

## **Dark Heritage Tourism and Visitor Behaviour: The Case of Elmina Castle, Ghana**

**Authors :** Girish Prayag, Wantanee Suntikul, Elizabeth Agyeiwaah

**Abstract :** Current research on dark tourism largely follows residents' perspectives with limited evaluations of tourists' experiences. Unravelling the case of a dark heritage site in Elmina, Ghana, this paper develops a theoretical model to understand the relationships among four constructs namely, motivation, tourism impacts, place attachment, and satisfaction. Based on a sample of 414 domestic tourists, PLS-SEM confirmed several relationships and inter-relationships among the four constructs. For example, motivation had a positive relationship with perceptions of positive and negative tourism impacts suggesting that the more tourists were motivated to visit the site for cultural/learning experiences, the more positive and negative tourism impacts they perceived. Implications for dark tourism and heritage site management are offered.

**Keywords :** dark tourism, motivation, place attachment, tourism impacts

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