

[DOI: 10.20472/IAC.2017.33.040](https://doi.org/10.20472/IAC.2017.33.040)

SEUNG KOO LEE

Dept. of Tourism Business, Kangwon National University , Korea, Republic of

RENUKA NEWPANEY

Kangwon National University, Korea, Republic of

A STUDY ON THE DIFFERENCE OF THE VISITORS' MOTIVATION AND BRAND EQUITY OF DARK TOURISM VISITOR: FOCUSED ON THE WAR MEMORIAL OF KOREA AND CHINA

Abstract:

This study examined dark tourism motivation and brand equity of two different destinations. Using a qualitative researched on related field, this study traces visitors of Nanjing Massacre Memorial Hall(China) and Lee SeungBok Memorial Hall(South Korea). Steeped in commemorate the murder of Chines by Japanese and Korean Lee SeungBok by North Kroean Army are Memorial Halls still being remembered and having its own cultural importance as a dark tourism destination throughout Korea and China. Through study that involved visitors observation from November 30, 2016 to December 30, 2016. Among the 700 distributed questionnaires, 650 copies were collected and 609 copies were used for the actual analysis. The content analysis education, friendly, cultural, place factors were found to be key motivation aspects of these dark tourism related to death. Additionally, it was found, that there were significant differences existed mainly between visiting motivation, tourism satisfaction and behavioral intention of visitors of two destinations. Finally, discussed about the important aspects of the dark tourism phenomenon related to Korea's abandoned dark tourism destination and suggested that, activation of abandoned destination will bring massive the regional development.

Keywords:

Dark Tourism, Visitors' Motivation, Brand Equity, Leisure Constraints