

DARK TOURISM EXPERIENCES WITH CANVAS MODEL IN THE CONTEXT OF TOURISM ENTREPRENEURSHIP

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Original Scientific Article

DOI: 10.35666/25662880.2022.8.16

UDC: 338.482-1 CANVAS

Abstract: Dark tourism, in its original form, includes concentration camps, dungeons, cemeteries, disaster zones, spooky castles, horror movie locations and war zones, etc. Includes site visits. Today, however, such travels have become popular with museums, panoramic museums, battlefields, tombs, palaces, etc. This travel experience, which has attracted a lot of attention especially by young people in recent years, draws attention in many countries and cities, rural areas. This type of tourism, which can be combined with spirituality in the depths of the human spirit, provides social and economic contributions to the visited region. In this research, it is aimed to investigate guest experiences in the context of dark tourism and these experiences in the context of tourism entrepreneurship by making use of the CANVAS model.

Keywords: Tourism, Dark Tourism, Tourism entrepreneurship, Canvas Model

INTRODUCTION

The concept of dark tourism has quite many definitions as well as different name such as morbid tourism, dark tourism, black spots, grief tourism, thanatourism (death tourism) in sources. In the literature, dark tourism is seen to be called as sadness tourism and grief tourism. For this reason, the definitions of the concept of dark tourism should be considered in more detail. With this study, it is aimed to increase tourism entrepreneurship in the context of dark tourism and dark tourism centers, which are tourism centers such as dark entertainment factories, dark exhibitions, dark dungeons, dark eternal resting places, dark monuments, dark battlefields, and dark genocide camps. The target of the study is also to promote and market these centers and to offer some suggestions on business development in these centers.

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THE CONCEPT OF DARK TOURISM

"Dark tourism" is an interesting topic that has recently entered the tourism industry. This concept, which is referred to as "sad tourism", "sad tourism" or "black tourism" in Turkish, was first introduced in 1996 by Glasgow academicians Lennon and Foley. However, humanity's interest in dark tourism activities goes back much further.

Dark tourism can be defined as the evaluation of death and sadness over the years within the scope of tourism (Aliğaoğlu, 2004: 54). Tarlow (2005) expresses dark tourism as follows; these are travels to regions where events that have an impact on life and deaths that are considered important in history have taken place. According to a different definition, it is the whole of activities carried out for real or later made-up regions and centers where death and tragedy are handled as the main subject (Kendle, 2008). Stone (2006) defined it as "visits to destinations that are frightening about death and suffering". In domestic sources, there are different definitions of the concept of dark tourism. Aliğaoğlu (2008) expresses dark tourism as follows; it is traveling to destinations that make individuals sad for different reasons for tourism purposes. According to another definition, as a result of tourists experiencing pain and sadness, tourists reach prosperity with the experience gained from the situation (Özçelik, 2012). In a different definition, it is expressed as a type of special interest tourism that includes travels to regions where death events such as war and torture occurred, museums and works built in this context, and travels to centers where sad events such as misery and natural disasters occurred (Kılıç and Akyurt, 2011).

The main theme of the definitions of dark tourism should be events such as the death of people as a result of the incident that occurred in the visited regions, the negative health status or the psychological trauma. The event that occurred should be able to increase people's feelings of pity and sadness, and at the same time, it should have a very impressive potential. In order for a region to be evaluated within the scope of dark tourism and to be a destination attraction, the events occurring in the regions must be historically close to the present and have the quality of awareness. In addition to this, there are some main factors for the death and bullying items to be considered as tourism products. These;

- The situation and event should be visible.
- The actual situation and the event should be wide-ranging and deeply shocking.
- Those who died must be interpretable and innocent.
- Innocent dead and criminals must be clearly distinguishable from each other.
- Findings regarding the situation and the event should reach until recently (Çiçek, 2013: 111-112).

In dark tourism, it is aimed to integrate with what happened in the events that took place in the visited destination, to feel like they are living those events again, and to feel common feelings with the characters in the events. The fact that emotions such as grief and sadness cause inner peace in tourists directly increases the level of satisfaction with the visit (Kılıç and Akyurt, 2011: 211).

Within the scope of dark tourism in England, the first guided travel by train was organized to watch the execution of two murderers (Stone and Sharpey, 2008: 574). Since ancient times, people have been interested in important tragedies, deaths and disasters.

In the past of all communities, there are sad and painful days and events when remembered. Travels to destinations where these sadness and sad events took place and remembering those times can be described as quite impressive factors (Kozak and Bahçe, 2009: 152).

Visiting friends, family and relatives living in dark tourism centers or regions is not considered within the scope of the dark tourism movement. However, in a tour organization attended by tourists, travels to dark tourism regions on the route can be shown as an example of dark tourism movements (Yuill, 2003: 11). Tourists travel to dark tourism centers for various purposes; some tourists visit for mourning; some others commemorate an important person, and some relive those times (Özçelik, 2012: 23). People actually face the facts by these visits to dark tourism destinations.

Causes of Dark Tourism's Emergence

Although dark tourism is considered as the work of the postmodern period, discussions continue on this issue. While some researchers argue that dark tourism existed in past, others claim that this activity, which has been recognized especially in the last 30 years, belongs to the postmodern period. These two variable views differ from each other on the history of dark tourism, but they agree on the development and fame of dark tourism. At this point, two elements; postmodernism and the media are discussed. The life changed by the media along with postmodernism; it also influenced factors such as supply, demand and consumption and created a more innovative consumption network. In addition to this, today's thoughts about the phenomenon of death have changed and approaching death has become a tool of authentic experience. For this reason, it is important to examine in detail the postmodernism and media factors that affect the dark tourism activity in detail, in order to address the basis of the curiosity about dark tourism.

Postmodernism: Modernism has deeply shaken people's lives and caused a lot of disappointment. Technological and scientific practices that gained momentum with the development of modernism; It promised people a healthy, safe, hopeful life, as well as an equal social structure with a fairly good level of well-being. However, all these commitments end with epidemics, political conflicts, disasters and economic instability. In the last periods of modernism, people lost their hope and trust in these commitments, and as a result, postmodernism began to emerge. The modern age is full of such inadequacies and negativities, which brings the need to lay the foundations of a new age. As a result, the postmodern period, in which great promises were shattered and difference and individuality were prioritized, began. The postmodern era is an era in which diversity is very important compared to modernism. For this reason, people follow the new-old, diverse and original in order to improve themselves and renew themselves day by day. The experiences of postmodernism, like everything else, aim to be original.

Another effect of postmodernism on the popularization of dark tourism has been through the differentiated consumption network. Stephen Brown, in his book "Postmodern Marketing" (1995), stated the 7 elements that make up postmodern marketing as follows;

- Fragmentation: Disintegration in politics, economy and market
- Arranging Differentiation: Destroying hierarchical structures
- Materialism: Virtual reality
- Chronology: Curiosity, longing for the past
- Pastiche: combining concepts related to music and literature
- Institutionalism: Negativity towards universal realities
- Pluralism: This factor is not a separate group, but it defines that the other 6 structures can be combined and that the postmodern culture shows flexibility and tolerance to diversity (Brown, 1995; cited in Yeygel, 2006:205).

The 7 elements that Brown created clearly explain the popularization of dark tourism. In the postmodern era, the demand for diversity has been adapted to the tourism phenomenon and has led to the formation of many, various alternative tourism types. Among these types of tourism, dark tourism is in high demand due to "death" and the interest in death. In addition to these, the relationship of dark tourism with the past, the effect of different artistic, cultural tools and media make dark tourism popular.

Media: It is seen that the modern media has a substantial impact on public opinion. People often use media tools to learn about news and to obtain various information. People are informed through the media, so the media becomes popular as an important tool. Since the media has reached the universal structure, data distribution has accelerated and started to reach large masses. Apart from their own regions, people can quickly access data about different regions thanks to the media.

According to Yuill; In this environment, media becomes an important tool in describing destinations and places, including dark tourism (Yuill, 2003:124). Lennon and Foley defined modern media as the symbol of events that emphasize dark tourism products and the tool that plays a role in specifying the necessary importance for tourist motivation (Lennon and Foley, 2000:16). In addition, in the postmodern age, people can find everything from the media, but they also create content through social media. In this way, the definition of tourism; it is done directly with content such as advertisements, indirectly through TV series and movies, and among people through social media.

Yuill (2003) explains the effect of the media on dark tourism with the importance of announcing the curious accidents and events that occur in the world to the public. Interested accident etc. events reach every segment quickly through the media and ensure that they are not easily forgotten. The media has a significant impact on emphasizing the repulsiveness and attractiveness of dark tourism. Along with the dark tourism products that are displayed or not remembered through the media, awareness of the destination is deliberately created for the existing visitors (Yuill, 2003:124-125). Yuill refers to media's mediation in dark tourism travels as "mediation". While the push factors (crime, death, nostalgia, interest) fulfill the role of awareness for the current visitor; Attractive elements (commemoration, works of art, place sanctification) make the tourism destination more intriguing and interesting.

The Pushing Effect of the Media: The media has also been an important tool in matters such as the display and promotion of tourism venues and important destinations, thanks to the expansion of its sphere of influence and its ability to reach every location. For this reason, the media provides support to tourism desire and tourist motivation as a "push effect" (Yuill, 2003: 126).

Media coverage of dark tourism centers is a driving force for current visitors. The content transmitted through the media attracts the attention of the visitors to the centers and increases their desire to visit. Again, thanks to the repulsive effect of the media, interaction occurs among tourists through social media and various tours are organized.

The Attractive Effect of the Media: Recently, the media has not only pushed the visitors to the centers, but also taken on the role of attracting them. With the developments in technology and science, the function of the media, which has many purposes, in dark tourism centers reveals the attractive effect of the media. With the multimedia equipment in the dark tourism centers, the experiences of the visitors are differentiated and contribution is made. Photographs, videos, films and various other elements presented to the visitors with the communication equipment in the centers are used as attractive factors as well as promising more experience to the visitors (Yuill, 2003: 130). In addition to these,

experiences such as being in the events experienced again are offered to the visitors through different mass media.

The Development Process of Dark Tourism

Visitors traveling from various regions within the scope of the Gladiator Games, which were organized for the first time in Rome, are seen as the first dark tourists as part of watching death and disaster. The train tour, which was organized to watch the executions in Egypt in the 16th century BC in public, is known as the first guided travel on behalf of dark tourism (Yıldız, Yıldız, and Aytemiz, 2015, pp. 393-394).

Yıldız et al., on the other hand, stated in their research that “Morgue travels organized with a guide in Victorian times, and places rented by tourists who pay to watch the prisoners tortured in prisons are considered as the first dark tourism activities” (Yıldız, Yıldız, and Aytemiz, 2015, p. .394). “The basis of this type of tourism, which is expressed as travels to destinations related to death and suffering, dates back to ancient times. For example, it is possible to describe the travels of the Romans and Ancient Greeks to visit the monuments of the pharaohs as the first examples of the dark tourism movement” (Kurnaz Akyurt, 2013, p. 10).

The separation of the Dark tourism regions and the Dark tourism centers in Turkey are listed below:

Dark Fun Factories: They mainly cover entertainment-oriented visit areas that evoke frightening events related to real or fictional death within the scope of a certain commercial ethics. The Bloody Well of The Yedikule Dungeons where Young Osman was executed and the Golden Gate and the dungeon towers are the samples.

Dark Exhibitions: They refer to spaces and exhibitions where product design is prepared under a certain fictional framework to provide potential learning and education. The "Museum of Barbarism" and the recent "Madımak Hotel Museum" are the places where the most suitable dark exhibitions take place in Turkey.

Dark Dungeons: They show the places and areas where heavy penal prisoners stayed in the past. These types of products actually have a combination of education and entertainment as the main business focus. They were dangerous and frightening structures but now they are used in tourism for educational and entertainment purposes safely. Sinop and Ulucanlar Prisons are among the best examples in Turkey.

Dark Eternal Resting Places: They focus on cemeteries as potential products for Dark tourism. Many prehistoric tumuli in Anatolia, especially in the tombs of the clergy and statesmen during the Seljuk and Ottoman states (eg, the tombs of Ottoman sultans and statesmen in Bursa and Istanbul, Sultans Tomb and Mevlana Tomb in Konya) and places such as monuments and monuments built on behalf of people (Turgut Özal, Alpaslan Türkeş, etc.) who have recently passed away and left their mark on Turkish political history.

Dark Monuments: These are places whose roles such as remembrance, commemoration and respect have been commercialized, especially recently. In Turkey, the Anıtkabir where Mustafa Kemal Atatürk lies and the other examples are the Çanakkale Martyrdom Monument, the Sakarya Martyrdom, and the Victory Monument.

Dark Battlefields: They are objectified as a potential tourism product and are composed around warfare and battlefields., Malazgirt, Sarıkamış and Çanakkale are good examples of Dark Battlefields. The war and its preparations have definitely existed in these lands for more than 3100 years, from the Trojan War (1200 BC) to the last known World War in Anatolia, and from the Trojan War (1200 BC) to the last Great Offensive (1922).

Dark Genocide Camps: They represent the darkest part of the dark tourism spectrum, with the main theme of Holocaust, brutality and catastrophe, death. Genocide camps are not very common in the world, but they do not exist in Turkey (Çetinsöz and Temiz, 2016:510-514).

EVALUATING DARK TOURISM EXPERIENCES AS ENTREPRENEURSHIP WITH THE BUSINESS MODEL CANVAS

The canvas business model is a way to turn a generated idea into real business. It is the model that shows how your business works and how it looks in the conditions of increasing competition. The Canvas Model is used by business start-ups, entrepreneurs, investors or people who want to develop their businesses.





Developed by Alex Osterwalder in 2008 for entrepreneurs, the Business Model Canvas creates an area where entrepreneurs can update their business ideas according to changing environmental conditions, easily understand and explain. Canvas Business Model is a strategic management table used when it is desired to develop a new idea or business idea. This table is a table that can define the infrastructure resources, customer/near environment and financial resources of the institutions. The table allows the organization to rank its activities and to design potential changes. Canvas provides an opportunity for an

entrepreneur with a business idea to see everything on a single page without the need for long preparations. The main topics in the Business Model Canvas are; customer segment, value proposition, channels, customer relationships, revenue model, core activities, key resources, key partnerships, expense structure.

The canvas business model attracts great attention all over the world, as it is a business model that is intensively researched and studied by entrepreneur candidates and provides many different usage advantages to entrepreneur candidates (www.damgh.com, 2022).

In this context, the following model has been designed to transform dark tourism activities into a business idea: A proposal/model has been presented to develop tourism entrepreneurship:

Business Model Canvas in the Context of Dark Tourism

<p>Key Partners</p> <p>Public and private sector partners, municipalities, special provincial administrations, tourism associations,</p> <p>In the private sector, the construction sector, the furniture sector,</p> <p>Suppliers; food and furnishings, hardware and industrial hardware, hotel software, furniture decoration,</p> <p>Within the framework of the partnership, the technical equipment and superstructure will be made by other tourism operators.</p>	<p>Key </p> <p>Activities</p> <p>Investment and management, mixed and reversed distribution channel in dark tourism areas.</p> <p>Keeping different tourism attractiveness at the forefront.</p>	<p>Value </p> <p>Propositions</p> <p>Customer relations applications.</p> <p>Internet-based marketing and customer tracking.</p> <p>Original and local service quality.</p> <p>International tourism standards and standardizations suitability.</p> <p>Revealing a different need of tourists.</p>	<p></p> <p>Customer Relations</p> <p>Face-to-face and personal services</p> <p>Services in the field of dark tourism</p> <p>Services in the field of historical and cultural tourism</p>	<p>Customer Sections</p> <p>Dark tourist profile,</p> <p>International and regional customers,</p> <p>Domestic and foreign tourist profile within the scope of culture and faith tourism.</p>
	<p>Key Sources </p> <p>Physical infrastructure and superstructure,</p>	<p>Tracking with mobile application system.</p>	<p>Channels</p> <p>Access via the internet and social media</p> <p>Individual and group customers.</p>	

	<p>tourism equipment, Dark tourism brand.</p> <p>Qualified tourism employees graduated from tourism faculties,</p> <p>Use of equity capital for tourism purposes.</p> <p>Value Proposition: Faith, history and cultural tourism.</p> <p>Hospitality Charm</p> <p>Comfort</p> <p>Comfort Research</p> <p>Personal accommodation and excursion options,</p> <p>Authentic environments, cultural diversity.</p>	<p>Mobile-based tourism sites with international accessibility.</p> <p>Geographical information system maps prepared for the tourism region.</p> <p>Branding of dark tourism.</p>	<p>After-sales customer follow-up and services.</p> <p>Promotion of dark tourism centers with social media</p> <p>Mobile-based tourism sites with international accessibility.</p>	
		Income Sources		

<p>Cost Structure</p> <p>Capital intensive,</p> <p>Outsourcing,</p> <p>High fixed costs,</p> <p>Its labor intensive.</p>	<div data-bbox="621 200 692 272" data-label="Image"> </div> <p>Visitor in the dark tourist center room revenues,</p> <p>Food and beverage revenues, other income,</p> <p>Seasonal and semi-seasonal pricing,</p> <p>Souvenir revenues.</p> <div data-bbox="1108 421 1193 492" data-label="Image"> </div>
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CONCLUSION and EVALUATION

According to this model, it is important to draw attention to dark tourism, to promote and market dark tourism centers, to increase jobs and opportunities there, to encourage investment and entrepreneurship and to bring them into tourism in the context of dark tourism. Using the Canvas model is experimental in this study. The experimental usage of the model has been put forward to set an example and awareness. It is a proposal that will draw attention to tourism entrepreneurs and will start operating. The value propositions of the canvas are important in terms of promoting and branding dark tourism. These value propositions can be listed as follows; customer relations applications, internet-based marketing and customer follow-up, original and local service quality, compliance with international tourism standards and standardizations, revealing a different need of tourists, tracking with a mobile application system, mobile-based tourism sites with international accessibility, prepared for the tourism region. Geographical information system maps form the value propositions part of the Canvas. In this way, tourism centers such as dark entertainment factories, dark exhibitions, dark dungeons, dark eternal resting places, dark monuments, dark battlefields, and dark genocide camps will come to the fore and business models will be realized in the context of tourism entrepreneurship.

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