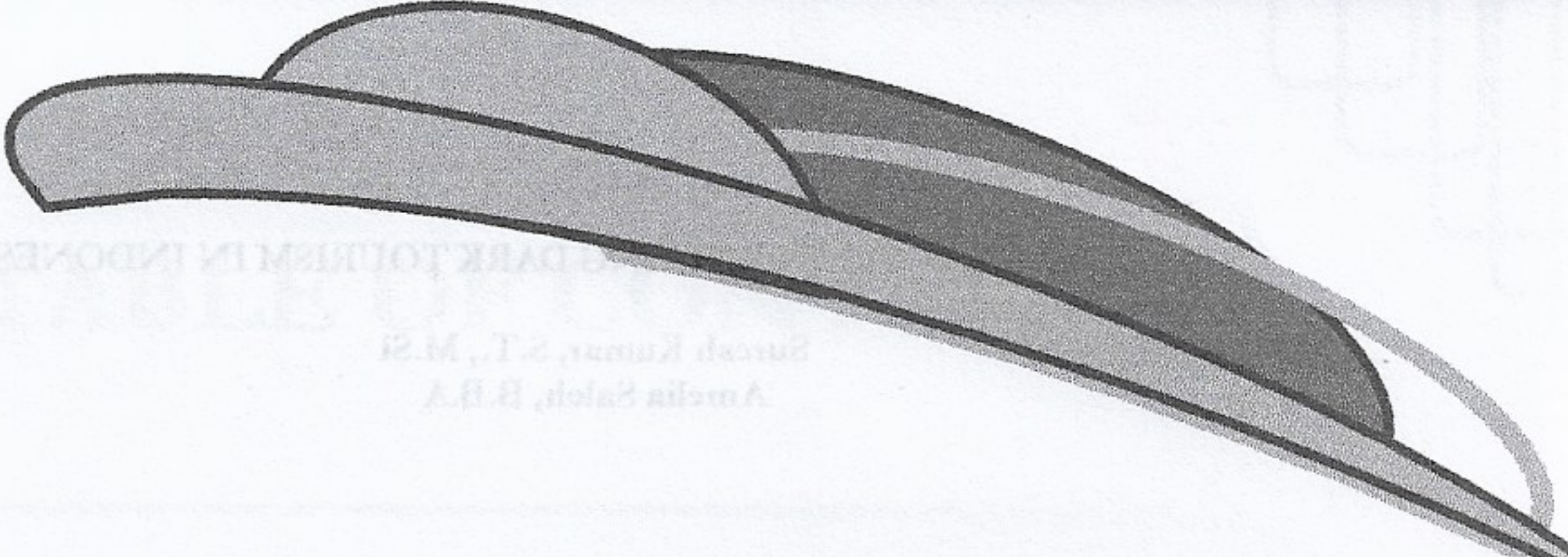


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**TOURIST MOTIVATION**  
**VISITING**  
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**IN INDONESIA**





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**YAYASAN PENDIDIKAN  
CENDEKIA MUSLIM**

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# TOURIST MOTIVATION VISITING DARK TOURISM IN INDONESIA

Tourist destinations generally offer natural beauty, cultural culture, entertainment centres (ex. Disneyland, Universal studios, Dufan, etc.), and the current trend is Dark Tourism. Tourists who hear about an event, such as a natural disaster, which can be seen only through TV or the internet, they want to visit the place to see it with their own eyes. Actually, dark tourism is not a new thing because we have known it through museums for a long time. But the sense of empathy that was not felt before appears now because of the mass media and digital coverage so that there is a strong desire to visit these places. Indonesia has many places called Dark Tourism such as the Aceh Tsunami Museum, Museum Lubang Buaya, the Juang Foreman's Tomb, the Bali Bombing Memorial, and others. This monograph was written looking at millennial perceptions of Dark Tourism in Indonesia and their intention to visit. The tourism motivation theory is applied by involving self-understanding, curiosity, conscience, a 'must see this' place, and exclusiveness. This monograph is expected to invite hotel managers to collaborate with museums with the imprint of Dark Tourism as their strategic marketing plan.



Penerbit Yayasan Pendidikan Cendekia Muslim  
Perum Gardena Maisa 2, C.12, Koto Baru, Kubung,  
Solok Sumatra Barat – Indonesia 27361  
Email : cendekiamuslimpress@gmail.com  
Website : www.cendekiamuslim.com

