

THE POTENTIAL OF DARK TOURISM FOR MALAYSIAN TOURISM INDUSTRY: A REVIEW

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ABSTRACT

This conceptual research is on the potential of dark tourism as a new product in Malaysia. This is important because tourism industry is one of the largest earning sectors in Malaysia. However, Malaysia needs to offer a new product beside usual one relates to Friendly and Halal Country, Health tourism etc. This concept has grown widely in the West, Europe and even Australia. It may sound bad because it involves tragedies, disasters, violent and any dark side under the umbrella of heritage tourism context. Then, the objective of this study is important to review the probable of the concept of dark tourism as a new product in Malaysia. This product will enliven the local history or local stories which are ignored or abandoned or forgotten and even will be preserved as tangible and intangible heritage legacy. This is a library research approach with expectation that Malaysia needs a new product for its sustainability on tourism industry where dark tourism is one possibility.

Keywords: Potential, Dark Tourism, Malaysian Tourism

1.0 INTRODUCTION

Tourism is one of the principal money making sectors in Malaysia. It creates positive economy and service prospects. World Tourism Organization reports that Malaysia is ranked 14th in international tourism arrivals. However, Malaysia needs to offer new products beside common products related to Friendly and Halal Country, Health tourism and others. Unfortunately, the pandemic COVID-19 is putting all countries including Malaysian tourism in jeopardy. To refresh the industry, Malaysia has launched a new National Tourism Policy 2020-2030 as a starter. Then, Malaysia should notice the growth of dark tourism industry in the West, Europe and even Australia. Their young tourists have been venturing into something the mass tourists avoid. Then, it is not surprising that Malaysian youth will eventually follow the trend since this theme is increasingly popular among them. They have more courage

and interest in new things and death is not exceptional let alone in tragedies, disasters, violent and any dark side under the umbrella of heritage tourism context.

On Dec 23, 2020, the Prime Minister of Malaysia has launched it, with intentions to confirm continuousness of Malaysian tourism business and to ensure that the country return as preferred attraction places in the world. Then, strategies would be planned to consolidate competition, open maintainable and all-encompassing vacation industry and its progress and ready with upcoming calamity plan. One way to ensure to achieve it is by rebuilding Malaysia as a new direction of tourism concept; Dark Tourism. Dark tourism is one of the forte tourisms (Teacher Tourism, 2020) that has become famous worldwide especially among the youth. The contextual tourism on niche is about hovering to possessions, amenities or reimbursements that are shared by a minor cluster of individuals. Niche tourism is the parasol of all kind small range of forms of tourism. Niche tourism could produce goods and amenities to serve focussed part of the vacation industry.

The truth is that Malaysia has many potential places for dark tourism which are famous already such as Mahsuri in Langkawi but if it is given rebranding or new direction and different angle of concept of tourism, it will attract international tourist. However, since this research focused on Melaka, Negeri Sembilan and Johor, there are many examples that could be taken seriously such as the abandoned graveyard of Dol Said, the Warfield between Melaka, Portuguese and the Dutch, the escape trail of Melaka royal to Johor, the trail of hunting of communist army in jungle, the execution during Japanese time, the unrecorded folklores that carry the story of horror, tragedy, disaster and many more that worth to be look upon as part of preserving history (NST, 2016). Indeed, dark tourism is aligned with the statement of PM during his launching; "he said the procedure would be applied through six key strategic thrusts, specifically revolution of authority, generating an all-encompassing tourism venture zone and escalating digitization in the sight-seeing sector. In intention, the essential lunges including to uplifting tourists' acquaintance and accomplishment, solidifying newcomer to reasonable tourism and cumulative human capital magnitude in all tourism sub-subdivisions". In brief, dark tourism is possible in Malaysia commonly and the Southern Zone of Peninsular specifically.

2.0 LITERATURE REVIEW

The tourism segment donates to the world economic growth around trillion of dollars and create occupation for more than 1.2 billion people all years (UNWTO, 2017). Tourism is one of the prime making money divisions in Malaysia. Tourism business disturbs Malaysian economy positively for growing distant exchange earnings and hire opportunities. World Tourism Organization discourses that Malaysia is positioned 14th in the standing of regions by global tourism entrances. Numerous labours have been engaged by the government to make Malaysia as ace of the industrialised nations in Asia. Economic input through tourism sector has develop one of the core funders to the country's economy. Hence, dark tourism concept should be introduced, embraced, and developed in Malaysia.

According to Microsoft Bing dictionary, dark tourism denotes to *"tourism that embraces wandering to residences allied with passing and desolation"*. However, broader classification from Wikipedia *"Dark tourism has been delineated as leisure industry, regarding to travel to dynasties archaeologically associated with death and disaster. Lately, it was projected that the idea should combine motivations traveller's stopover that commercial places, since the spot's characteristics solitary could not make a visitor a "dark tourist". The prime grasp to dusky divisions is their notable amount slightly than their dealings with bereavement and anguish. Holocaust sightseeing involves pieces of mutually dim tourism and inheritance tourism"*.

The theme of "murky" tourism is fetching progressively prevalent in a period when visitor have new wishes and curiosity. The expansion of "dark" tourism nations is categorised by substantial social - antique tradition, which is appraised, and vacationer valorised, for their contributions initiated in the international vacation industry and marketplace. The interstellar for resourcefulness and construction in this ground is huge and unlocks many options, the maximum imperative thing for entire progression founded on the humanoid influence. The focus of vacationers' attention who are concerned in this leisure industry can be overwhelming significances of the tidal wave, tremor, or Chernobyl consequence. Also, concentration imprisoned visited by ghosts or vampires as the novel folklore refrains in many countries. Each folk story enunciated out by the people, that complete the epochs, the vacation industry leaves space for a virtuous commercialization. Mausoleum where distinguished people are suppressed earlier, as well as a warlike memorial gallery may also be the subject (Minic, 2012).

The tag of 'dim tourism' was first devised by Foley and Lennon in 1996 and afterward convert the label of a book that, possibly, remains the most extensively quoted study of the marvel (Lennon and Foley 2000). Their labour was not nevertheless the primary to emphasis upon the connexion between tourism and death, whether ferocious, precocious, or otherwise. Sites linked to warfare and slaughters have long been well-thought-out within a broader heritage tourism framework, particularly from an informative viewpoint. The focal tendencies in shadowy tourism for classifications and typologies; principled arguments; partisan characters of such seats; ambitions, manners, and visitors' exercises; association and publicising; and investigations on methods (Light, 2017). Midst the many tags is thanatourism (Seaton, 1996), well-demarkated as 'travel to a scene solely, or comparatively, stimulated by the yearning for actual or illustrative antagonises with death'. It highpoints decease and its (past and present) portrayals as fundamental argument of touristic knowledge. Composed shadowy tourism and thana-tourism are castoff in academic circles, yet there seems to be a fondness so that the dim tourism is not after scholars only but from roomier spectators too (see Buda, 2015). Ultimately, the trade of dim tourism involves, as Stone supports, in its aptitude to 'bring serene interdisciplinary study from corner to corner of the world, whereby we can shine the present-day commodification of demise and devastation sites' (Baillargeon, 2016).

There are seven dark providers such as:

- 1) Dark Amusing Workshops – are theatre absorbed places which present-day or illusory death and ghoulish trials with moneymaking conscience. Stone give example of "Dracula Playground" in Romania as a circumstance.
- 2) Dim expositions - proposition things interrelated to decease, regularly with dedicatory, informative, and insightful memorandum.
- 3) Dark Prisons - present the earlier jail decrees and reinstate jurisdictional schemes in the ancient times over expeditions and settings that foresee guests.
- 4) Dark Reservations are repeatedly situated very end-to-end to the spot of decease and inside a ephemeral time of the passing happening such as the gateways of Kensington Palace which befitted a central theme for loads of society when Diana, Princess of Wales died in 1997.
- 5) Shady Battle Spots are antiquity-central, akin with the subject of warfare.

- 6) Dark Campgrounds of Massacre subjugate dimmest superiority of the Stone's,, dim tourism gamut.
- 7) Battleground / Warfield sites such as the place where native Indian American matches the American Armies, the battle of Dol Said against the British and so on.

3.0 METHODOLOGY

The research was a qualitative methodology where the researcher was digging in many sources of library research whereby the content analysis activities happened.

4.0 RESULTS AND DISCUSSIONS

Dark Tourism is a new-fangled inclination where forte tourism detonates worldwide. In the context of tourism, niche is mentioning to products, facilities or interests that are communal by a small group of people. Niche tourism is the umbrella term covering a range of types of tourism. Niche tourism products and services aid a specific piece of the tourism industry. It is the converse of mass tourism. It is the contradictory to the hefty group tours, all-inclusive vacation recourses and over tourism. Other terms that recognise analogous, small shop sectors include alternate tourism and special interest tourism. There are causes why Niche tourism has fully-fledged in fame a lot in recent years. This growth is owed to the way that we have changed as consumers. People have become more sophisticated in their wants and needs. We know what we want and that's what we want. The 'one size fits all' traditional package tourism model no longer ensembles because people want all in-situ comprise of education, culture, and adventure.

There are some reimbursements of niche tourism as follows: it is less damaging on the environment, the tourists come in smaller numbers, they tend to be more courteous and respectful, these niche tourists often pay more than mass tourists and they have genuine interest in the local area and people. In short, this type of niche tourism could benefit the community tourism development and fulfil the national agenda of Malaysia. However, their disadvantages as a lack of alternative revenue streams, too many visitors are attracted, niche businesses take business away from elsewhere, some niches are not

environmentally friendly, such as golf tourism, small visitor numbers means that the economic benefits are limited, and niche tourism activities can come in and out of 'fashion' and popularity. Although the disadvantages are alarming, Malaysia must take the risk to refresh the tourism industry. Malaysia needs more than Muslim Friendly Tourism or Halal Tourism or Medical health tourism or educational tourism. That is why Malaysia need dark tourism as part of its future product.

Moreover, dark tourism is only one of many alternatives of niche tourism that even can be turned into the circle of dark tourism if certain principles or concept are recognized. The rest of niche tourism are Adventure tourism, Agritourism, Ancestry tourism, Beg packing, Couchsurfing, Cruise tourism, Cultural tourism, Disaster tourism, Ecotourism, Educational tourism, Enclave tourism, Food tourism, Health tourism, Homestay tourism, Insta-tourism, Pro-poor tourism, Rural tourism, Sex tourism, Slow tourism, Smart tourism, Space tourism, Sustainable tourism, Volunteer tourism, Virtual tourism and WWOOFING tourism.

One theme is arising in Europe as stated by Alex Ledsoe (2020), that dark Tourism, where man love to visit spots linked to demise and murder. It is more noticeable on social media, signifying of its rising. Such Macabre Tourism is famous in Europe as it touches the themes of massacre (Auschwitz), nuclear-powered tragedies (Chernobyl), and bubonic disease tombs (Vienna). Most tourist travel to Vienna for its various destination for little gruesome. They have Criminal museum devoted to local Viennese slayings since the medieval time. They have house with 324-room from 17th-century building, where all the signs of German detailed plot details with complementary murder armaments.

Next suitable visit is the mausoleums under the well-known St. Stephen's Cathedral (Stephansdom) where the relics of over 11,000 past inhabitants were taken away under the house of worship from surrounding graveyards in 1735. To preserve the bubonic outbreak at inlet, all bodies were collected underneath the grand construction, but the mission is quite impossible because sometimes the smells of rotten death going upwards as stated by Atlas Obscura.

The reason why Dark tourism is important is that people love all horror elements things. Public went to Museum of London's fresh display of The

Crime Museum Uncovered. It was a alluring outlook, give hope the “never-before-seen objects from the Metropolitan Police’s Crime Museum” exhibition. Since opening, it has been particularly widespread, because it involves the real objects from the famous notorious crimes. It was considered as a full over Halloween weekend break. The objects connecting to the 1949 manslaughter of Olive Durand-Deacon by the “Acid Bath Murderer” has create a comparable plea to the communal celebration of fangs, bloody cleavers, and bandages. (Angela S. Vane, 2015).

It is important for some tourist to have more than a wonderful time while travelling around the world. According to traveller’s blog, dark tourism could give more meaning beyond they can imagine in their life. Hence, making it an important product in tourism industries. It makes traveller experiences powerful and weighty, frequently resounding recalls of dreadful moments in human account. There is a unique impetus that stays after visiting place like the Khmer Rouge butchery grounds. The holiday was depressing and at the same time introspective too. Nobody can escape from a genuine outcome of dark tourism since the acknowledgement of their emotions roasting up after the visit. Another reason is that the experience in this theme can change attitudes, can enquiry the opinions and could be able to shift biases which fundamentally makes them significant. The sites similarly assist tourists to adopt the size and space of vital moments in human history. Lastly, is to keep in mind what had happened and to be grateful for how life has different after that.

The enlightenment because individuals go to the locations connected to demise and anguish is to stipulate traveller with a hands-on erudition practise. The holiday to Holocaust portable course, it is imperative idea on the essential to veneration the puts we stay. Vacationer ought to be stated perceptibly, exclusively in spaces of decease and persecution that parades, and relics are to be checked visually. They must be told not to touch or reach any historical things. Youth normally tend to fail to comprehend the wrong sense of some performances and create trouble. Few years ago, two juveniles were detained for taking items at Auschwitz. Recently, another undergraduate stole some relics from Auschwitz to complete their project graduate degree.

Figures on numbers of society get on dark tourism are not gamely obtainable, a signal that it is going to be famous. Two decades ago, there has been a

significant upsurge in the list of peer-reviewed writings on dark tourism. Each year started from 1990's to 2010, there are 3 to 7 articles published; and afterwards the numbers are increasing from 14 to 25 papers. In website, the search of "dark tourism" generated closely four million clicks. Some academics have contended that dark tourism is parallel to voyeurisms: its meaning is rewarding a yearning for the banned. Other scholars found tiny indication that individuals are attentive in death per se. A common report is more on their motive for past events, and inquisitiveness that drives an attention in such locations. There are no actual studies of their real motives. Studies count on self-reported statistics, and respondents is like to be professed in an optimistic vibe. It is accurate if the questionnaire traces on a subtle theme that may expose a unsettling or worrying characteristic (Daniel B. Bitran, 2017). Yet, figures from Spain where M^a Genoveva Dancausa Millán et al., remark in the supposition of his article "*Analysis of the Demand of Dark Tourism: A Case Study in Córdoba (Spain)*" that the core cause for dark tourism in Cordoba is the limitless tracking of original mystical knowledge (74.3%). This is one of the main purposes elucidated by Carrasco et al., (2015), as individual neediness to fly from the monotony of day-to-day life (Krippendorf, 1986).

Another reason dark tourism is imperative for it clarifies us the nastiest past of the realm. Dark tourism has developed very well in current years, in which a ghoulish allure led tourists to transportable to innumerable location unattended by Thomas Cook: the spots of combats and killings, combat burial ground, pokeys, also the current warfare of Syria. This century itself has delivered an extensive list of spaces of calamities or boundless forfeiture of being and anguish has happened. Places to choose from the spot where JFK was murdered, to famous Alcatraz in San Francisco, to frontlines of the World Wars, or the remnants of exterminations at Auschwitz of Poland or Tuol Sleng of Phnom Penh, Cambodia.

Dark tourism acts to be a display of our digital richness civilisation through which evidence in online may coax us to perceive historical puts in somebody. Yet, its ancestries can be outlined back more than the captivation with bereavement and calamities of the recent centuries. During the middle age, publics and wayfarers regularly go to see places with sacred implication such as Jerusalem, known the setting of Christ's ordeal is a prevalent desirability; travellers go to see Gettysburg, the location of the goriest encounter of the American Civil Confrontation in 1863; and the Magnificent Expedition

presented a prospect to experience Europe, wherein spots like the orthodox wrecks of Rome Colosseum where the showbiz saw execution, agony and passing magnetisms.

Today, in equivalent with the advance in admiration of murky vacation industry is the mammoth progress of social media and the 24-hour bulletin economy. The easiness of admission to such exposure via the website such as Facebook and Twitter have amplified public's consciousness of, and attraction for, these antique spots of confrontation, skirmish, and upheaval. The previous period has carried an outpouring in tourist to Chernobyl, where chaperons brought invitees nearby the uninhibited city of Pripyat (radioactivity echelons approving) which has desolate since the atomic supremacy place flareup on April 26, 1986. The 30th centennial this year has additional to awareness in sojourn in the dense and disintegrating city. This leisure industry of any kind can bring larger reimbursements. It is useful for economic lift but as a tool of schooling and skirmish determination too. For instance, the yellow cab expeditions of Belfast's wall painting, which document Northern Ireland's Difficulties, bid guests to appreciate the past and stipulate the societies intricate an income to reproduce and escape conflict.

This archetypal is observed with awareness and courage by diminishes on together flanks of the Israeli partition probing for a non-vicious outcome for the extensive term. The tours of Robin Island jail in South Africa, somewhere Nelson Mandela paid 18 years confined amongst many others, unambiguously modern how individuals restrained by a deceitful and prejudicial dogmatic government that can later engross in armistice and compromise. The Soweto community expeditions in Johannesburg have non-stop in part as a revenue over which allies of South Africans can better appreciate in their republic's dark past and service to unveiling certainty and conciliation for the approaching. Dark tourism ought to not be regarded as immoral, intolerable, or even a self-permissive motion. Undoubtedly, some shadowy tourists may participate in their searches for all the erroneous causes, keen-sighted deace and demolition as a article of trade to be expended with petite understood for those who fixed up in its awaken. Hitherto, others stopover such sites to reward their greetings, to better grasp the immensity of deace and annihilation, and to revise the outward ecosphere of the particulars of dreadful events – even in some circumstance subscription to aid. These are constructive paraphernalia come from agony and woe. We should attempt to improved comprehend

the pedigrees of the abysmal events of humanoid antiquity to be more able to thwart us recapping them. More people stopover sites linked with dim tourism and cram about them should be constructive. (Neil Robinson, 2016)

The notion of dark tourism is not bizarre in Asia, certain neighbouring nations has established it. World War II, the Khmer Rouge and a crowd of regular harsh conditions have grown the foundation of heaps of museums, memorials and cenotaphs devoted to bringing the civic with a greater understanding and more approbation of these crucial procedures. Nevertheless, debating the merits of locations which sell themselves on calamity – such as the “Killing fields” of Choeung Ek in Cambodia, where the 8,000 human skulls in a cut-glass reservation is one of the core appeals-inevitably leads to a disagreement on the abundant stuffs associated with such schemes of vacation industry. In tabloid titled ‘JFK and dark tourism: A captivation with assassination’ printed in the International Journal of Heritage Studies, the twosome used the term to label the originalities which integrates the “demonstration and ingesting (by visitors) of actual and commodified decease and adversity spots.”

Proceedings such as the eruption of Mount Pinatubo in the Philippines in 1991 and the tsunami which hit the Indonesian urban of Aceh in 2004 were dreadful individual understandings for the people overstated by the catastrophes, but they are also socio-cultural sight which the civic can reconstruct today if they stopover the exhibition hall that have been set up to admiration these two ordinary tragedies. While the yearning to study extra about imperious events and escalate the account that settings them give the impression to be the decisive carter for such tourism, the enlightening task of such charms must be well-adjusted with a variability of other issues. Although Foley and Lennon burden that dim tourism increases moral subjects over the upended and wildlife of substances, the opportunity of their amplification, the appropriate administrative and organisational answer and the nature of the knowledge as alleged by guests, sufferers (and their relatives) and home grown inhabitants, the duo also message that ‘dark’ measures originated with the prospect of manipulation for monetary judgements.

In an accretion, mounting sightseer facts due to media advancements, connectivity perfections and commoner conveyance budgets come with difficulties such as the vandalism of locations and an upsurge in inhabitants wearisome to make cash off these magnetisms. Guests to a World War II

passageway in the Indonesian city of Bukit Tinggi have critiqued about unreasonable charges by organizers, some of whom be underprovided in the ancient facts nearby the lured Japanese made with mandatory drudgery. While vulgar tour controllers can be originating athwart the world, satirizing the antiquity – especially when it comes to delicate topics such as World War II – is destined to produce a unfortunate impress of the entire trip. While vacationers may be enthusiastic to acquire more about life-fluctuating disasters by stay in sites, it is vibrant that this is completed with the highest of esteem. Take for example the Sunda Strait tidal wave which killed more than 400 people in the Banten and Lampung counties of Indonesia last December. While the violence and demolition were taken crossways the world, the tsunami was also disgraceful for additional drive; the number of Indonesian selfie-pursuers intense on consuming the ruins-scattered countryside as backgrounds.

Nomadic for periods from next-door metropolises such as Jakarta and Cilegon, these guests had no doubts about relocation pictures on social media of themselves posturing in forward-facing of water-logged arenas disseminated with done cars and farmhouse apparatus just days afterwards the catastrophe – with populations comprehensibly uttering their “disappointment’ with their conduct. Companions at the S-21 execution campsite in Phnom Penh have been identified to posy drawings on photographs of certain Khmer Rouge leaders or assemble fragments of human carcasses as reminders. While there will constantly be some notch of uncertainty as to whether dim tourism should be renowned for its momentous worth or predestined for being customarily insensitive, the commoditization of demise and calamity increases enquiries which some travellers may not ever find responses to (Jason Thomas, 2019).

The twin shows that each country in Asia has its own dark tourism properties. It is imperative to expand the probable because the tourism industry is bleeding. In a press conference, Daim Zainudin stated that the multi-billion-ringgit tourism industry is “bleeding to death” and out-of-the-box strategies are needed to exclude this critical industry, says finance minister Daim Zainuddin, vocation for fresh levy regulations by which industries can recuperate their fatalities, and a tax reimbursement to aid with their cash movement. Daim, who is also a business tycoon, called for business fatalities to be passed forward indeterminately, as in other countries such as Britain and Singapore or for 20 years, as in Canada. “Currently, sufferers experienced by businesses can (only) be passed forward and equipoise against forthcoming

revenues for seven years. This is one way of extenuating cash flow difficulties challenged by businesses. The government should eliminate limitations on group company losses and permit counterweights not only for start-ups but for all companies to improve cash flow restrictions," he told FMT in an email interview.

He had been requested for his views on solutions to protect the tourism commerce, which has been fetched low by boundaries on internal and external travel and other measures to cover Covid-19 infections. Daim called for immediate actions that compulsory for little or no monetarist obligation. The most effective way was to decree a embargo, stop-the-clock or a cessation on all repayments to financial organisations, government agencies and GLCs, including monthly interest, forfeits or tenancy payments by corporations in the industry. "This is not an exclusion but a postponement. This will consent the subdivision to concentration their energies, time, and resources on how to regroup, rebuild and survive the pandemic. "There was a moratorium. Regrettably, it was inadequate to small and medium industries and with a very unclear note about others being considered on a case-by-case base. This was a formula for adversity, generating needless confusion," he said. In a crisis, Daim said, there was a need for all resources to be employed at the right places to overcome the problem (K. Parkaran, 2021).

5.0 CONCLUSION

In inference, dim tourism is a exact wide-ranging area and trip-operative of apiece state will narrate to a solemn task, especially promoting the attraction of dim tourism and its image in Malaysia. Around the world, the shady tourism is a well-known survey investigation done by the new residents and middle-aged traveller who have sophisticated schooling and that in harmony with the universal level of realization and associate of history or common-sense legends has inspired the dim tourism desirability. Nevertheless, the similar spectacle is scarcely standard in Malaysia. This is a chance to relook at Malaysian Tourism industry to be more micro cantered merchandise and dark tourism is a decent one.

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