DARK TOURISM: PUSH–PULL MOTIVATIONS, SATISFACTION EXPERIENCE AND POST BEHAVIORAL INTENTION – SITES OF DEATH RAILWAY TRAGEDY KANCHANABURI PROVINCE, THAILAND

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Abstract - The study investigated the "push and pull' motivations of visitors at the war memorial sites of the WWII Death Railway museums and cemeteries in Kanchanaburi Province. Also, the study identified how "push and pull' motivations influenced the satisfaction experience and post behavioral intention. Additionally, the study also attempted to explore the relationship between satisfaction of the experience and post behavioral intention. The research utilized self-completion surveys (handed-out) as the quantitative research instrument. The research revealed that there were six motivational factors but only four factors were used in the analysis to explore and reveal their influence on the experience satisfaction and post behavioral intention. It is recommended that tourism-related providers related to sites of Death Railway tragedy should understand the importance of the motivational factors of the visitors and combine these into travel programs and marketing.

Key words: dark tourism, travel motivations, push motivation, pull motivation, experience satisfaction, post behavioral intention

1. Introduction

Tourism is regarded as one of the most important industries worldwide. Thailand is one of the prominent tourist destination in South East Asian countries. The latest statistics from the Ministry of Tourism and Sports, reported a total tourism revenue of 65 billion USD (2.3 trillion Baht), and Thailand welcomed 29.88 million international visitors contributing 42 billion USD (1.44 trillion Baht) (Tourism Authority of Thailand Newsroom, 2016). Most tourists enjoy leisure activities in Thailand.

However, some tourists have an interest in visiting places where there were tragic deaths, destruction, and suffering, such as sites originating either from manmade historical events such as war battlefields, genocide or from natural disasters.

Then, these sites are built on for burial and/ or memorial purposes. This phenomenon contributes to the new tourism theme called dark tourism. Dark tourism, also known as Thanatourism, is a travel pattern to sites of death and suffering, these sites can be where a death has occurred, whether it is recent or historical. They attract people to visit the sites to understand and see what happened such as accidents and disasters.

There are many places, which are related to death, atrocity, tragedy and the macabre all over the world. Dark tourism provokes the point of death becoming "real" for a person (Stone & Sharpley, 2008). People worldwide visit many places with memorials or historical remains in order to satisfy their needs of looking into the past as well as visits to places that artificially animate death. Many places are known not only as famous sites of human tragedies but also places for travelers to be immersed in the appalling experiences. Such places, for example, are the Jack the Ripper tour in London, Chernobyl, the extension zone of the ex-nuclear power plant, Ukriane,

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Ground Zero in New York etc. In Southeast Asia, the dark tourism concept is relatively new. Many dark tourism sites reflect past wars, for example, Genocide camps (Cambodia), Malinta Tunnel in Fort Mills (Philippines) and Cu Chi tunnels (Vietnam).

The most highlighted type and chief example of dark tourism sites is the places near the Bridge on the River Kwai, Thailand (Henderson, 2007; Gezgin, 2009). Supported by Braithwaite and Leiper (2010), although there are several places related to this war tragedy in Kanchanaburi Province. Dark tourism exists partially in the war museums and cemeteries in Kanchanaburi Province, which are historical places from the time the Japanese army used prisoners of war and an Asian workforce for railway construction in WWII. Most people know of the Death Railway tragedy. Thus, this study focuses on the travel to war memorial sites related to the Death Railway tragedy; the war museums and cemeteries include the following places: Thailand- Burma Railway Center, JEATH War Museum, Hell Fire Pass Museum, Art and War Gallery Museum, Kanchanaburi War Cemetery and Chonk Kai War Cemetery.

2. Literature Review
2.1 Dark tourism under the pattern of wars/ battlefields

Dark tourism is defined as travel to places related to past human death, and suffering (Stone, 2006). It is also related to the tourists' activity, which is motivated by a look at the gloomy side of humans (Smith, Macleod & Robertson, 2010). Developing from 'Thanatopsis' or the anticipation of others' death, the notion of dark attractions were found in the early period from 'black spots tourism' explaining the commercial development of gravesites and sites of where famous or great numbers of people faced a violent death as tourist attractions (Rojek, 1993;Stone, 2010). Although

dark tourism creates a new thematic idea of tourism, the meanings of dark tourism are given many names and descriptions depending on the different researchers' aspects. However, most dark tourism definitions integrate the historical dimension of the relations between supply and demand, as visitation to sites where tragedies or historically notable death had occurred and continues to have an effect on our lives (Tarlow, 2005). Also, Korstanje (2015) viewed dark tourism sites as a spatial form of 'death spaces' where tourists have a strange fascination with others' deaths. The deaths of others have been put into the commodification as a tourist product. Travel to sites where death and suffering took place is a new phenomenon for contemporary visitors.

Among the several types of dark tourism, one of the major dark tourism destinations are war and conflict-related attractions. Dark tourism to war-related landscapes is frequently called battlefield tourism (Sharpley, 2009b) or warfare tourism (van der Merwe, 2014). It embraces many types of sites related to warfare and tragedies from battlefields to war memorials, museums, military graveyards, places of battle ruins and re-enactments were people can commemorate past war events or war tragedies. War also delivers an aspect of the human suffering and relates to dark tourism. Moreover, the war heritage is always has a close connection to the area (Hartmann, 2014), the nation and its unique story about a conflict (Erdmenger, 2014). Death in war can be represented in dark tourism attractions in contemporary society.

2.2 Motivation in dark tourism

Motivation can reflect the reason people choose to behave in a preferable way or to participate in certain activities. There are many kinds of motivation for people visiting different kinds of dark tourism attractions. Therefore, Sharpley (2005) asserted that it is necessary to

study motivation in order to clarify if 'dark tourism' indeed exists Also, it is crucial to make clear the nature of the visitation to the sites related to death, disaster and suffering, consequently, motivation research is required (Lennon & Foley, 2000). Dark tourism research in the past often focused on the motivation of death for the reason tourists visited dark tourism sites, such as the study by Seaton (1996) and Seaton (2004). However, in contemporary tourism, unethical actions related with looking for death as pleasure is considered extremely unacceptable in tourism psychology and explicitly excluded from dark tourism (Zdembski & Winiarski, 2008; Čuka & Chovancová, 2013).

Famarki (2013) confirmed there are components of the push and pull motives from the supply and demand found in dark tourism, which can enhanced the marketing aspect of dark tourism promotion and development. Push factors are taken from socio-psychological constructs and derived from the tourists and their environment that influence the individual to travel or to take part in leisure activities inducing travel decision and demand (Uysal, Li & Sirakaya-Turk, 2008). Multiple motives exist for leisure travel, dark tourists also has multiple travel motivations (Hyde and Hartman, 2011; Farmaki, 2013). In this modern society, it shows clearly that dark tourism has become popular among tourists facing and consuming death via tourism type based on mostly education and entertainment purposes (Čuka & Chovancová, 2013). The pull motivational factors attract the individual towards a destination due to its situation/region and the perceived attractiveness of the destination. Pull factors come from how well the destination can attract tourists to choose a particular destination such as facilities, special or cultural attractions at a site as well as the tourists' knowledge (Niemelä, 2010). In dark tourism, pull factors might be the supply side or the side the visitors are at. In dark tourism, site attribute-driven motivations are pull force-

rooted motivations, which are generated by an external mechanism (Bigley, Lee, Chon and Yoon, 2010). That mechanism is often the destination marketing or management organization.

2.3 Satisfaction of experience

Maunier and Camelis (2011) defined satisfaction of the tourism experience as "a psychological state resulting from an individual evaluation linked to a consuming and/or purchasing experience". Tourists' satisfaction is also an important factor as a post-purchase assessment of the destination (Oliver, 1981). Satisfaction is generally discussed as the overall outcome of tourists' experience. However, satisfaction does not act as a final aim but it represents similarly to the post-experience attitude (Pearce, 2005; Morgan, Lugosi & Ritchie, 2010). Satisfaction is not a simple degree of the confirmation and disconfirmation yet it is based on a personal evaluation of experiences reproduced as emotions, relationships and self-identity (Morgan *et al.,* 2010). In dark tourism, visiting sites of death and atrocity is made for the purpose of commemoration rather than voyeurism and disrespect. Tarlow (2005) mentioned the feelings of experience in dark tourism probably exist and outlined four basic emotions of insecurity, gratitude, humility and superiority, which interact and play on a visitor's mental state.

2.4 Dark tourism post behavioral intention

Post behavioral intention provides effort from an individual to act on something in order to reach a desired goal, so it represents a direct predictor of customers' behavior (Godin & Kok, 1996; Webb & Sheeran, 2006; Schwarzer, 2008, Jin, Lee & Lee, 2015). Behavior intention can be observed and it tells us how a tourist will perform in the future based on his or her subjective judgment and behaviors divided broadly into favorable and unfavorable behavior intentions (Zeithaml, Berry and

Parasuraman, 1996; Tang and Qiu, 2015). Zeithaml *et al.* (1996) provided the interpretation of behavioral intention as a service providers' need to retain its customers by / to: (1) saying positive things about them, (2) recommending them to other customers, (3) remaining loyal to them, (4) spending more with them, and (5) paying price premiums. Tang and Qiu (2015) utilized the concept of behavioral intention by indicating: a willingness to revisit, willingness to recommend, willingness to publicize the virtue and willingness to purchase relevant products, in finding behavioral intention in museum tourism.

Understanding tourists' behavioral intentions in the tourism industry and particularly in the heritage segment can be considered a multifaceted task. In the perspective of dark tourism in war-related sites, the return intention will differ between the types of visitors who have and do not have a personal connection to a death at the site. For visitors who were related directly to the place whether they were tortured at war event or who are the relatives of the war dead, they will revisit for mourning and remembering the past or love ones. The access facilitated by media, especially through photography and film, fosters a simultaneous curiosity in these events and the ability to revisit the event on demand (Wisler, 2009) as media can influence the growth and popularity of death sites.

3. Research Framework and Methodology

3.1 The proposed conceptual framework

Previous studies have shown the influence of push-pull motivational factors on satisfaction, push-pull motivational factors on behavioral intention and also the significant relationship between satisfaction and behavioral intention. The study of Mai and Hyunh (2014) and Yoon and Uysal (2005) confirmed the influence

of push and pull motivations on satisfaction, while Zhang and Zuo (2013) and Shah, Fakhr, Ahmad and Zaman (2010) confirmed the influence of push and pull motivations on behavioral intention. Also, Tang and Qiu (2013) confirmed the relationship between satisfaction and behavioral intention. Fig. 1 illustrates the proposed conceptual framework of this study, which was applied from previous hypothesized models.
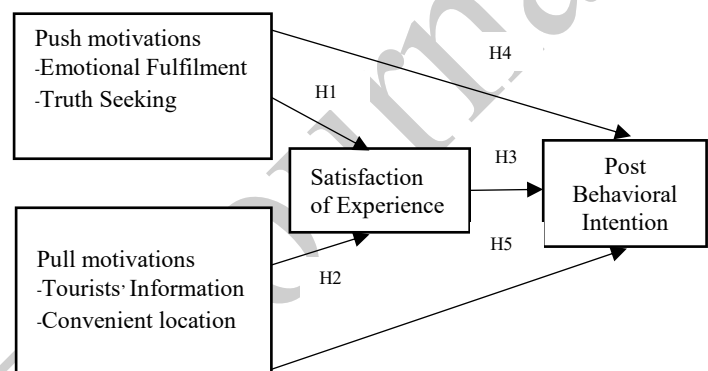

Figure 1: A Conceptual framework of the study

- H1: Push motivational factors have significant influence on satisfaction of experience.
- H2: Pull motivational factors have significant influence on satisfaction of experience.
- H3: There is a significant relationship between satisfaction of experience and post behavioral intention.
- H4: Push motivational factors have significant influence on post behavioral intention.
- H5: Pull motivational factors have a significant contribution in post behavioral intention.

3.2 Methodology

Quantitative research method was utilized for data analysis in this study. The data were collected via means of an on-site questionnaire survey. The target population of this research was 400 respondents who were both international visitors and non-local Thai visitors at the war memorial sites related to the Death Railway tragedy as

follows: Thailand-Burma Railway center, JEATH War Museum, Hell Fire Pass Museum, Art and War Gallery Museum, Kanchanaburi War Cemetery and Chonk Kai War Cemetery. Likert scale with the level of agreement ranging from "1 - Strongly Disagree" to "5 – Strongly Agree" was applied in the survey. A pilot test was conducted during 12-20 August 2015 by distributing 40 questionnaires to international and Thai visitors at the war memorial sites of the Death Railway tragedy, Kanchanaburi Province. From the pre-test questionnaires, 2 questionnaires were found to have incomplete answers and were treated as missing data, therefore, 38 questionnaires were taken to ensure the respondents' understanding of the questions in the survey. After the questionnaire was adjusted, 400 surveys were conducted from November to December 2015 and the data were treated in a data analysis process. P value with the significance level P < 0.05 was used for the hypotheses testing rule.

3.3 Factor Analysis and Reliability

To conduct data analysis, the method of factor analysis was used to discover the factors related to push and pull motivational factors. KMO (Kaiser-Meyar-Olkin) and Bartlett's test of sphericity with the principal components and the Varimax method were employed with 20 items from the independent variables of motives. Factors with eigen value of more than 1 (Guttman, 1954; Kaiser, 1960) and those with factor loading of over 0.5 (Hair, Anderson, Tatham 1987), were considered as significant and were included for data analysis. The result of the KMO was 0.815. Reliability analysis was then performed to investigate the reliability of each factor of motives. The eigen value indicated that six factors could explain 64.31% of overall variance before the rotation. There were two items including "I would like to examine war artifacts from the Death Railway tragedy", and "I came here as I

have a sense of nation pride" were eliminated from further analysis, as they gave a factor loading of less than 0.5.

Table I revealed the result of the independent variables. Motives were arranged into six groups of variables, namely emotional fulfillment, truth seeking, destination knowledge, tourists' information, historical heritages, and convenient location. All factor loadings ranged from .500 to .860, which was more than the minimum value of .05. However, the Cronbach's alpha of heritages and destination knowledge were lower than the acceptable score of 0.7, according to Nunnally and Bernstein (1994), by having Cronbach's alpha of 0.56 and 0.51, respectively. Thus, these two variables were removed from the model and were excluded from further analysis. Only the factors emotional fulfillment, truth seeking, tourists' information and convenient location were used for inferential analysis.

To judge which factors were push or pull factors, the empirical examination of the push and pull factors theory from Mohammad and Som (2010), the study of push and pull factors in war-related site from Bigley et al., (2010) and the study of push and pull factors in site of post natural disaster Zhang and Zuo (2013) were used to justify the model. Factors that had acceptable values of the eigen value, factor loadings, variance explained (%) and reliability alpha were included to present the relevant factors from the study and reveal the consistent push and pull motive items from the factor analysis of this research with common characteristics. The factors of emotional fulfilment and truth seeking were considered as push motives. The factor of 'emotional fulfillment' was considered as push motive; as it is similar factor to 'fulfilling spiritual needs' in Mohammad and Som (2010). Also, the factor 'truth seeking' was found similar to the factor 'curiosity' from the study of Bigley et al., (2010). The factors of tourists' information and convenient location were considered as pull motives. The factor

'tourists' information' was considered as a pull motive; as it is similar to 'the publicity of earthquake' from Zhang and Zuo (2013). Also, the factor 'convenient location was found similar to the factor 'Easy access and affordable' from the study of Mohammad and Som (2010). Reliability Testing was also conducted to check the reliability and validity from coefficient values of satisfaction of experience and post behavioral intention; the overall values were 0.852 and 0.785 respectively.

Table I: Factor Analysis and Reliability Coefficients of Motives (Push-Pull)

Variables	Factor Loadings	Eigen Value	Reliability Alpha
Push factors			
Factor1: Emotional Fulfillment		5.986	0.770
I want to be emotionally refreshed from traveling in Kanchanaburi Province	.712		
I want to have a day out	.671		
I came to visit a well-recognized death place	.659		
I go to places where I receive good impression from friends/relatives	.638		
This is to remind that such a horrible existence of death should never happen again	.558		
The place is respectful to visit for remembrance	.500		
Factor2: Tourists' Information		1.963	0.751
Tour operators recommend me to visit	.860		
Tourism Authority of Thailand dis a promotion	.776		
I came to visit because of recommendations	.619		
Factor3: Truth Seeking		1.535	0.713
I am curious to know the background of the Death Railway in Kanchanaburi	.798		
I want to see real exposition/evidence from wars	.771		
I want to understand more about WWII's connection with Death Railway	.616		
Pull factors			
Factor4: Historical Heritages		1.229	0.560
I came to honor and pay tribute to the people whose lives were lost in war	.840		
I came to remember the heroes whose lost worth notably	.599		
Factor5: Convenient Location		1.082	0.765
The place is really accessible	.765		

The place is near tourist facilities	.763		
Factor6: Destination Knowledge		1.067	0.508
I have been impressed by a movie or a documentary before	.773		
I read in guidebooks/ brochures	.633		

4. Results and Discussion
4.1 Profile of the Sample
Table II: Profile of the Sample

Personal Information	Frequency	Percentage
Gender		
Male	172	43.0
Female	228	57.0
Age group		
18	45	11.3
19-29	136	34.0
30-39	106	26.25
40-49	53	13.3
50-59	39	9.8
60-69	21	5.3
Education Background		
High school	86	21.5
College/university	167	41.8
Post graduate	22	5.5
Graduate	122	30.5
Others	3	0.8
Visitors' travel pattern in Kanchanaburi Province		
First visit	242	60.5
Not first visit	158	39.5
Visit Frequency		
One time	48	12.0
Two times	57	14.3
More than twice	81	20.3
Length of visit		
One day	119	29.8
2-3 days	194	48.5
4-5 days	33	8.3
One week	54	13.5
Reasons of the visit		
Visit WWII historical museums/cemeteries	127	31.8
Business trip	16	4.0
Vacation trip	225	56.3
Others	32	8.0
Travel companion types		
Alone	55	13.8
With friends or couples	148	37.0
With families	125	31.3
With package tours	72	18.0
The use of tour guides		
Yes	126	31.5
No	274	68.5
Visit to the sites related to Death Railway tragedy		
Past visit to the sites related to Death Railway tragedy		
Yes	192	48.0
No	208	52.0
past visit to Kwai Yai river		
Yes	325	81.3
No	75	18.8
Past visit to Death Railway at Kra Sae Cave		

Yes	191	47.8
No	209	52.3
Past visit of war memorial sites of the Death Railway tragedy		
Museums		
Thai-Burma Railway Center	197	49.3
Hellfire Pass Museum	238	59.5
JEATH War Museum	136	34
Art Gallery and War Museum	79	19.8
Cemeteries		
Kanchanaburi War Cemetery	324	81
Chonk-Kai War Cemetery	78	19.5
Respondents' background of dark tourism sites/ attractions related to wars and battlefields		
Visitors' dark tourism background	92	23
Respondents' personal connection with the Death Railway tragedy		
Yes	21	5.3
No	379	94.8
Respondents' acknowledge ment from friends or relatives' personal		

connection of the tragedy		
Yes	18	4.5
No	382	95.5

4.2 Hypotheses Testing

Multiple regression was applied for the hypotheses test for the influence of push and pull motivation on satisfaction of experience as well as the influence of push and pull motivations on post behavioral intention. Pearson Correlation was utilized to examine the significant relationship between satisfaction of experience and post behavioral intention. Finally, VIF and Tolerance values were used to check the multicolinearity problem from multiple regression models. The results are shown in Table III.

Table III: Summary of Hypotheses Testing

No.	Coefficient Values	Hypotheses testing result
H1	1) Multiple Linear Regression (MLR) Adjusted R Square: 0.363 2) F-test: 114.72 3) Beta Standardized Coefficients values - emotional fulfillment: 0.484 - truth seeking: 0.202	Ho1 in 2 items of push motivational factors (emotional fulfillment and truth seeking)
H2	1) Multiple Linear Regression (MLR) Adjusted R Square: 0.154 2) F-test: 37.314 3) Beta Standardized Coefficients values -tourists' information: 0.347 - truth seeking: 0.104	Ho2 in 2 items of pull motivational factors (tourists' information and convenient location)

H3	Pearson Correlation: .517 (moderate positive)	Ho3
H4	1) Multiple Linear Regression (MLR) Adjusted R Square: 0.334 2) F-test: 101.109 3) Beta Standardized Coefficients values - emotional fulfillment: 0.383 - truth seeking: 0.292	Ho4 in 2 items of push motivational factors (emotional fulfillment and truth seeking)
H5	1) Multiple Linear Regression (MLR) Adjusted R Square: 0.216 2) F-test: 56.06 3) Beta Standardized Coefficients values -tourists' information: 0. 284 - truth seeking: 0.283	Ho5 in 2 items of pull motivational factors (tourists' information and convenient location)

- H1: Push motivational factors have significant influence on satisfaction of experience.

Table III illustrates that push motivations had influence on satisfaction of experience. F-test is 114.72 with the p-value 0.00 indicated that tourist's push motivational factors can be used to predict the satisfaction of experience; and thus Ho1 is rejected. Based on Beta Standardized Coefficients value, the value of emotional fulfilment is 0.484, which is more than the value of truth seeking 0.202. It showed that emotional fulfillment had more influence on satisfaction of experience than truth seeking. The results suggested that emotional fulfillment and truth seeking can be used to explain the satisfaction of experience by 36.3%.

- H2: Pull motivational factors have significant influence on satisfaction of experience.

Table III illustrates that pull motivations had an influence on satisfaction of experience. F-test is 37.314 with the p-value 0.00 indicated that tourist's pull motivational factors can be used to predict the satisfaction of experience; and thus Ho2 is rejected. Based on Beta Standardized Coefficients value, the value of convenient location was 0.347, which was more than the value of tourists' information of 0.104. It showed that a convenient location has more influence on satisfaction of experience than tourists' information. The results suggested that tourist information and convenient location can be used to explain the satisfaction of experience by 15.4%.

- H3: There is significant relationship between satisfaction of experience and post behavioral intention.

There was a positive correlation between the mediate variable (DS) and the dependent variable (RI) with $r=.478$, $p < .01$.

- H4: Push motivational factors have significant influence on post behavioral intention.

F-test was 101.109 with a p-value 0.00 indicating that tourists' push motivational factors can be used to predict post behavioral intention; and thus Ho4 is rejected. Based on Beta Standardized Coefficients value, the value of emotional fulfilment was 0.383, which was more than the value of truth seeking 0.292. It showed that emotional fulfilment has more influence on post behavioral intention than truth seeking. The results suggested that emotional fulfillment, and truth seeking, can be used to explain the post behavioral intention by 33.4%.

- H5: Pull motivational factors have significant influence on post behavioral intention.

F-test of 56.06 with the p-value 0.00 indicated that tourist's pull motivational factors can be used to predict the post behavioral intention; and thus Ho5 is rejected. Based on Beta Standardized

Coefficients value, the value of tourists' information was 0.284, which was more than the value of convenient location 0.283. It was shown that tourists' information has more influence on post behavioral intention than convenient location. The results suggested that tourist information and convenient location can be used to explain the post behavioral intention of dark tourism by 21.6%.

After the analysis by using multiple linear regression, the value of multicollinearity needed to be measured to make sure the regression model was applicable. Only the Tolerance and VIF values from the column in the "Collinearity Statistics" are needed for this multicollinearity analysis (Ken, 2013). Collinearity problem does not occur when the value can be detected with a VIF of less than 10. Factor 'tourists' information' had a Tolerance value 0.835 and VIF value 1.998. Factor 'convenient location' had a Tolerance value 0.737 and VIF value 1.357. Factor 'emotional fulfilment' had a Tolerance value 0.672 and VIF value 1.488. Factor 'truth seeking' had a Tolerance value 0.762 and VIF value 1.312. To sum up, all of the indicators' VIF values were lower than 5, which is an appropriate value, and the minimum value from the output of Tolerance values were .560, which are higher than 0.2 so there is no collinearity problem.

4.3 Discussion

The R-squared from the influence of push motivation factors on satisfaction of post site experience is equal to 0.363 which indicates that 36.3% of satisfaction of experience can be explained by push motivational factors. Meanwhile, the R-squared from the influence of pull motivation factors on satisfaction of post site experience equals 0.154 which indicates that 15.4% of satisfaction of post site experience can be explained by pull motivational factors. It implied from the R-squared values that push motivation has

more influence on satisfaction of experience than pull motivation. Beta Coefficient values revealed the significant influence on satisfaction of experience from each push motivational factor. It is found that emotional fulfillment has a Beta Coefficient value of 0.484 and truth seeking has a Beta Coefficient value of 0.202. This means emotional fulfillment has more influence on satisfaction of experience than truth seeking. Beta Coefficient values also revealed the significant influence on satisfaction of experience from each pull motivational factor. It is found that tourists' information has a Beta Coefficient value of 0.104 and convenient location has a Beta Coefficient value of 0.347. It means convenient location has more influence on satisfaction of experience than tourists' information. The findings of influence of push and pull factors on satisfaction of experience correspond with the findings of the study of Mai and Huynh ((2014stating that both push and pull travel motivations having significant and positive influence on international tourists' destination satisfaction in Vietnam. However, the study of Yoon and Uysal ((2005 did not correspond with the findings, revealing there was an affected relationship between satisfaction and pull travel motivation but there was no affected relationship between tourist satisfactions and push travel motivation.

R-squared from the influence of push motivation on post behavioral intention is equal to 0.334 which indicates that 33.4% of post behavioral intention can be explained by pull motivational factors. Meanwhile, R-squared from the influence of pull motivation on post behavioral intention is equal 0.216 which indicates that 21.6% of post behavioral intention can be explained by pull motivational factors. It is implied from the R-squared that push motivation has more influence on post behavioral intention than pull motivation. Beta Coefficient values revealed the significant influence on post behavioral intention from each push motivational

factor. It is found that emotional fulfilment has a Beta Coefficient value of 0.383 and truth seeking has a Beta Coefficient value of 0.292. This means emotional fulfillment has more influence on post behavioral intention than truth seeking. Beta Coefficient values also revealed the significant influence on post behavioral intention from each pull motivational factor. It is found that tourists' information has a Beta Coefficient value of 0.284 and convenient location has a Beta Coefficient value of 0.283. This means tourists' information has slightly more influence on post behavioral intention than convenient location. The findings correspond with the findings from the study of Zhang and Zuo ((2013showing motivation and intention, and specifically in the context of a post-disaster destination. The results revealed that both push and pull factors motivated people to visit Sichuan for leisure and dark tourism purposes. Although the current study holds the context of war/battlefields and the study of Zhang and Zuo ((2013held the context of war/battlefields, both of cases have similar travel patterns under the context of dark tourism. Therefore, the current study has relevant finding of revealing the significant influence of push and pull motivational factors on behavioral intention. However, the findings did not correspond with the study of Shah *et al.,* (2010) revealing there was only influence of pull motivations in this research have significant influence to increase the behavioral intention.

5. Conclusions and Recommendations

The aim of this study was to explore the motivations of the visitors in war memorial sites related to the Death Railway tragedy, Kanchanaburi Province. From the findings, it implies that most of the respondents who visited war memorial sites of the Death Railway were mostly from those who are 19-29 years old, were studying in or graduated from a university/college. Most of them came with friends or as couples for vacation purpose. This may

imply that half of the respondents had visited the war memorial sites of the Death Railway tragedy after having visited the River Kwai Bridge and the area of historical railway at Kra Sae Cave from their first visit. Moreover, the majority of visitors to the war memorial sites of the Death Railway tragedy have no background of past visit to sites of dark tourism (war/battlefields) or know friends or relatives who had personal connection with the Death Railway tragedy.

To study visitors' push and pull motivations, the study revealed 6 motivational factors; emotional fulfillment, destination knowledge, truth seeking, tourists' information, convenient location and heritages. However, only 4 out of 6 motivational factors consisting of 2 push motivations (emotional fulfillment and truth seeking) and 2 pull motivations (tourists' information and convenient location) were accepted for hypotheses testing. The result revealed that push and pull motivations have an influence on satisfaction of experience as well as an influence on post behavioral intention.

The findings from the analysis of this study proposed some recommendations which are helpful for tourism-related organizations and destination marketers in war memorial sites of the Death Railway tragedy.

First, motivational factors which rest on push and pull factors were found from the visitors to memorial sites of the Death Railway tragedy. With these factors, tourism organizations from both private and public sectors can understand what kinds of reasons why visitors decide to travel to these places and what their needs are. Tourism providers can adapt the ways to develop the tourism to cemeteries and museums by setting up the new places for tour programs and develop push and pull motivational factors into the process of marketing and site settings.

Second, it is found that the push motivations have an influence on satisfaction of experience. This means emotional fulfillment and truth seeking

have an influence on satisfaction of experience. Thus, it is important for destination marketers to consider push motivational factors which help increase satisfaction of experience. Tourism providers related to WWII historical attractions should diversify and promote the new products of tour programs such as dark tourism, Thanatourism, World War tourism or memorial tourism to create new tourism product development. The idea could offer some features where visitors can have more participation such as city walks, rally tours, bicycle tours or quiz challenges to win a prize. According to Tanas (2004), tourism-related organizers can apply the concept of 'death space' for the purpose of organizing tourism attractions and generating tourism products to satisfy market demand. This can help increase visitors' curiosity and eagerness to learn. To enhance satisfaction of experience, tourism-related organizations should discuss to find tourism plans and strategies based on these elements to fulfil visitors' emotional fulfilment whose have various emotional needs to offer motivating and memorable tourism experiences.

Third, it is found that the pull motivations have influence on satisfaction of experience. It means tourists' information and convenient location have an influence on satisfaction of experience. Convenient locations can enhance satisfaction of experience by providing various types of transportation to gain access to these places. Public transportation should provide Thai and English language plates of the sites to indicate the access points. A map of the city should be handed out in bus terminals and accommodation. Moreover, facilities such as resting areas, cafes, and tourists' information should be located at many points adjacent to war memorial sites. For tourists' information, tourism operators and memorial sites managers can make use of recommendations by showing testimonials from those who have used the tour services or visited the sites. Also, the new way of promotion is by allowing renowned travel bloggers to communicate the words of travel satisfaction and convince their followers to visit to the war memorial sites of the Death Railway tragedy. According to Farmaki (2013), stakeholders related to the sites such as tour operators and national tourist organizations (NTOs) have a high responsibility for encouraging the promotion of dark sites. Therefore, tour operators and the Tourism Authority of Thailand should promote travel to these sites under the concept of WWII historical tourism in Thailand domestically and internationally to increase the number of visitors.

Fourth, since satisfaction of experience has a positive relationship on post behavioral intention at moderate strength, it is vital to enhance post behavioral intention from satisfaction of experience. Consideration of the combination of elements related to the territory, local services firms and human beings that integrate good performance from satisfaction of experience is needed. Tourism planners can combine these elements into the development of the sites and program tours as well as the marketing strategies. Museums should add some add-on features and more creative activities to make museums more attractive and friendly-oriented such as adding some museum technology related to the war tragedy. Moreover, tour operators should upgrade themselves from providing merely tour services to providing provocative travel experiences for visitors, for example companies expertized in dark tourism or war tourism.

Fifth, push motivational factors have significant influence on post behavioral intention. This means emotional fulfillment and truth seeking have an influence on post behavioral intention. Tourism providers should not only understand the needs of visitors but also build up the dark tourism promotion via the means of special war event tourism. Since there are 2 main historical events of the Death Railway

tragedy in Kanchanaburi Province held every year; ANZAC Day in April and the River Kwai Bridge celebration, private and public tourism stakeholders in Kanchanaburi Province can take the opportunity to promote these 2 events in tourism programs, tourism stakeholders must reconsider new concept to present the events to visitors creatively to increase push motivational factors to improve post behavioral intention. Also, to welcome visitors from Southeast Asian countries in near future, dark tourism can be the type of creative travel in Thailand.

Lastly, pull motivational factors have significant influence on post behavioral intention. This means tourists' information and convenient location have an influence on post behavioral intention. Tourists' information could help increase post behavioral intention. Promoting the places under the concept of dark tourism can also support the visit to other places related to war/battlefield and other types of dark tourism sites by providing the information and characteristics of dark tourism and convincing tourists to visit such sites. Linked from the promotion of tourists' information, post behavioral intention can be increased from historical heritage by publicizing the war events and it's the significance of the Death Railway tragedy. Moreover, increasing the number of transportation modes can help support revisit and recommendations to visit sites related to the Death Railway tragedy by assisting the site access. Visitors can reach the war memorial sites by train, van, personal car, motorbike and bicycle. Car rentals can provided directions assistance to visitors. Supported by the advancement of public transportation in the future, if there is the development of a transportation network linking across many countries, it can support the element of convenient location and increase post behavioral intention in dark tourism sites.

5.1 Further Study

Firstly, from the limited time of this study, the researcher only focused on visitors to war memorial sites related to the Death Railway tragedy in Kanchanaburi Province from November 2015 to December 2015. Thus, the amount of data collected from the 400 respondents from the current research appears inadequate because it cannot completely provide the best solution for the research. To enhance to effective findings, the research should be conducted as a longitudinal study because the findings at different travel seasonality may vary, which is useful to establish the appropriate tourism activity. Secondly, the research can be developed by examining between variables to examine the relationships between variables. Satisfaction should be explored in factor analysis to understand more elements of the variable. With this next step of research, it can give a better vision of visitors' opinions of the travel to war memorial sites. Lastly, the findings obtained from the future study should be compared with provincial or national tourism economic income and to applied to other issues relating to future tourism planning or tourism forecasting in Kanchanaburi Province.

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