offer up grim and disturbing tragedies. (Webber 2007)

Dark tourism is a visiting of places of tragedy, for example, Auschwitz and New York's Ground Zero, or historical battlefield sites, such as Bosworth and Gettysburg, or travels to the home turf of Jack the Ripper in White chapel. This conception is defined by the “World Wide Words”. “Dark tourism” sites are important testaments to the consistent failure of humanity to temper our worst excesses and, managed well, they can help us to learn from the darkest elements of our past.” When you visit the United States Holocaust Memorial Museum in Washington, DC, you are engaging in understanding what specialists call ‘dark tourism’ — travel to a site associated with atrocity or public tragedy. It is reported by “Midstream”. (Michael Quinion 2011)

In Tarlow's opinion, “. . . when you think about it, people have always been attracted to sites where important or mass deaths have occurred...Dark tourism may be identified as ‘visitations to places where tragedies or historically noteworthy death has occurred and that continue to impact our lives.” (Tarlow, 2005, 48)

The practice of visiting sites related to death and suffering is known as “Dark Tourism.” Reported by “Dark Tourism: Bearing Witness or Crass Spectacle?” (Daams 2007)

From article “Dark Tourism: Where Tragedy Becomes a Tourist Draw”, “dark tourism, also known as grief tourism, is a relatively new term that's still not well defined. Mostly, it involves visiting sites and places related in some way to violent death or suffering - places that might qualify as macabre. Grief tourism is a similar term and they're sometimes used interchangeably, but I find them hard to differentiate.” (Women-on-the-road 2010)

First, almost all definitions above mentioned about the sites for tourists that had something happened, the places are not new built and the time was

always in past era. Next, these tourist sites were the tragedy historical disasters caused by nature or human being, in which people involved were suffering a lot. Furthermore, the theme of dark tourism relevant to macabre death that always can be a hot topic for every era in human history.

From the definitions of different researches above, the definition of dark tourism can be concluded as a new way of activity or phenomenon in the tourist market that using castle and battle fields, natural or man-made disaster sites and prisons to tell the real history and tragedy death that could enlighten tourists to face to life and death. From all definitions above, it also can find that there are 4 main themes of dark tourism:

Disaster tourism

Since the 20th century, disaster tourism topics related to tourism activities have already existed and it becomes a widespread branch of dark tourism. In majority of disaster tourism, it is concerned to the earthquake, typhoon, flood and so on natural disaster that give tourists educational significance with the characteristics of seeking unique, critical, exceptional and expeditionary experience.

War tourism or Battlefield tourism

War tourism or Battlefield tourism are the tourism sites relevant to the war happen regions or zones that the tourists can take a step to feel nearly to the historical war resources or search for the dangerous and forbidden places. Like Israel, Lebanon, Myanmar, Algeria, Tower of London and Edinburgh Castle are the famous war or battlefield tourism resources in the world. Actually, for the war or battlefield sites, museums and other tourist attractions have already been welcomed and included as a choice of the tourists and as a main route recommended by travel agencies.

Prison tourism

There are two kinds of prison tourism. On one side, prisons are the places for detention of prisoners; in this case the prison tourism will show the positive sides of prisons' function to the tourism. On the other side, prisons also can be the area for repression reactionary people or persecution progressive or even

inculpable people. For this kind of prisons on which are the witness and display to reflect the criminal behaviors in the prisons in the history, such as Beaumaris Prison, Wales. These are famous dark tourism points in the world.

Criminal sites against humanity

Last, some criminal sites because of war or inhumane domination that cruel historical events happened, such as Auschwitz in Poland and the Memorial for compatriots killed in the Nanjing Massacre by Japanese Forces of Aggression in China.

2.4.1 The Motivations of Dark Tourism

Most tourists get two main functions and effectiveness from the tourism: education and entertainment. For dark tourism, there is a trend - less entertainment and more education. Not every dark tourism site can bring tourists both enjoyment and education; in Budapest dark tourism of House of Terror and Memento Park, tourists can get both, however, like Auschwitz in Poland, most tourists more appreciate for the function of education and enlightenment from their chosen dark tourism.

Dark tourism motivations are murky and difficult to unravel: a mix of reverence and thrill of coming into close proximity with death. Over half a million people visit Auschwitz Birkenau each year. The standard two-and-a-half-hour guided tour gives an audience at best an abridged understanding of this vast and sprawling site. But from the dark tourism, more and more people get education, edification and enlightenment from the real history, especially for the topic relevant to the life and death.

As Tarlow (2005, 52) suggested, dark tourism has the commercial function which changes the horrors of yesterday to the business of today. In this viewpoint, dark tourism sites are not only the places for visitors to show respect to the victims, but also the tourists points for get business benefits. (Tarlow 2005, 52.)

2.2.1 Historical Background of Budapest Dark Tourism

Hitler - Nazism

In 1940, Hungary joined the Axis powers among Nazi Germany and Fascist Italy. Benefits for Hungary from this relationship with the Axis were to recover former lost plenty of territories. In return, Hungary had to participate in the invasion of Yugoslavia and the invasion of the Soviet Union in 1941. While suffering strongly from the war against the Soviet Union, Hungary negotiated with the Allies. This betrayal was discovered by the Germans in 1944 and they occupied Hungary. Russia threatened Hungary and armistice between these two countries was signed by Hungarian Regent Miklós Horthy. The Germans forced Horthy to revoke the armistice. Horthy was then deposed from power and the fascist Ferenc Szálasi established a new Hungarian government, in collaboration with Germany. In 1945, Soviet forces defeated the Hungarian and German forces in Hungary and invaded Hungary. (House of Terror Museum Brochures 2011)

According to approximations, 300,000 Hungarian soldiers and 80,000 civilians died during the war. Many cities were strongly damaged, especially the capital Budapest. After Hungary's surrender, its borders were returned to the same of the time before 1938. (House of Terror Museum Brochures 2011)

Due to the Great Depression, Hungary suffered a decrease of the standard of living and there were major changes in the political mood toward the far right. The Hungarian regent Miklós Horthy appointed a new Prime Minister, Gyula Gömbös, in 1932, which had an essential role in the Hungarian National Defence Association and the "White Terror". A trade agreement with Germany was signed, that led Hungary out of the depression but making it dependent to German economy. Gömbös tried to achieve nationalistic reforms but was stopped by the Hungarian parliament. Although the result of the elections of 1935 gave him a stronger support in the parliament and he increased his power, he died in October in 1936 before being able to realize his aims. (House of Terror Museum Brochures 2011)

An important reason for Hungary's close relationship to Germany was the attempt to revise the Treaty of Trianon. The Treaty of Trianon was the peace agreement at the end of the First World War, signed in 1920. It redefined Hungary's borders dramatically. Hungary lost 72% of its territory and 64% of its population. Adolf Hitler promised to return these lost territories to Hungary. In 1935, the Arrow Cross Party, a fascist party led by Ferenc Szálasi was founded. The First Jewish Law was drafted by the Prime Minister Kálmán Darányi, which set quotas limiting Jews to 20% of positions in several professions. However, neither the German Nazis nor the Hungarian radicals were satisfied with that law and in May 1938 a new Prime Minister, Béla Imrédy was appointed. Imrédy suppressed his political rivals and banned the very influential Arrow Cross Party. Imrédy resigned in February 1939 after political opponents revealed that he had a Jewish grandfather. Still, the Second Jewish Law was approved which prohibited Jews to work in professions and in business. (House of Terror Museum Brochures 2011)

As mentioned before, Hitler had promised to return back lost territories to Hungary. Two big territorial awards were made, the First Vienna Award and the second Vienna Award. In November 1938 parts of Southern Slovakia and Carpathian Ruthenia were given to Hungary, known as the First Vienna Award. An area of about 12,000 kilo squares and a population of almost 900,000, of which more than 85% were Hungarians was given back to Hungary. In September 1940, the Second Vienna Award transferred the northern half of Transylvania to Hungary, an area of about 43.000 kilo squares and a population of about 2.5 Million people, of which about 50% were Hungarians. (House of Terror Museum Brochures 2011)

Already in 1939, the forced labor service was introduced in Hungary. About 40,000 forced laborers fought for the Hungarian Second Army in the USSR. 80% of them died. In June 1941, Hungary declared war against the USSR and participated in Hitler's invasion of Russia. The Hungarian "Carpathian Group" attacked the Soviet Army and advanced far into southern Russia. In July of 1941, 18,000 Jews from Carpato-Ruthenian Hungary were transferred to the German forces. Two thousand of them were shot by Nazi mobile killing units. In August, Bárdossy passed the Third Jewish Law. Marriage and sexual

intercourse of Hungarians with Jews was now prohibited. (House of Terror Museum Brochures 2011)

Miklós Kállay replaced Bárdossy as Prime Minister and continued in supporting the German policy but also starting secret negotiations with the Western Allies. The Hungarian Second Army fought at the Battle of Stalingrad where it suffered enormous losses. Shortly after, in January 1943, it was defeated at the Battle of Voronezh by the Soviet Army. (House of Terror Museum Brochures 2011)

The negotiations with the Allies continued. Hitler became aware of Kállay's betrayal and launched Operation Margarethe in 1944 to occupy Hungary with Nazi troops. After this occupation, mass deportations of Hungarian Jews to death camps in Poland began. Most of the almost 440,000 Jews were deported to Auschwitz-Birkenau. Horthy replaced Sztójay in August 1944 with the anti-Fascist Géza Lakatos. Now, Hungarian citizens were prevented from being deported. (House of Terror Museum Brochures 2011)

The Soviet forces crossed the Hungarian Border in September 1944. Horthy signed an armistice with the Soviet Union. However, the Hungarian army ignored that and kept fighting to keep the Soviets out of Hungary. At this time, Jews were tortured strongly in Hungary. Many of them got murdered. Only about 25% of the 800,000 Jews living in Hungary in 1941 survived the Holocaust. In December 1944, the Soviets and Romanians had encircled Budapest and the Siege of Budapest began and most of the Hungarian First Army was destroyed. An armistice with the Soviets was signed in Moscow in January 1945. (House of Terror Museum Brochures 2011)

Finally, the remaining German and Hungarian troops surrendered on 13 February 1945. After some more offensives from Germans and Soviets, in April 1945 all Germans had left Hungary. The soviet operations officially ended on 4 April 1945. On 7 May 1945, German General Alfred Jodl signed the surrender of Germany. Hungary lost all its territories it recovered between 1938 and 1941 by signing the Peace Treaty of Paris on 10 February 1947. In 1949, the People's Republic of Hungary was declared and one dark chapter of

Hungarian history was over. Another dark era will have followed with the communism in Hungary. (House of Terror Museum Brochures 2011)

Stalin – Communism

After the Second World War, the Allies wanted to install a democratic constitution in Hungary and the Communists suffered a crushing defeat in the parliamentary elections in 1945. However, the Communists destroyed the “Independent Party of the small farmers, rural workers and the bourgeoisie”. Still, the Communists party only reached 22% of the votes in the parliamentary elections in 1947. Therefore, it came to a forced merger between the Communists and the Social Democratic Party in May 1948. Finally, other parties were resolved and an election took place, in which only one party was allowed, “The Party of Hungarian Workers (Magyar Dolgozók Pártja)”. On 20 August 1949, a constitution along Soviet lines was adopted and from 1948 to 1953, Hungary pursued a Stalinist course under Mátyás Rákosi. (House of Terror Museum Brochures 2011)

Until 1953, several show trials and secret trials were held. The Hungarian state security (ÁVH) was a terrorist organization. It was feared, even in the ranks of the Communists. (House of Terror Museum Brochures 2011)

After the death of Josef Stalin, a period of cautious liberalization began in June 1953 under Prime Minister Imre Nagy. The political situation remained tense and unrests in Hungary began to increase. These riots culminated in the national uprising of 23 October 1956, during which Imre Nagy was re-appointed as Prime Minister. A total of five Soviet divisions were involved between 1 November and 4 November. About 100,000 Soviet soldiers remained as an occupying army in Hungary. Nagy was sentenced to death in June 1958 in a secret trial and was hung shortly after. Until 1963, about 400 people, mainly workers, were executed in retaliation for the uprising. More than 200,000 Hungarians left the country after the failed uprising and emigrated to Western Europe and North America. (House of Terror Museum Brochures 2011)

Under János Kádár, party leader from 1956 to 1988, economic reforms took place from 1968 on. The Kádár era has become famous under the term “Goulash Communism”. (House of Terror Museum Brochures 2011)

Kádár could reach some concessions of some freedoms from the Soviet Union. It affected primarily the careful introduction of a modest private sector and aimed to improve the supply for the Hungarian population after the economic crises of the 1950s and to simultaneously provide a little feeling of freedom. In 1988, a peaceful regime change with the formation of the first opposition groups began. Economic reformers took over the power in the party. Miklós Németh became Prime Minister. In 1989, Imre Nagy was rehabilitated and on 23 October, the Third Hungarian Republic was proclaimed. (House of Terror Museum Brochures 2011)

On 2 May 1989, Hungary started to remove the border fortifications to Austria due to cost reasons. The due repair of the aging boundary fence was simply too expensive for the Hungarian government. The symbolic opening of a border gate between Austria and Hungary at the Pan-European Picnic on 19 August 1989 with approval of both governments was the first “official” opening of the Iron Curtain. At first, this measure was hardly observed by the world public. However, the medium-term impacts were dramatic and ultimately contributed significantly to the fall of communism and to the democratization of Eastern Europe. (House of Terror Museum Brochures 2011)

2.4.3 Main Dark Tourism Sites in Budapest

The capital city Budapest has a great city view for all kinds of tourists that also contain two famous dark tourism points: House of Terror and Statue Park. Other sites of dark tourism in Hungary are the Recsk Prison and the Emlékpont of Hódmezővásárhely.

House of Terror

The museum House of Terror located in the Budapest center which was witness to two shameful and tragic periods in 20th century of Hungary. From 1944, the building of House of Terror was the party headquarters of Hungarian

Nazis and named as “House of Loyalty”. During the year 1945 and 1956, the notorious communist terror organizations took up residence here. So the hall of museum was a meaningful site that both the Nazis and Communists decided on a residence located on this boulevard as the headquarters of their executioners. On June 26, 1941 Kassa, Munkacs and Raho suffered bomb attacks. Regent Horthy claimed a statement of war between Hungary and Soviet Union. During 1941 and 1942, around two hundred thousand Hungarian soldiers joint the flight on the Eastern Front. In 1943, Hungarian troops suffered heavy fails inflicted by the Red Army. Up to the period of the Nazi occupation of 1944, Hungary’s affairs were implemented by an elected, legitimate parliament and government. Despite war period restrictions, freedom of the press was supported. Hungarian citizens lived a freer life than the neighbors. But after 19th of March, the country was informed that Nazi won the war. Hitler’s military occupied Hungary in order to ensure the absolute control on the materials and human resources of the country. After the Germans occupied Hungary, on 27th of August, 1944, Soviet troops crossed the Hungarian border. The country became the theatre of war in the clash between the two super powers. Among both of the super powers staying in Hungary, the hall in Budapest (now the museum of House of Terror) is the center controlling site of the whole Hungary. (House of Terror Museum Brochures 2011)

Nowadays, the 2nd floor of the museum displays the double occupation, Hungarian Nazis and Room of Soviet Advisors.

In Dec 2000, “The Public Foundation for the Research of Central and East Europe History and Society” purchased the building with the aim of establishing a museum in order to display to the public these two bloody periods of Hungarian history. Dr. Maria Schmidt is the Director - General of the House of Terror Museum, which was completed in Feb 2002. (House of Terror website 2011)

Statue Park

Memento Park is another famous dark tourism point in Budapest, Hungary, which shows the Hungary’s Communist period history of 1949 to 1989 with

Statue Park and monumental statues. There are a lot of famous people's statues from the labor movement in the open air museum: soldiers of Red Army and Lenin, Marx, Engels, Dimitrov, Captain Ostapenko, Béla Kun and other "heroes" of the communist world. The photo exhibition called "Stalin's Boots" in the exhibition hall takes you through the history of the 1956 revolution, of the 1989-1990 political changes and of Memento Park – with both English and Hungarian captions. (Memento Park Budapest 2011)

The statue park opens every day from 10.00 am till sunset. The entrance fee for adults is 1500 HUF, or 1000 HUF with the Budapest Card. The entrance fee for students is 1000 HUF. Guided tours are available for 1200 HUF per person. The park provides special offers for groups, including guided tour with a rented bus, on special request old-time Ikarus buses or an original DDR Barkas minibus can be arranged. It is also possible to arrive at the Park on the board of an original Trabant. Private parties can be held on the park area and adventure programs and torch-tours in the night are also special offers. The State Park is located in the 22nd district of Budapest (Southern Buda), corner of Balatoni út and Szabadkai utca. It can be reached by public transportation via bus no. 150 from corner of Fehervari ut – Bocskai ut in about 25 minutes or via bus no. 710, 720, 721 and 722 the Kelenfold Railway Station in ten minutes. From Deák tér, direct bus transfer is available for 4500 HUF per person, for students only 3500 HUF. Visitors who arrive by car need to take the Road no. 7 or "Blatoni út". (Memento Park Budapest 2011)

3 THE RESEARCH

Research Objective

The purpose of research was to gain possible insights to develop dark tourism market in Budapest though a short interview and quantitative research approaches. Quantitative research could gather the general necessities of the target respondents from the client perspective while the data gathering through the interview aimed at defining the current resources and potential possibilities for future market development. The objective of the research was to define target groups, find out the potential groups and generalize the supposed marketing strategies of dark tourism in Budapest.

The mainly research was implemented in Budapest, Hungary. The museum of House of Terror was the most significant case organization in the research and the Erasmus students in Budapest were the most important research groups for getting viewpoints of marketing strategies in the study.

3.1 Methodology

Literature Review

Clarify the meaning of literature review before developing the research was imperative. Concise definition of literature review was to exam the previous relevant written work. After the review, the author could acquire knowledge which could benefit to the research.

Many literatures, including books, journals, electronic databases, the internet, government and industry reports, had been used in the study. For instance, to collect the definition of dark tourism, the research reviewed as much references (most were literatures and online sources) as possible to generalize the own opinion of dark tourism. In the introduction of research methods, many books concerning to data gathering and analyzing methods were mentioned.

The first step of literature review was to find out “what is subject” within the literatures, which illustrated the critical issues relevant to the project. In order to identify the development of argumentation in certain fields, understanding the different authors’ work complemented to each other was crucial. In the topic of dark tourism in Budapest, the dissimilarities of research methods approaches were compared and contrasted.

Besides, trying to explore the possible linkages between the methodologies and the project provided added value in the research. For example, the choices of research method approaches and data analysis means were according to the theoretical part.

Demonstrating the alternative suggestions or viewpoints could be another good way of using literature. “What you agree and disagree with” always

played a pivotal role in deeper understanding of the literature, which meant displaying and explaining the own perceptions in terms of certain phenomenon, not only imitated the way other people used before.

In aspects of investigation the motivation of dark tourism, the research drew on the general studies of tourism motivation, specifically the books describing tourism products features and consumer behaviors (Swarbrooke & Horner 1999, 51), as the author could get numerous motives from the consumer behavior area. In addition, some studies, which did not focus on the issue of dark tourism, but discussed on the tourists motivations, also were used in this paper.

3.1.1 Data Gathering

Ghuri & Gronhaug (2005, 29) stated that research design correlated to the method of collecting and the way of interpreting data. Quantitative research method was widely used in business-related studies, which reflected different perceptions of certain issue and research purposes. Qualitative method focuses on aspects to discover hypothesizes and problems; while Quantitative method based on numbering and measuring data to specify the general phenomenon. (Likitalo 2010) Therefore, Sliverman (2001, 29) stated that social and cultural construction issues cannot be resolved by using quantitative research's own 'variables'.

First, the short interview result could be used to define and test the domain of a topic, which then supported the quantitative aspects of the study. Second, the primary data gathering was based on the face-to-face interview. For the further understanding of the issue, the analysis may frequently require using of answers of questionnaires. Third, after quantitative figures had been gathered and analyzed, the interview data could be assistive in searching and explaining the relationships identified. (Polonsky & Waller 2011, 148)

Research methods include the means and practices which guided the implementation of the research. It was crucial to familiar with the advantages and possible limitations of each methodology in order to choose an

appropriate one (Eriksson & Kovalainen, 2008, 6). In addition, the next step was to clarify what kind of research methods and approaches might be suitable in terms of research topics. In the research, both survey and case study were taken to evaluate individual's opinions towards Hungarian dark tourism.

Two research methods were used in the research: the case-study and the survey. The case-study was a method which could be used to explore issues both in the present and in the past, as they had an influence on group of organizational units. The survey was direct questions at relatively large groups of people, in order to explore issues largely in the present. (Jankowicz 2000)

According to Hirsjarvi et al. (2007), Survey is main quantitative research strategy. Survey research aimed at describing, comparing and explaining certain variables. Therefore, the final conclusion gave answers in numbers and amounts. In contrast, the purpose of a case study was to investigate the case related to historical, economic, technological, social and cultural issues. The construction of "the case" was an important part of the study, which meant the research questions were able to improve the understanding and resolving the 'case' (Eriksson & Kovalainen, 2008, 115).

The survey was conducted by sending questionnaires. Meanwhile, the case study was implemented by face-to-face interview.

A questionnaire is the most fundamental and pivotal quantitative research techniques. As operationalization is the key element of quantitative research, all transformed variables must be measurable or subject to testing. (Likitalo, 2010) Using questionnaires is able to reach more respondents and get broad materials. The reason was to contact with more potential respondents and ask them several questions at the same time. A well-designed questionnaire should be easy to understand and answer. Expenses and time can be evaluated accurately. On the other hands, weak points coexist within the survey. Designing the questionnaire is time consuming and the designer should have a comprehensive knowhow about the research. Besides, the

researcher cannot be sure how much seriously the respondents has taken, how much knowledge they might have for the topic and how many of them will reply by themselves. The worst situation will be no one answers the questions.

Interview is a vital method in research project. On one hand, interview affords the interviewer a personal experience of the research process, which means they can collect plenty of unique and concrete information by themselves. On the other hand, although the preparation of interview should be considerate and well-designed, the process of interviewing does not occupy a long time for both interviewer and interviewee. Therefore, it's a more efficient way of collecting practical data compared to other techniques (Eriksson & Kovalainen, 2008, 80). Furthermore, whenever any misunderstanding happens, it can be tackled immediately as the interviewer should always ask for the detailed explanation about the confused issues straightaway. Thus, there is no time and space limitation for the researchers to receive enough data in case the problems can be handled properly.

Moreover, many challenges were confronted with. A careful researcher should be generally characterized by sense of awareness, proper analytical and interpretative skills, and reasonable time management. Beside rational time arrangement, keep awareness of sensitive topics, such as cultural differences, religion or custom taboos were crucial to the interview which implemented in a cross-culture situation. Preparing and communicating with the interviewee properly to collect fully information; managing time well in order to make the planning, conducting and transcribing procedures undertaking smoothly.

According to Eriksson & Kovalainen (2008, 80), there are three types of qualitative interviews: Structured and standardized, Guided and semi-structured and Unstructured, informal interviews. The structure and standardized interview is often used for collecting "facts".

Most of the questions started with 'what' are lake of flexibility in verbal and order. As for the guided and semi-structured interviews, questions focused both on 'what' and 'how'. Therefore, only preparing for the topics and outlines for the interview were not sufficient. A flexible interview should cover all the

necessary issues as well as left space for important topics which were raised by the interviewees. Therefore, the possibility of varying the wording and order of the questions was crucial. Last, the unstructured and narrative interviews were typically beneficial to the intensive study for concern phenomena. As it focused on the participant's personal experience, all the viewpoints were unique. However, such interview required excellent interpersonal skills for communicating with each participant. Also it tooks long time to rewrite and analysis the data.

3.1.2 Data analysis

Techniques, in contrast to methods, are step-by-step procedures which you can follow to collect data, make an analysis for the information they contain. . (Jankowicz 2000)

Observation

Eriksson & Kovalainen (2008, 86) asserted that observation could be used for collecting empirical data by human, mechanical and electronic approaches. The techniques applied in both qualitative and quantitative research methods. There were four research dimensions which had a close relationship with the involvement, awareness, atmosphere and structure of the observation. Took Participant and Non-participant observation as an example, participant observation highlighted the role of the researcher in the approach, who should fully understood the observing context and culture. Therefore, it required long term preparation in order to assure the accuracy of the process. In contrast, Non-participant observation tried to be unobtrusive. The researcher could record or videotape the event but not involved in the culture and context too much. As a result, the time frame was shorter compared with participant observation.

The advantage of observation was that everything recorded in the actual time, which was different from describing afterwards or forwards. The content of observation was accurate and in detailed. However, researchers of the observation also affected the conclusion or generalization of observation results.

Currently, individuals were under great medium and social pressures. Thus, comparing the given statements (e.g. giving feedback to the employers) with observations was significant. Furthermore, observation could compensate insufficient information from the interview, thereby explored the more detailed viewpoints.

However, the shortcoming was relatively obvious. Observation did not provide the hidden motivations behind certain phenomenon. Normally non-obtrusive observation could gather more concrete information, but how to collect verbal and non-verbal actions with violating the privacy of the respondents was a fundamental issue. Research ethics should be considered in terms of using electronic devices (e.g. Hidden camera, cellphones voice record and etc.). (Eriksson & Kovalainen 2008, 87) Other disadvantages of observation were time consuming, obstacles for communication, not easy to get access, the conclusion may be subjective.

SPSS analysis

Buckingham & Saunders (2004, 155) stated that SPSS is one of most powerful data analysis and statistics program in Social Sciences. SPSS is the computer software packages which specifically meets the requirements of scientific researchers. Even though it is not the only solution for data analysis, it receives plenty of positive feedbacks from researchers in various sectors. Understanding how to access different procedures and entering the data are crucial. In addition, the researcher should be familiar with the procedures, which means defining variable names, specifying labels and identifying codes for missing data. Last, all the data outputs should be explored from SPSS into Word or PDF files.

In the SPSS analysis, some advanced techniques have been introduced.

Frequency distribution.

"A count of the number of responses to a question or to the occurrence of a phenomenon of interest." (Polonsky & Waller 2011, 188)

Cross- tabulation.

“A presentation of two (or sometimes more) variables in a tabular format that identifies the number and percentage response based on the overall sample, row, and column.” (Polonsky & Waller 2011, 189)

3.1.3 Reliability and Validity

Eriksson & Kovalainen (2008, 291) described that evaluating process should be done continuously in the whole research. Nearly all the researchers confronted with the challenges to ascertain the quality and trustworthiness of the research result. Therefore, adopting the proper criteria became significant issue.

In nature science, the repeated replication could be regarded as valid and accurate. Consequently, if the findings did not replicate by another researcher, the former conclusions would be questioned. Moreover, if nobody received the same result from the experiment, the original findings would be refused and tend to be invalid and flawed. Meanwhile, repeated replication the findings could never be adopted in social science. First, no common rules were implemented for the research or produced exactly the same result. Second, collecting the same answers from the former respondents was impossible even if with the original questions. (Celia et al. 2005)

In most cases, three classic concepts used to evaluate the research in social science as well as business research, namely validity, reliability and generalizability. Validity was described as to what extend the conclusion can reflect the accurate conclusion. In other words, the findings were valid and trustworthy. Reliability told if the repeated replications research happens, the same results would be achieved. It explained how far away the approaches yield the same conclusion. Thus, the consistency level of the questions was crucial in order to achieve repeated study. Generalizability meant the results of the research or analysis could be applied to the general public. (Eriksson & Kovalainen, 2008, 291-292)

Nevertheless, no standard or real assumption applied in realistic words (Celia et al. 2005). Human beings easily met problems or made mistakes for the

interpretations or observations. Therefore, following certain procedures to reduce and minimize the errors was important.

Triangulation represented clarifying findings in multiple perceptions, which contains different forms for evaluations (Figure 4.1): It offered more possibilities to approach the research from various view angles which could make great contributions to the understanding of the research areas. In addition, triangulations afforded a wider solution for data that could be seen and analyzed. (Eriksson & Kovalainen, 2008, 293)

Type ID	Description(s)	Short explanation
1. Data	Data triangulation Triangulated data sources	More than one method of data sampling strategy and/or more than one way of data analysis is employed (e.g. may be single source taken in slices over time or related to space or origin)
2. Investigator	Investigator triangulation	More than one observer is employed in data collection and/or more than one investigator is employed in data interpretation
3. Theory	Theory triangulation Theoretical triangulation	More than one theoretical scheme or theoretical standpoint is employed to interpret the phenomenon (e.g. via data)
4. Method	Methodological triangulation	More than one method of data collection and/or analysis is employed (e.g. may include a mix of quantitative and qualitative sources)
5. Multiple	Multiple triangulation Hybrid triangulation	Any combination of different observers, perspectives, data sources, theories, methodologies (etc.) used in the same investigation

Sources: Adapted from Jack and Raturi (2006); Bryman (2008)

Figure 3.1 (Eriksson & Kovalainen, 2008, 293)

3.2 The Quantitative Research

3.2.1 Research Background

From the interview information in the introduction part, some marketing strategies for further exploring dark tourism in Budapest have been suggested. First, students have been thought of the biggest current and potential groups as visitors of the museum. On dark tourism market in Budapest, high school students and college or university students are accounted as a big market share; they are the main and potential groups. In this case, the study possibly recommends dark tourism sites could offer some cheaper visiting activities plan for schools or student unions to get more visitors. Also, it is a practical way to guide and educate the young generation properly to learn history, culture of Hungarian nation, at the same time; more people will be familiar with dark tourism. Maybe in the future tourist market, dark tourism will have an ascending amount of visitors.

In all dark tourism sites, travel agencies and other tourists' information sites, brochures and advertisements relevant to Hungarian history and cultures should be an indirect promotion for dark tourism places, such as House of Terror and Memento Park. As the dark tourism in Budapest mainly displayed the two bloody and dark periods in Hungarian history, historical background and knowledge will lead more people be interested in dark tourism sites.

Moreover, students tickets or group discount are the common ways for entrance tickets sale promotion, above this, the integrated tickets for all dark tourism sites or for several tourists sites in Budapest. For instance, combing historical castle, traditional opera, special spa, heritage train station with dark tourism museum as a one-day, three-day or one-week designed tourists' route for tourists to have an enjoyable staying in Budapest, meanwhile, get different travelling experiences in Budapest and receive the education in dark tourism sites. In fact, it is a composited route for promote Hungarian culture, history and dark tourism in Budapest.

In order to know more about the target groups, questionnaires have been used in the research, Erasmus students have been chosen as sample groups for the following research.

Questionnaires are cost effective compared face-to-face interview, especially when the studies involve large sample sizes and the respondents are spread in different places. In addition, with the advancement of IT technologies, a vast number of computer software packages are used to analysis the questionnaires, which enable the data entry and interpretation can easily being resolved. Furthermore, the familiarity of questionnaire will impel a positive feedback from the respondents as they don't have the apprehensive feeling. Lastly, questionnaires reduce the stereotype which might arise among the researchers. Since the respondents have no clues or influence from other individuals when completing the questions, questionnaires are less intrusive than the telephone or face-to-face survey. The answerers can confess their emotions concerning typical questions without interruption by the surroundings. (Easterby-Smith, Thorpe and Jackson 2008, 219-223) On the other hand, some disadvantages might arise. First, the respondents might answer superficially when the questions take long time to complete. Therefore, the question design should be as simple as possible. Secondly, the trustworthy information might be difficult to collect. As the respondents don't wish to reveal their real feeling, they might hesitate for getting some penalty for the provided information. Consequently, the answerers should be informed why the data is being gathered and how the results will generate benefits. Last, since most of the questions are open-ended, plenty of data will be collected which require long time to analyze and process. As a result, in order to achieve a concise answer, the given space and scope of the question should be limited but comprehensive.

3.2.2 Questionnaire Design

In the study of dark tourism in Budapest, as target research group were students in Budapest based on the analysis of the data gathering through the interview. The questionnaire survey was the effective way which cost less time and lower expenses to get the deeper insight from individual replies. Face-to-

face interview was not easy to conduct in Budapest as the questionnaires were sent to Erasmus students in different schools and different majors. Questionnaire survey also owed more advantage than telephone interview in the case. Direct telephone calls were more expensive and the private telephone number collection and selection increased the difficulty of the research. To sum up, postal questionnaires were chosen and designed to implement the quantitative research.

In the study, the questionnaires started with the basic information for the answers, such as gender, nationality, age and major of their study. In the terms of the form of multiple choices can be clearly for reading and easily for answering, main parts of the questions were designed through the form of multiple choices.

The questionnaires were sent to the Erasmus students in Budapest Business School (BGF), Budapest University of Technology and Economics (BME) and Central European University (CEU) through school email addresses in Budapest, Hungary from March – May 2011. The advantage of postal questionnaire survey is lower expenses compared with face-to-face interview, especially when the respondents are widely spread. In contrast, the response rate is extremely low (e.g. 20 percent response rate could be considered as good) as there is no direct control or contact with the respondents, thereby positive response cannot be assured. Respondents are easily motivated by financial reward, however, the researcher cannot target at the one who will answer the questions and make sure the accuracy of the answers. Hence, the rewarding method does not make sense. As a consequence, checking the completeness and accuracy of the answers is particularly crucial. (Easterby-Smith, Thorpe and Jackson 2008, 219)

The purpose of the survey was to investigate the foreign students' attitude about the dark tourism places in Budapest, thereby searching for the possible motivations, reasons and interests relevant to the dark tourism in Budapest are main parts of the questionnaires. The options of the multiple choices showed the result of the survey and input in the SPSS program to make an analysis. Besides, the researcher is also interested in the information

channels, namely from where they have the access to the knowledge about dark tourist attractions. Further, the habits of travelling is also investigated, specifically the frequencies in a year and terms of the stay (e.g. in Budapest).

Vilkka (2007) states when conducting a survey, a preliminary test is compulsory. Pre-testing can give overall evaluations of the questions. For instance, the length and understanding level of the questions in accordance with specific functions and abilities to measure the relative research problems. Based on the feedback from the testing respondents and research supervisor, all the questions are slightly corrected for the purpose of effective research. If necessary, the testing can be conducted once again.

Hungarian was not taken into account for the sample as the postal questionnaire was target at foreign students. Other reasons are lack of interesting in answering and language barriers. The questionnaires contain two A4 size papers. The first three questions are concerning the respondents' Gender, Age and Nationality respectively.

The fourth question is related to the respondents' educational background. Question five and six concentrates on the respondents' travelling frequency in a year and length of stay in Budapest while question seven focus on the expectations of the visiting destinations. The three questions are aiming at defining the travelling habits and motivations. From question eight, the respondents are asked about their knowledge of dark tourism. If the answer was 'Never heard', the respondents could jump to Question eleven directly. Meanwhile, if the reply is "yes", the further investigation will continued from Question nine. Lists of dark tourism destinations are presented in question nine, where four options are given and one open space for respondents' own proposal. This is followed by question ten, respondents were asked about the dark tourism attractions in Hungary, Budapest. The above questions from eight to ten are aiming at finding out the overall knowhow of the respondents. Questions number eleven until thirteen were to research the respondents' impressions and interests of visiting the two main dark tourism attractions in Hungary, Budapest. In the end, question fourteen was to survey the information sources for the respondents, namely from where they start to

know the attractions. The complete cover letter and questionnaire can be found in Appendix 2.

3.2.3 Data Analysis

There were 46 respondents in total and 27 of them were valid for the research. The item in all graphs below with the “no answer” directed to the answer of questionnaire is not valid.

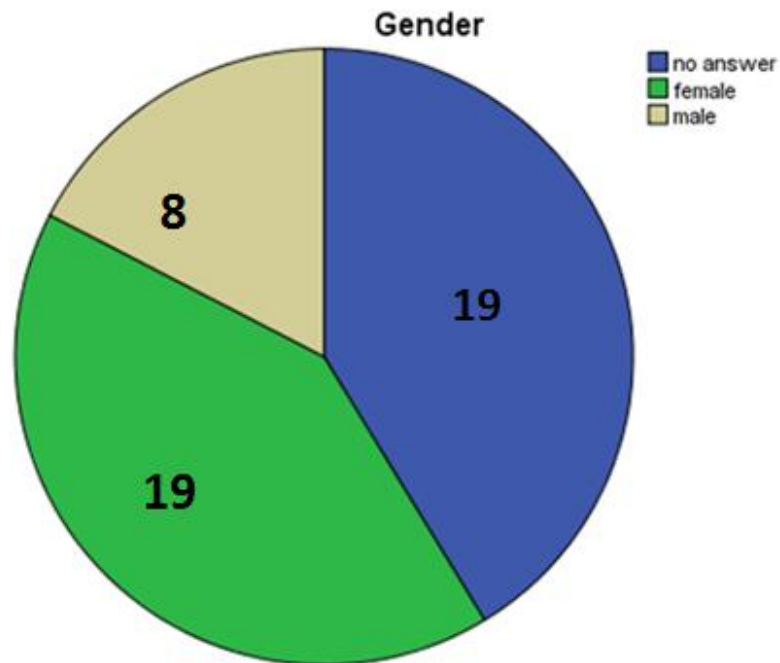


Figure 3.2.1 Gender of Respondents

From the pie chart (Figure 3.2.1) of gender, there were more females than males. The bar chart (Figure 3.2.2) of nationality demonstrated the majority of the repliers came from Europe. Among them, most students were from French and Germany.

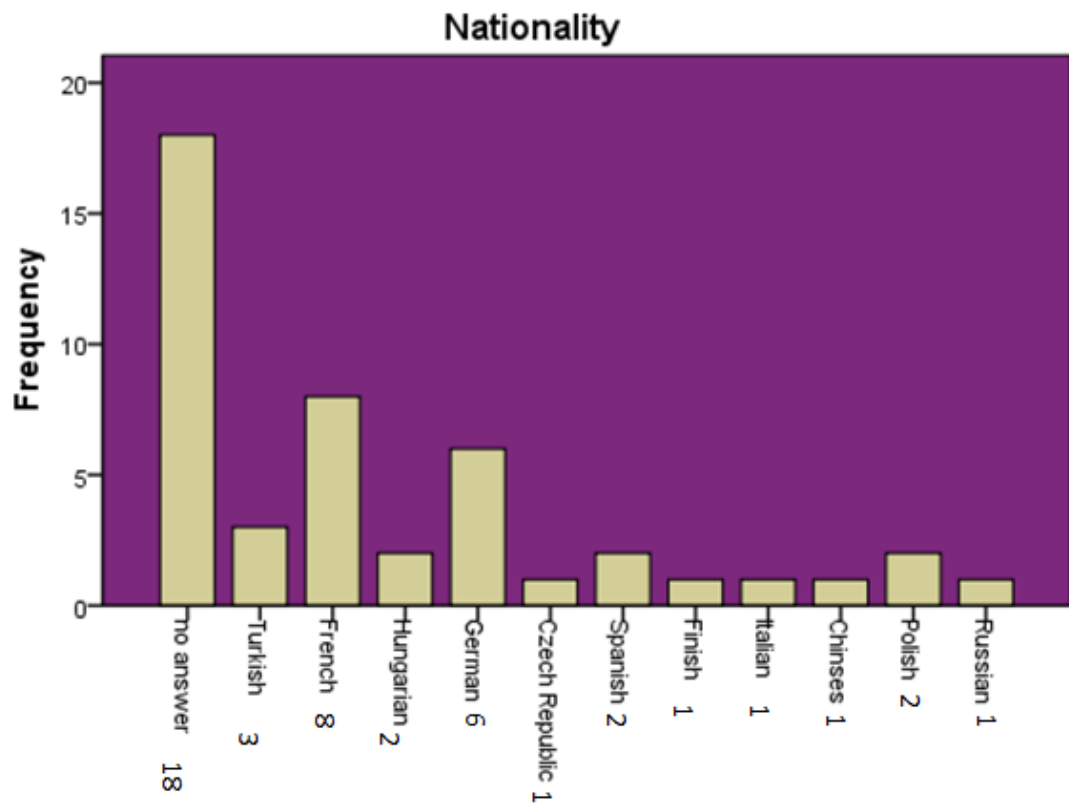


Figure 3.2.2 Nationality of Respondents

The bar chart (Figure 3.2.3) of age illustrated the age of most respondents was located in the group ranging from 18 to 25 years old. The visitors of House of Terror or Status Park belong to the two higher level of Travel Career Ladder, which directed the tourists focused on the seeking for understanding and respects from the destinations. Therefore, the visitors tend to be more educated and experienced through their short viewing in the dark tourism sites. The dark tourist attractions described the relationship between life and death, curiousness about the humanity existence, the respect and honors of victims of wars or disasters and so on. As a result, the dark tourism sites offered the trip, which mostly concentrate on the function of education.

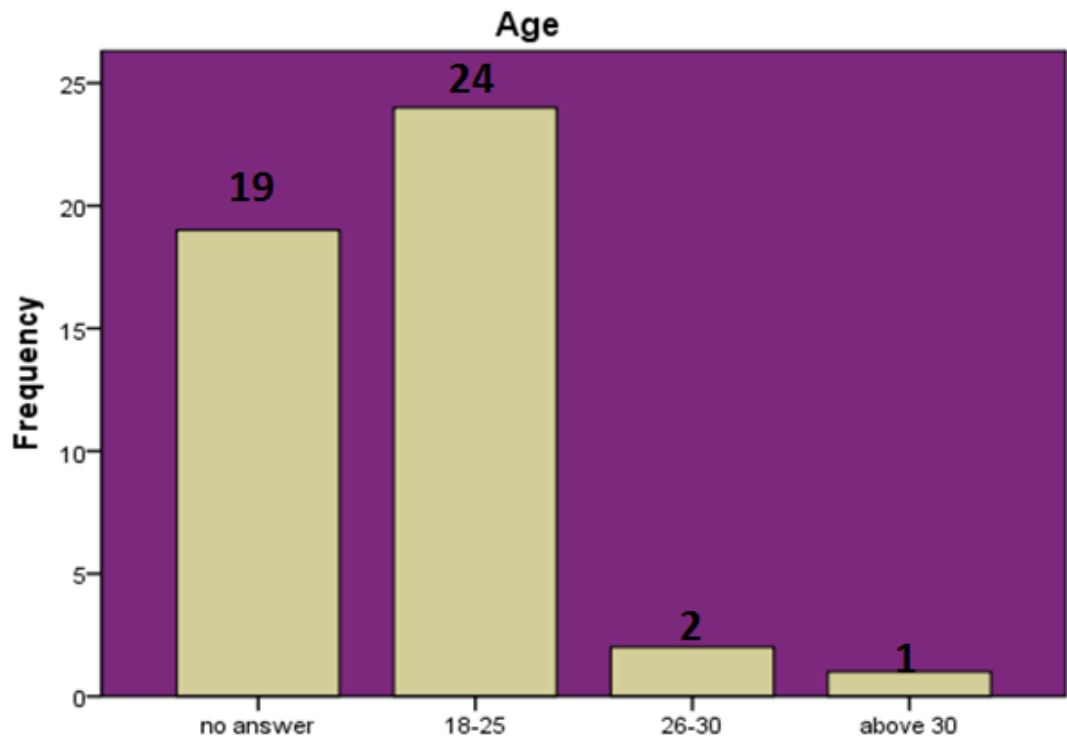


Figure 3.2.3 Age of Respondents

Due to the defined target research group, most respondents were located in age group between 18 to 25 years old (Figure 3.2.3), which displayed that the main visitors can be relatively young. Although the limitation of small sample numbers of respondents and high non-response rate, the research still can possibly conclude the age of the most visitors were young people. The reason was from the interview of the manager of House of Terror in the qualitative research part, the same question was asked in the interview and the answer was the young people – the same as the quantitative research result.

From where you heard about the House of Terror or Statue Park / Memento Park?

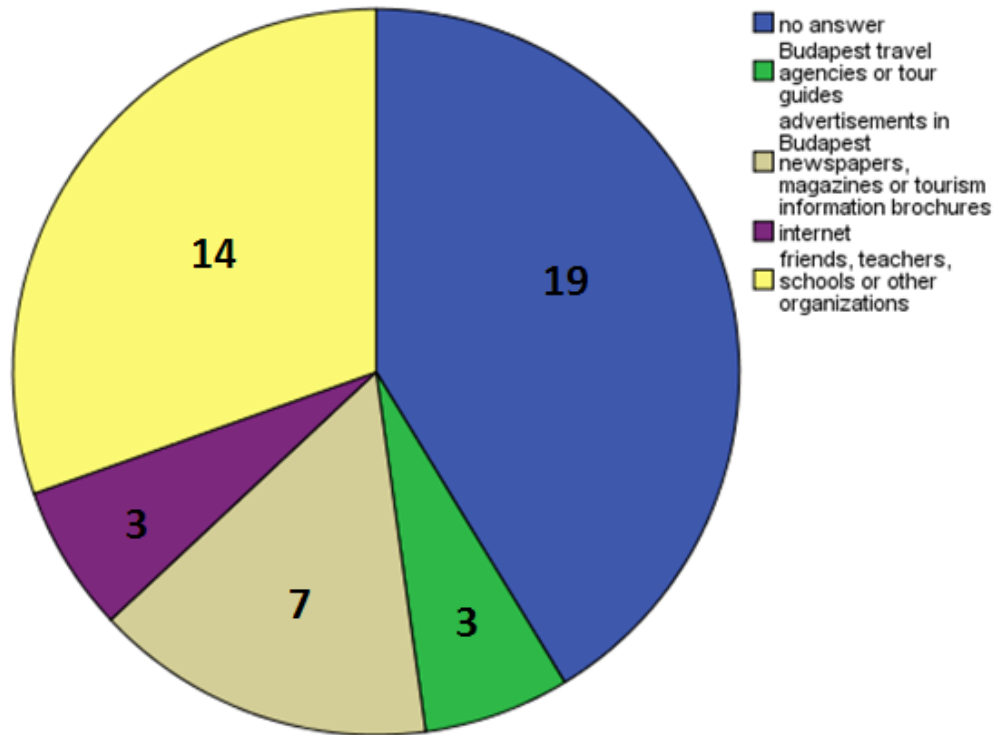


Figure 3.2.4

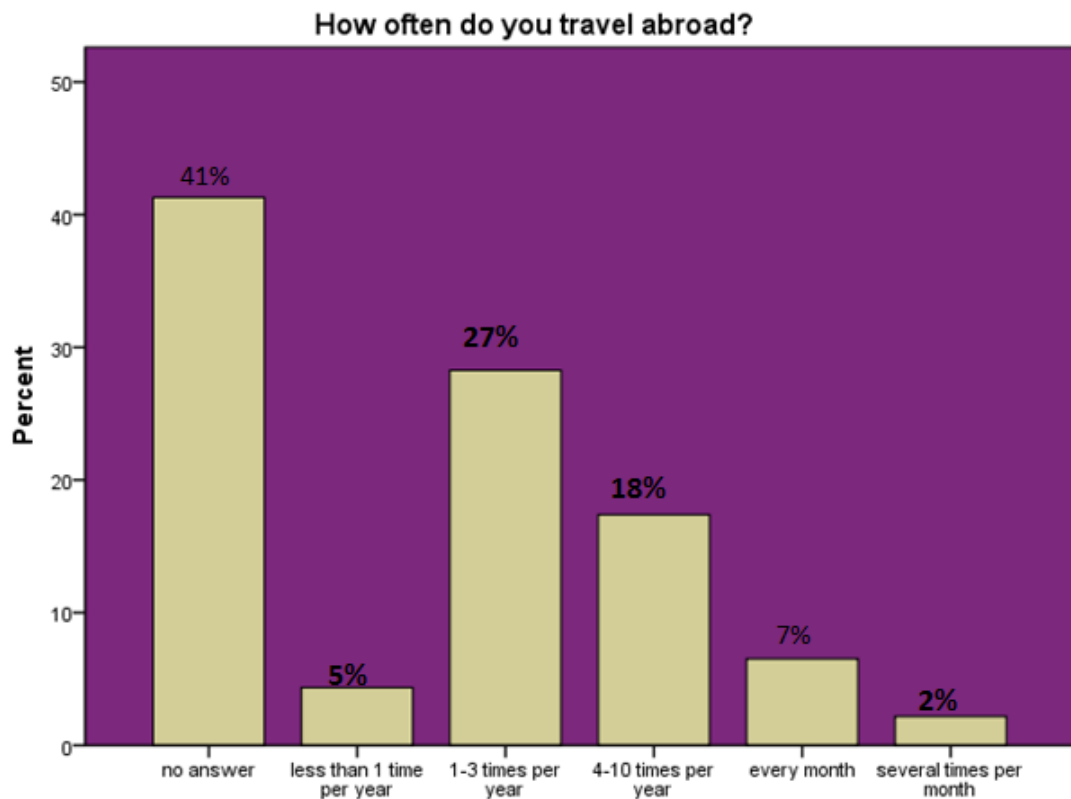
From the pie chart above (Figure 3.2.4) demonstrated the majority of the respondents got to know the House of Terror and Statue Park through their friends, teachers, schools or other organizations (e.g. Newspapers, magazines and tourism information brochures). Besides, internet and local agencies played a crucial role in promoting and publicizing native tourism resources.



Figure 3.2.5 Respondents' Reasons for visiting House of Terror (Niemelä 2010)

As the graph (Figure 3.2.5) above, the reasons of why visitors went to House of Terror museum were asked. Two most important reasons were learning about the Nazis and/or Communist and learning about the Hungary's role in Second World War. Learning the background of the museum itself and showing respect to the victims of the war, fascist occupied or communist controlled were the another two significant reasons for visitors. According to the figures, only few respondents choose 'Museum is a famous tourist attraction' and 'wanted to have one day out'. In other words, tourists did not have the motivations with the above two reasons. At the same time, only few answers are considering the dark tourism sites as part of their heritage. However, the score would be higher among Hungarians because of the historical background and museum's particular functions (e.g. mirror of the history).

Figure 3.2.6



The bar chart (Figure 3.2.6) above illustrated the proportions of respondents' travelling habits – the frequencies of travelling in a year. Specifically, answer b '1-3 times per year' accounts for the largest percentage (27%) of the entire respondents, while approximately 18% of the answerers stated that they travel four to ten times a year. In addition, the most frequency travelers (every month and several times per month) took up around 9% of the total respondents which is still higher than the non-frequency travelers (represents 5%).

Therefore, it can be clearly seen from the bar that the respondents' travelling frequency was substantially higher than those who did not often travel from time to time. More precisely, the researcher can assume that there is positive potential tourism market.

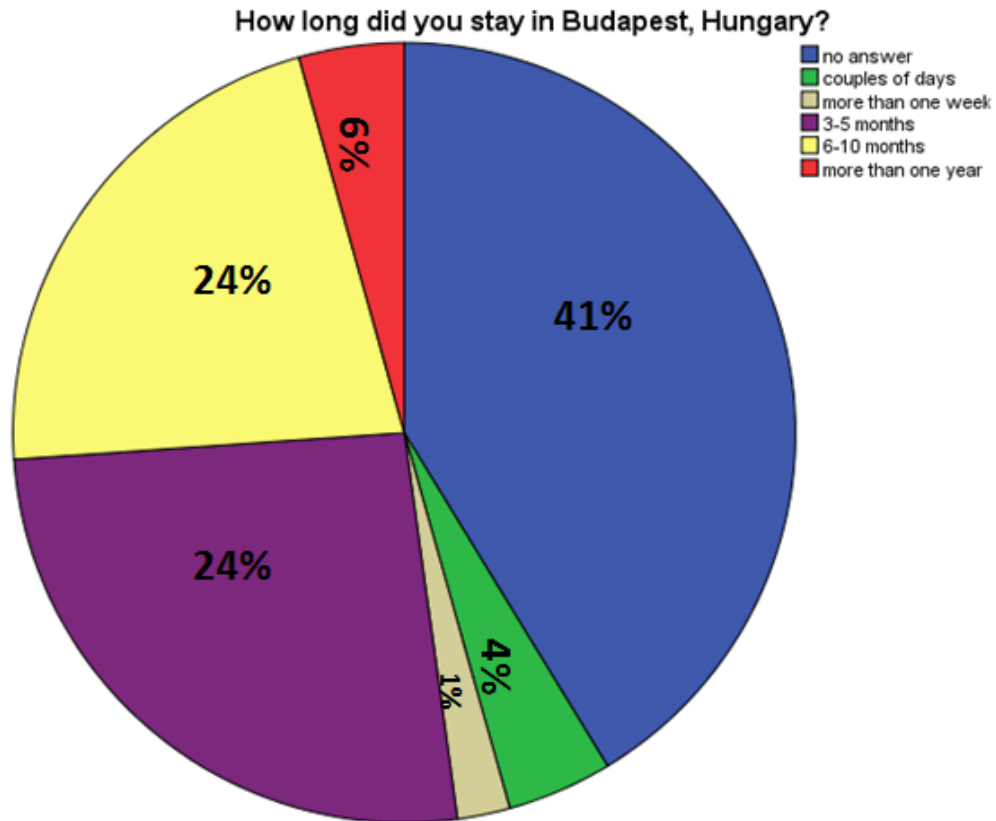


Figure 3.2.7

The pie chart (Figure 3.2.7) demonstrated the terms of stay concerning foreign students in Budapest, Hungary. According to the pie chart, the majority respondents belong to the categories of “3-5 months” and “6-10 months”, which represent nearly 80% of the whole answerers. In contrast, the long-term and short time period groups are relatively small. In other words, the respondents have sufficient time to get access to the dark tourism sites during the stay in Budapest. There is no or little correlation between the short time staying or long time staying of tourists or visitors in Budapest, Hungary.

Respondents' motivation for visiting House of Terror (Niemelä 2010)

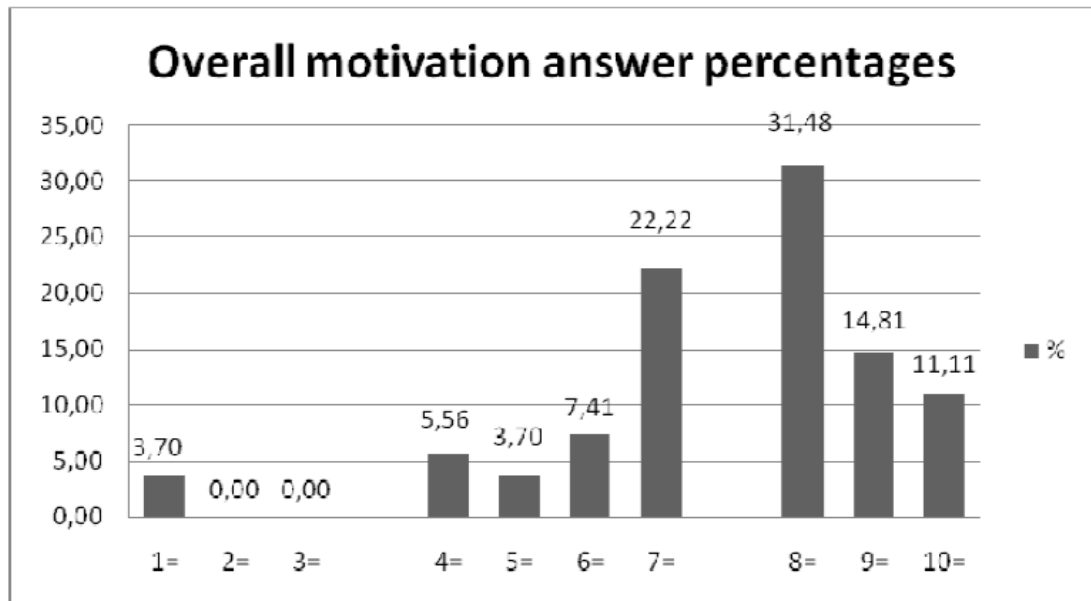


Figure 3.2.8

Motivation percentage in Figure 3.2.8 describes the visitors' motivation level for visiting House of Terror. From the bar chart above, it shows that the scale of the motivation rating from 1 to 10, most of the respondents spread within the scale between 6 and 9. In fact, 31.48% respondents choose scale 8 and 22.22% answerers select 7 as their rating, which means most of the visitors show high motivation in visiting hose of terror. As a consequence, the overall motivation among respondents can be regarded as positive assumptions for future market exploration.

3.2.4 Assumptions and Limitation of the Quantitative Research

Some assumptions were carried out in the quantitative research. To begin with, the research illustrated a clear perspective of who would be the potential visitors of dark tourism sites and what were the main factors affect their choice of dark tourism in Budapest.

In addition, combining the result from qualitative research, the young generations would be the target visitors, probable age from 14 to 28 years old. More marketing strategies should be sought for these potential target groups. From the basic information answers, the nearby countries young generations

are the same meaningful target group as the same age local or foreign students in Budapest based on the “Hungary’s tourism balance, 2004-2008” in Figure 2.2. Chapter 2.

Third, according to the travel habits results, tourism tends to be increasingly popularized among individuals nowadays, which not only offers multi-sensory experiences (tourists can see, hear, touch or even smell the exotics things at the destinations) but also raises the awareness of historical issues.

Finally, an increasing amount of individuals appreciate the educational background of dark tourism, not for the cultural heritage reason. Based on this, the role of tourism should combine the needs of education together with entertainment. Dark tourism attractions have an obligation to enrich the youngsters’ historical vision, raising the awareness of the respecting victims and cherishing their present life.

Several factors lead to the limitations of the quantitative research. It is imperative to pinpoint the causes of these consequences.

First of all, the postal questionnaire survey was taken place among foreign students in Budapest, Hungary. The response rate was normal, but the valid response rate was lower than the average level (20%, according to the methodology part). Around 200 questionnaires were sent through school email addresses to Erasmus exchange groups in three schools – Budapest Business School (BGF), Budapest University of Technology and Economics (BME) and Central European University (CEU) in Budapest, Hungary. During the three months (March –May 2011) sending emails and waiting for responses, 46 emails with attached questionnaires were received. After the detailed checked the questionnaires, only 27 answered questionnaires were valid among the 46 respondents. The response rate was 23% and the valid response rate was only 13.5%. Even though there is a large potential target group, which has a detrimental influence upon the reliability and validity of the research.

Second, Language obstacle brought a series of inconvenience for the data gathering. Although the mainly language for Erasmus exchange students in Budapest is English, other important languages – German, French, Hungarian and Spanish speakers were hardly communicated and responded. The contact of the sponsors of the organizations also became difficult due to the language obstacles.

Third, for the limitation of staying time and lack of financial support, the total research conducted in Budapest was only lasted around 3 months. More research could be implemented and improved. For example, contact and interview students or visitors directly can be an effective and first hand data collection for the quantitative research, which may increase the accuracy of the gathered data and veracity of the research result.

3.3 Market Strategies and Economic Evaluation

Nowadays, the dark tourism becomes increasingly popular in European tourism market, especially attracts school students and individuals who are interested in history and culture. Like Auschwitz Concentration Camp in Poland has already become a mature and hot dark tourism center attract the tourists from the whole world every year.

To develop the dark tourism is a step by step developing process that could not be too hasty for every tourist. For the dark tourism market, on the one side, it must be considered the tourists acceptable level, the knowledge of the dark tourism resource or the dark historical events interest. On the other side, for some extremely case, it is also should protect the physical and psychological safety of the tourists. In order to protect the dark tourism resources, it is better to take the appropriate measures to avoid the abundance of science and technology and obey the local policies and regulations related to the tourism-oriented to adapt the current conditions of the permit dark tourism development.

Tourism is a comprehensive social phenomenon which refers not only to its line or route of travel options, also including the living conditions (hotels or

hostels), food, transportation, shopping and entertainment of travel itself. When exploiting the potential market of Hungarian dark tourism, the researcher should particularly consider other needs of tourists for the purpose of combining and optimizing all aspects of tourism resources. Ultimately, the aim is to make Hungary dark tourism market outstanding among other nearby dark tourism sites.

For more market exploration, first, the majority of visitors come from good affection of promotion information. Using the mass media advertisements, specifically TV, Newspapers or other tourism information brochures to attract more tourists as this is a significantly dominant sources channel. Furthermore, expanding internet information or network makes online marketing increasing popularize among youngsters. Also this can be considered as the future marketing trend. A large amount of travel agencies prepare lots of promotions and packages tour selling through internet.

In a Budapest dark tourism museum or other travel agencies and tourist-information sites, publish the brochures or leaflets for other relevant dark tourism places, historical sites, heritage tourism lines and even park in Hungary. In fact, there is no ticket sale points sell a so-called total dark tourism ticket valid for all dark tourism sites in Budapest. But maybe a combined ticket, such as combine dark tourism sites with other heritage sites, great city viewing tour sites can be a promoted and attractive way to tourists to experience the new element in the trip. In this way, tourists gain both entertainment and education through this one-ticket, or one new-designed tourism route. For this combined ticket, some discount can be considered, or an extra surprise – such as small memorable Budapest present, one free beer drink coupon in a definite bar (for adult only), one free ice-cream ticket for teenagers and so on. The considerate care designed in the tickets sale package or tourists route possibly promote the reputation of dark tourism and whole tourism industry in Budapest, Hungary.

As the dark tourism is a new market in tourism, how to change the traditional concepts about dark tourism and enhancing the dark history education part need to be addressed. All this contributes to capture the spiritual of dark

tourism which is full of interesting and curiosity. Therefore, the tourism spots can afford the tourists with the thrill historical psychology and a sense of emotional involvement.

Furthermore, on the tourism market, high school students and college or university students are main target group combining the qualitative research with quantitative research result. For the purpose of approaching the potential group, this study suggested to preparing appropriate marketing strategies, such as discounted group tickets for students. A better solution is to achieve the joint effort of all student unions in high schools, colleges or universities, providing them with well-designed package tours. For this category consumer, the features tend to be more educational along with adventuresome. Besides, a well-designed tour line is reasonable and approvable accepted and chosen by the tourists. So when develop the Hungarian dark tourism, on the one hand, dark tourism sites should cooperate with each other in order to form special dark tourism routes. On the other hand, it should focus on its nearby attractions and properly optimize the usage of other resources. All these elements of the local tourism products to would strengthen expansion of dark tourism in Hungary. In all, it is possible to make dark tourism booming in future tourism market among youngsters.

Last, dark tourism places also can cooperate with the local or international travel agencies, such as combining or adding the dark tourism sites to the organized tourism routes. Additionally, special theme tour concerning the day trip of dark tourism line or free guide route of dark tourism can be other suggestions. It is possible to find out a new only dark tourism route connect with Poland, Austria, Czech Republic and Slovakia. This proposal not only promotes the local tourism development, but also generates profound positive advantages to the neighbor countries, which in turn impels the economic booming both in domestic and abroad.

4 DISCUSSION

Dark tourism is a new trend in tourism industry. The study of dark tourism providing the own understanding of dark tourism definition based on generalizing the previous researches of other scholars. From the theoretical overview of tourism motivation, economic affection and introduction of dark tourism sites in Budapest, the study conducted some relevant practical observation and survey to clarify what market strategies could be possibly attract more visitors in dark tourism sites in Budapest, Hungary. As the research defined the potential target group for dark tourism market in Budapest should be the young students both from local and nearby countries, more corresponding promotion should be develop to suit the appetite of this defined objective.

The study gave some suggestions about market strategies and economic evaluation of Budapest tourism. The conclusion of promotion strategies were based on the collecting data and quantitative research, at the same time, the statistics in the theoretical part was applied in the market strategies.

The topic was original found in one of the subjects in Erasmus exchange study - dark tourism in Hungary. It was a research study and I met a helpful guide teacher – Dr. Marta Jusztin. As this subject is none-class attending module, self-study is tedious at the beginning. We visited to House of Terror Museum and Statue Park together to learn more historical and cultural background of these dark tourism sites in Budapest and also make some photos and investigation plans together.

The study of dark tourism in Budapest was an attractive yet challengeable topic for us, which motivated us to read the references about the issue and explored details about the topic in Budapest, Hungary. First of all, it was difficult to start the definition part of dark tourism as we hardly can find systematic or theoretical books of this topic. We tried to search the literatures in library and through the internet, but still felt confused about the explanation of dark tourism. Definition of dark tourism was not clear or similar among different researchers. Hence, the given definition about dark tourism was

combined with the previous study and the author's critical ideas. In addition, even though there are plenty of literatures relevant to the topic of dark tourism, the researches particularly focusing on developing dark tourism market are extremely limited. Since dark tourism is not the main stream in tourism market, the shortage of media coverage can be another potential causes. But this market will arise more researchers' and social medium awareness in the future. Due to the above reasons, the suggested market strategy was relied on the general study about tourism market while considering specific dark tourism market critics.

The market strategy assumptions were based on both theoretical and empirical elements as well. The theoretical part of research was implemented around 3 to 4 months. Numerous data about dark tourism and tourism market are collected during this time. Then, as both of us were interested in qualitative and quantitative research, we decided to take some practical research with the techniques we learned in Business Research course. Postal questionnaire survey generated plenty of data about the consumers' attitude toward dark tourism sites and their travelling behaviors. For the further study, more theoretical parts concerning on the consumer behavior aspects should be taken into account, as consumers' needs and expectations should be an indispensable part for dark tourism market exploration.

The interview is only a short visiting to the manager Mr. Mathe Áron of the museum House of Terror, and mainly questions have been answered from his memory through one hour conversation. There is no relevant statistical data can be utilized for the research. For the limitation of time and conditions, only one interview has been implemented. However, more interviews with the employers and visitors in the museum may gain more accurate result or get wider opinions about the dark tourism sites in Budapest. Although the interview questions were designed and tried before implementing interview, the whole interview process could have been improved. The historical events relevant to the museum should be more detailed pre-read before the interview. Repeating is an easily happened mistake during the conversation. Some questions during the interview were repeated that caused misunderstanding can be avoided for the future study.

Moreover, language obstacle made the data collection more difficult. English speakers were much less than Hungarian native language speakers. Other linguistics, such as German, French and Spanish, were also prevalent in old or young generations. As a result, language restricted our respondents group. Besides, in order to contact the sponsors of the organizations or museums, the pre-condition was to keep the multi-cultural communication fluently.

After the interviews, quantitative survey were implemented in our research, it seemed interesting and easy. But when we tried to design our questions, there were much more difficulties than what we expected. The question number and quality required us fully understood our research purpose. Meanwhile, the respondents' hesitation and worries should also been considered. Too many questions on questionnaires might bother the respondents and they might don't want to reveal their opinion. Expect that how to choose the suitable questions for our research purpose were also not easy either. We got plenty of help from our supervisor and guide teacher that help keep the research questions seemed to fit our goals.

The most challenge part was to collect sufficient questionnaires from all the respondents. We were very disappointed about only received 46 repliers (we sent more than 200 emails to students). Among all repliers, only 27 were valid response for recording our data. But we combined the conclusion from the theoretical part and the answer of interview.

Time management is also crucial part in our study. We could not keep up our schedule with our thesis plan. Because the thesis process is much more complicated than what we thought. In fact, each part occupied us two or three times more than the original schedule. So when making thesis plan, both fixed and flexible time frame should be created in case unexpected situation arises.

It was interesting to conduct the whole research. We learned some practical language communication skills, but we met some obstacles for lack knowledge in Hungarian language, tourism, history and culture for the theoretical part. At the same time, lack of research experience was another obstacle, especially in designing proper interview questions and

questionnaires suit for the objective of the research. Finally, the difficult problems were addressed and the aims of our research were reached.

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APPENDIXES 1 Interview Questions

1. How many visitors per week? Per month?
2. About how many visitors in total in last 3-5 years? And this year until now?
3. Among the visitors, which age groups are the largest?
4. Among all visitors, more foreigners or more local visitors? Foreigners – where, from which countries? How many % of visitors are in groups and how many % individual
5. Did the government give any financial or policies support for the museum these years?
6. How is the museum to change and improve the facilities inside for recent years?
7. How many employee they have so far, did they change a lot recent years?
8. Did they have any plans for the future development? Will the museum cooperate with local travel agencies, hotels or schools?
9. How much was the re-construction carrying on in the past few years?
10. Did the museum hold some special exhibitions every year?
11. Did they use some advertising strategies to attract more tourists? If they do, please give some examples... if Not, we can provide some constructive advises...In our thesis...
12. Did they get any support from some Medias, like some magazines or newspapers help them send some brochures?

14. How about the development of tourism souvenirs?

APPENDIXES 2 Cover Letter & Questionnaires

Cover Letter

Budapest, 27 April 2011

Dear Students

We are doing final thesis for Savonia UAS in Kuopio, Finland. We have chosen foreign or native students in Budapest to be our target group for the study. We were exchanged in Budapest last semester and interested in the topic of Dark Tourism in Budapest. We would like to ask for your kindly help. Could you take few minutes to fill out the questionnaire and send it back to us?

Thank you very much!

Yours sincerely,

Shen Cen & Li Jin
Savonia UAS , Finland

cen.a.shen@student.savonia.fi ;

jin.a.li@student.savonia.fi

Questionnaire

1. Gender:
 - a. female
 - b. male

2. Age :
 - a. under 18
 - b. 18 – 25
 - c. 26 – 30
 - d. above 30

3. Nationality:

4. What is your major subject (if you are a student) ?.....

5. How long do you stay in Budapest, Hungary?
 - a. couple of days
 - b. one week
 - c. more than one week
 - d. 3 – 5 months
 - e. 6 – 10 months
 - f. more than one year

6. How often do you travel abroad?
 - a. less than 1 times per year
 - b. 1 – 3 times per year
 - c. 4 – 10 times per year
 - d. every month
 - e. several times per month

7. In your travel, what do you expect to experience in the destination?
 - a. entertainment
 - b. education
 - c. both
 - d. others

8. Do you know what Dark Tourism is?
 - a. never heard (If you choose “a”, please continue from question11)
 - b. yes, I have some kind of an idea

9. What kind of dark tourism destinations you are interested?
 - a. Hurricane Katrina in the US, Indonesia tsunami

- b. Tower of London, Edinburgh Castle
- c. Beaumaris Prison in Wales
- d. Auschwitz in Poland, Nanjing Massacre in China
- e. Others, please list more.....

10. Which one or more of the following dark tourism attractions you know in Hungary?

- a. House of Terror
 - b. Statue Park / Memento Park
 - c. Recsk Prison
 - d. Emlékpont
 - e. Most of above
 - f. None of above
- (If you choose c, d, or f, please jump to question 13 directly)

11. Have you visited House of Terror?

- a. Yes
- b. No

12. Have you visited Memento Park?

- a. Yes
- b. No

13. Are you planning to visit House of Terror or Memento Park?

- a. Yes
- b. No

14. From where you heard about the House of Terror or Statue Park / Memento Park?

- a. Budapest travel agencies or tour guides
- b. advertisements in Budapest newspapers , magazines or tourism information brochures
- c. internet
- d. friends, teachers, schools or other organizations