

**VISITORS' PERCEPTION ON 7TH AUGUST MEMORIAL PARK AS A
DARK TOURISM SITE IN NAIROBI COUNTY, KENYA**

BY

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DECLARATION

Declaration by the Candidate

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DEDICATION

This thesis is dedicated to my mother, wife, my children and friends who always cheered me up when I felt down hearted and encouraged me through this period of hard work.

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I would like to acknowledge a number of people for their roles and support without which I wouldn't have succeeded. First, I wish to register my appreciation to Moi University for allowing me to undertake my studies in the institution. I want also to express joy to all my lecturers at Moi University and specifically my supervisors, Prof. Ruth Jelagat Tubey and Dr Chepkemei Wendy Rop for their professional support during the time of writing this thesis. Am grateful for their tangible help and assistance they fundamentally imputed in my work and for giving me their valuable time to guide me throughout my education. I have been fortunate to have them as my mentors, because they assisted me make my dream come true. I am deeply thankful for their mentorship, encouragement, support and discipline.

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ABSTRACT

The study aimed at assessing visitor perception of the 7th August Memorial park in Nairobi as a dark tourism site in Kenya. The 7th August memorial park which is an historical human tragedy and terrorism ruin where over 300 human lives were lost was selected as the research subject. The objectives of the study was i) to establish the visitors' knowledge on the perception of 7th August memorial park as a dark tourism site ii) to establish the visitors' behaviour on the perception of 7th August memorial park iii) to determine the visitors' value on 7th August memorial park as a dark tourism site and iv) to establish the visitors' satisfaction on 7th August memorial park being the dark tourism site attraction. A total of 217 respondents to the 7th memorial park were selected and interviewed through a survey questionnaire from the target population of 1200 respondents. The objectives of the study were to determine the visitors' knowledge of dark tourism, establish visitors' behaviour while at the 7th Memorial park, determine the visitors' value perception of the memorial park and establish visitors' satisfaction of the 7th August memorial park as a dark tourism site in Kenya. The study adopted postmodernism theory while the study data was collected using a questionnaire comprising of both closed and open ended questions. Data collected was analyzed using descriptive statistics to generate means, percentages and frequencies, while inferential statistics including Chi-square test and correlations were used on selected variables. Findings revealed that a majority (87.6%) of the visitors to the 7th Memorial park had prior information about the site, while 24% had some knowledge on dark tourism. Further findings indicate that 54.8% of 7th Memorial park visitors were familiar with dark tourism concepts while 77.2% of the visitors empathized with memorial park victims. Chi-square (χ^2) analysis established that there was a strong association between visitor prior knowledge and behaviours ($\chi^2 = 2.419$, $df=8$, $p>0.05$) and there was no association between visitor prior knowledge and visitor perception value of the 7th Memorial park as a dark tourism site ($\chi^2 = 4.651$, $df=17$, $p<0.05$). Spearman correlation revealed a strong positive relationship between visitor behaviours and value from the 7th August memorial park ($r= 0.666$). Although dark tourism is not very popular in Kenya, it was observed that some visitors to the site felt sorry to the families who lost their loved ones while others noted of the memorial park to have provided a moment of reflection and introspection. Though dark tourism is a reflection of the past sad moments, it is recommended that historical information on such calamities and tragedies be made available for visitors to gain knowledge of dark tourism and for such information to be used in the promotion of dark tourism.

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ABBREVIATIONS

HOT	House of Terror
NGO	Non - Government Organization
KNBS	Kenya National Bureau of Statistics
NACOSTI	National Commission for Science, Technology & Innovation
NCRM	National Civil Rights Museum
NTA	National Tourist Authorities
PTSD	Post Traumatic Stress Disorders
SPSS	Statistical Package for Social Sciences
TDM	Tourism Destination Marketers
TDO	Tourism Destination Organizations
TO	Tour Operators
TPMs	Tour Package Menus
USA	United States of America
WTO	World Trade Organization

OPERATIONAL DEFINITION OF TERMS

- Dark Tourism** Involves visiting places or sites that are associated with war, death, the gruesome, or the mystical, or part of the cultural and heritage tourism that involves visiting sites related with disaster, human tragedy, and atrocities of different types. (Stone, 2005).
- Memorial park** It is a facility that has been designed to preserve and commemorate a moment or moments in history of a place or personality (Stone, 2010).
- Perception** The process in which individual interprets their sensory information from the environment in order to give meaning to it and elicit action. (Jaarsveld, 2010).
- Site Thanatourism** This is a location developed especially to give tourists, residents and visitors with entertainment, education, socializing, and other forms of stimulation that make a region, attraction or desirable and pleasurable place.(Getz,2008)
- Visitors behavior** It is the visitation to places of exhibitions and attractions with the aim of the having real or animated scenes of human suffering, like pain or death. (Seaton, 1996).
- Visitors Knowledge** This entails the character trait or actions of the visitor or guest. (Donnelly, 2000)
- Visitors' satisfaction** This is the point of know-how of the person visiting the destination. (Kolb, 2017).

This is what gratifies the guests and makes them contented at a destination. (Hromek, 2006)

Visitors value

This is what the guest is attached to the worth or significance at a destination. (Ming. & Wall 2010).

CHAPTER ONE

1.0 Overview

This chapter lays the foundation on how the study was conducted. It has background information, problem statement, objectives, research questions, significance, scope and the limitation of the study.

1.1 Background of the Study

Tourism destination attractions are the driving force behind visitor visitations to any tourist destination world over (Formica and Uysal, 2006) however, many studies have argued that visitation of a tourist site is dependent on the availability and quality of attractions. Munyiri (2015) in his study on the Kenyan tourism products argued that Kenya is a leading tourist destination in Eastern Africa with its' tourism products largely being jungle wildlife attractions complemented with few predominant natural physical features. Little documented studies have investigated the potentiality and viability of dark tourism in Kenya despite the existence of such sites. According to Leask (2010) dark tourism is the act of travelling to sites that are associated with human suffering, tragedy, death and atrocities of different types. The term is also known as 'thanatourism' in academic discourse.

Fundamentally, dark tourism refers to purposeful or non-purposeful sites that offer a presentation of human suffering or tragedies and historically remarkable death that has taken place and has affected lives' (Stone, 2005). The developing level and attractiveness of this forms of dark tourism is appealing. It has raised concerns on certain aspects of satisfaction, value, behaviour and understanding dark tourism sites and products. Based on the trend worldwide, the commodification taking place in all aspects of culture and social intercourse, especially the heritage sites and museums has

been affected because visitors perceive dark tourism differently. The perception of both human tragedy and death has been a strong motivator for travelling (Stone, 2006). Varying perceptions in Dark tourism is a challenge that is globally.

According to Lennon and Foley (1996), the genesis of this attraction dates back to ancient times, when visits to areas connected with special individual or religious sufferings. The word 'dark tourism' entailed "the phenomenon that encompasses the presentation and consumption by visitors of real and commoditized death and disaster sites". Stone (2010) further indicated that tourist perception to sites of disaster, death human suffering is becoming all-encompassing attribute in our current communities for example the Hurricane Katrina ruins, the Killing Fields of Cambodia and Ground Zero site, where tourists who wish to interact with macabre are given commercial trips and experiences.

As noted by Walter (2005), a monument was even built in 1936 known as Bride`s Crucifix in Gaesti in remembrance of Margaret, the daughter of a nobleman philanthropist from Campulung who died in a car accident on her wedding day. What followed after her death were more accidents at the same place. The place has since been perceived as cursed because of many similar accidents that led to death of many single young people. Other places include: Vietnam war tourism sites like Cuchi tunnel, battlefield in Scotland, cemeteries like Gettysburg National cemeteries, assassination sites like for John F. Kennedy, ghost stories in Edinburgh, and other man-made calamities and disasters like Asians cremations, have been packaged, marketed and sold, for just solace, forgiveness, entertainment, education and remembrance. In view of the fact that it is unlikely, that such tourist motivation will never fade way. Efforts

to reduce controversies being developed by the unpleasant perception and exploitation of human tragedy and pain should be increased (Walter, 2005).

In the African context, death, pain and suffering is not something to celebrate and seek to derive experience, because death is seen as a mystical and solemn event and revisiting the events can be a turn off to some communities depending on the perceptions attached on them. At the same time as it becomes uncertain if the development of dark tourism is suitable to qualify an attraction, or consumers want to get more of the macabre, death in touristic form, thus rising perception in the modern-day dark tourism (Wallace, 1996). A Case in point is the 1994 Rwanda genocide, where 500,000 – 1,000,000 people from Tutsi, an ethnic community in Rwanda, were killed within 100 days (between April 7th to July 15th 1994). Their human skulls are being preserved and displayed at the Nyamata Genocide Memorial park as the memorial has been perceived as a reminder of the worst and dark moments to occur to the people of the republic of Rwanda.

Despite, this negative association, this site has proved to be attracting people as a tourist attraction because of human curiosity about death and suffering. In spite of its perceptions attached scholars in the area of tourism research have focused their research on other alternative and conventional attractions other than dark tourism (Stone 2006). Of course, travelling to disaster sites and experiencing of events related with human tragedy is not a new event. Emotional attachment, spiritual purposes and religious pilgrimages, have driven people to visit sites related to death suffering for centuries. However, perception of dark tourism is based on different subsets and types (Stone 2006).

Dark tourism sites in Kenya include the former United States Embassy currently known as August 7th 1998 US bomb blast which has been transformed into dark tourism site. On the 7th August of 1998, terrorists used a car bomb and exploded the United States Embassy, killing over 300 people and injuring thousands others. The act left many people with major injuries including blindness, partial sight impairment due to shards of glasses that flew from the damaged building and other bodily injuries (Seaton, 2009). Other dark sites in Kenya include the Sachang'awan oil tanker tragedy where members of a local community perished while siphoning petrol from an over tuned petroleum tanker, Garissa massacre and West Gate shopping mall where university students and innocent civilians lost their lives from the acts of terrorists while Kiambaa church in Eldoret, worshipping Christians lost their lives from arsonists. The survivors of these sites occasionally meet for prayers and in remembrance of their departed loved ones.

Despite the existence of such dark site in Kenya, they have never been taken and promoted as viable dark tourism sites due to cultural values, beliefs and perceptions. Due to lack or limited sensitization on these sites as potential dark tourism products, there is need for more studies and investigation on the people's perceptions of such sites as potential tourist attractions sites. Seaton (2009) argued that, people visit dark tourist places for many reasons including for education, identity, historical inspirations, curiosity, novelty seeking, mechanical and for social reproduction. However, the history of dark tourism has never being brought forward in a refined manner for the potential tourists to grasp the underlying phenomenon, but of importance is that the modern day travelers and tourists would require such commoditized sites to be promoted as a viable tourism products for the 21st century tourism industry.

1.2 Statement of the Problem

A tourism destination is characterized by the existence of a strong and robust sub set of attractions pulling and influencing potential travelers and tourist to such destinations. However, dark tourism sites are becoming a new diversified form of tourism appealing to people on different motives on a global scale. In Kenya, a dark tourism site (dark tourism) because largely remained untapped as most travelers and tourist have been accustomed to wildlife safaris and ocean beaches as the main form of tourism attractions. In the contemporary society people are gradually focusing and getting attracted on to the dark sites (dark tourism) because of strong curiosity about human suffering, atrocities and death. The occurrences of both human and natural calamities and disasters are on the increase globally with such sites being set aside as memorial parks and museums in remembrance of the fallen victims of such calamities and atrocities. While death in some communities is perceived as a mystical, supernatural and solemn event, revisiting it can be a misnomer to cultural taboos, beliefs and myths of these communities.

Dark tourism sites in Kenya has not been marketed and promoted as a new form of tourism despite the existence of numerous such sites. In the developing countries such as Kenya, the concept of dark tourism has only been seen as viable domestic tourism product. Whereas dark tourism sites in Kenya has the potentiality of generating a new diversified form of tourism, much is yet to be accomplished to make such sites a tourist destination product and furthermore, little information is available on the visitor perception on such sites. The 7th August memorial park in Nairobi is one such dark site (Dark tourism attraction) where in the recent past has been receiving and hosting diversity of tourists. The attraction was renamed a memorial park from the former US American embassy ruins after a terror attack of 1998 for the sole purpose of

commemorating and honoring the fallen victims. In view of the memorial park receiving tourists it has initiated various tourist initiatives that aim at enabling the visitors understand what become of the former American embassy and offer visitors opportunities of paying tributes and solace to the departed loved souls by way of remembrance and memoir. These initiatives are complementary to the promotion of dark tourism, however visitors perceptions of the general dark tourism and in particular of that of the 7th August memorial park has never been documented thus this study aimed at bridging the missing information gap by visitor perceptions.

1.3 Study Objectives

1.3.1 General objective

The study sought to assess the visitors' perception on the 7th August memorial park as a dark tourism site within Nairobi County, Kenya.

1.3.2 Specific objectives

- a) To establish the visitors' knowledge on the perception of 7th August memorial park as a dark tourism site in Nairobi, Kenya.
- b) To establish the visitors' behaviour on the perception of 7th August memorial park, a dark tourism site in Nairobi, Kenya.
- c) To determine the visitors' value on the perception of 7th August memorial park as a dark tourism site in Nairobi, Kenya.
- d) To establish the visitors' satisfaction on the perception of 7th August memorial park being the dark tourism site in Nairobi, Kenya.

1.4 Research Questions

- a) What is the visitors' knowledge on the perception of 7th August memorial park as a dark tourism site in Nairobi, Kenya?

- b) What is the visitors' behaviour on the perception of 7th August memorial park as a dark tourism site in Nairobi, Kenya?
- c) What is the visitors' value on the perception of 7th August memorial park as a dark tourism site in Nairobi, Kenya?
- d) What is the visitors' satisfaction on the perception of 7th August memorial park as a dark tourism site in Nairobi, Kenya?

1.5 Significance of the Study

The study will be of value to scholars and researchers undertaking studies on dark tourism as the study has contributed to the literature and broaden the understanding of the perceptions and concept of dark tourism. Furthermore, the study will help identify the critical perception factors relating to dark sites (dark tourism) attractions and help the mainstream tourism industry re-align dark tourism as a diversified new form of tourism product. The study findings will also be of benefit to tourism planners and policy makers including government officials responsible for planning for dark tourism as the study will provide informative data necessary for dark tourism planning and policy formulation. The study will also be useful to tourism destination marketers (TDM) and tour operators (TO) as the finding will help in the introduction of dark sites (dark tourism) as part of new tour package menu (TPM) within their tourist destination areas.

1.6 Scope of the Study

This study was conducted at the 7th August memorial park situated within Nairobi County. The study area average temperature is 24 °C (75 °F) and its location is at 1°19 south and 36°59 east of the Prime Meridian and at an altitude of 1,689 meters above sea level. The 7th August memorial park is the former American embassy ruins within the

junction corner of Moi and Haile Selassie Avenue. The research was conducted within the duration of three months from August to November, 2018. The study used questionnaires to collect data from visitors with the sample size 217 respondents.

1.7 Limitations of the Study

The study targeted the entire of the 7th August memorial park visitors, however, the management of the facility were omitted due to the scope of the study as the study only focused on the memorial visitors

1.8 Assumptions of the Study

A number of assumptions guided this study. Firstly, it was assumed that the respondents will cooperated with the researcher in filling in and in answering the research questions. Secondly, the study assumed that the respondents were honest in providing answers to the relevant research questions and thirdly it was assumed the respondents provided reliable and factual information, which can withstand the test of time. Lastly and not least was that it was assumed that the information and data gathered from the above sources was adequate enough to answer the study objectives and to help in reaching reliable conclusion about the study.

CHAPTER TWO

LITERATURE REVIEW

2.1 Overview

This section entails literature reviewed and the extent to which it was covered. Literature review was done on other research work and studies done by individuals and other bodies of knowledge. Information on literature reviews were reviewed from published journals, internet, e-books and editorials. This chapter also provides the theoretical background underpinning the study. It explains and analyses the main issues raised by previous studies in the field of dark tourism. The significant themes identified were used to examine the findings of the research. The literature review is divided in to six main parts: Dark Tourism theoretical underpinnings, Dark tourism and Visitor Knowledge, Visitor Behaviour, Visitor value and Visitor satisfaction.

2.2 Theoretical Foundation

2.2.1 Postmodernism Theory

Postmodernism philosophy and theory associated with Nietzsche, Heidegger and Derrida postulates that post modernism in the field of art is succeeding and the theory is more applicable in politics and social science dynamism in the postmodern society. Tourism and especially dark tourism being a social discourse element, postmodernism theory argues that dark tourism is a multifaceted phenomenon which require appreciation of the facts, events and the materials in their natural ways as dark sites shall remain complementary attractions in society in the immediate future (Postmodern society). The theory further posit to argue that future tourist and travelers will appropriately seek new discourse of dark sites (dark tourism) which will be different from the attractions preferred by the present day tourist. The locus standi of this theoretical concept is on its potency to champion reasons for why travelers and tourists

in future will adventure into dark tourism sites for the acquisition of systematic knowledge, alignment and to obtain first hand experiences on the pain suffering and death occasioned by both man and natural calamities. Furthermore, the emergent of dark tourism sites constitute a process of change and transformation on the way the future travelers and tourists will perceive dark tourist sites in the advent of future new technologies, new forms of knowledge and new socio-economic systems. This transformational change will usher in new travelers and tourist in future (postmodernism) to appreciate and have their own perceptions regarding dark sites and other new forms of tourism which emerge in future (postmodernism attractions).

2.3 Empirical Review

Dark tourism also known as Thana Tourism involves touring sites associated with human tragedy, disaster, death and cruelty of various types. It is also a form of tourism involving visits to locations associated with great human suffering and death (Gibson, 2006, Shapley & Stone, 2008). Dark tourism is also seen as heterogeneity inspirations in the minds of tourists to pay homage to these fascinating sites of pain, horror and death. Shapley, Gibson and Stone (2008) argued that human beings have consistently demonstrated the tendency of visiting dark site areas associated with human pain, horror and death as a remainder of the cruelty of pain and death to humanity. However, the big question in the minds of most people is that of ethical and moral significance on the promotion of dark sites as areas of touristic importance. Dark areas and sites associated with human suffering, pain and death are morally incorrect to commoditize for tourist consumption and for commercial gains according to some locally practiced customs and cultural beliefs. In this context, the perceptions of such sites tend to have different connotations to different people and also their perceptions will tend to be different on different persons.

Furthermore, Tarlow (2005) argued that dark tourism is visitations to places where tragedies or historically noteworthy deaths have occurred of which it continued to impact daily lives of human beings. Tarlow (2005) definition focused on tourists perception that excluded several elements of dark tourism, however, deaths and disasters are not necessarily excluded (Stone, 2006). According to Tarlow (2005) tragic incidents that occur in places of dark tourism impact social and political lives of human beings. Seaton (2009) in his research insisted on the protection and preservation of dark tourism sites. The nature of the study subject demand on an interdisciplinary approach. However, because of the limited academic studies specifically relating to dark tourism concept, the current literature is based on the general body of knowledge referring to museum studies, dynamism of cultural and natural environment, cultural heritage of tourism and tourism anthropology. The present collections of journals and books on certain topics and case study reviews linked to assessing the perception of memorial park as a dark tourism attraction, not specifically referring to the exact term, were also considered.

The study of dark tourism is relatively a new area of research. According to Graham (2007), dark tourism as a diversified new form of tourism has a potential of growth if well-conceived and developed. A perfect example of a well-conceived and developed dark tourism are the several Dungeons of Merlin Entertainments Group in Europe, where the entertainments relate to human atrocities such as pain, disaster, horror, genocide, assassination, war and death (Stone, 2006). According to Stone (2006), people have been gradually attracted to and focusing on dark tourism since time in memorial. However, their main motive was their strong curiosity about death. Also in the history of dark tourism, people have been known to be attracted by curiosity to know about death (Lennon & Foley, 2000). Yuill (2003) argued of the current

generation no longer focusing on death and disasters but instead are focusing on the chaotic aspects of the world. The specifics of assessing dark sites also called “perception of atrocity” have not been studied nor information on such sites have been little and seldom unreliable.

2.3.1 Valuable information and Knowledge on the Perception of Dark Tourism

Tourists have been known to visit dark tourism sites for a number of reasons including for educational purposes, understanding and knowledge (Yuill, 2004). Crompton (1979) argued that the need for more information, learning and knowledge on new things is the main motivation value for travelling and significant inspiration. Hence, knowledge and discovery are main motivation for tourism on sites related to death and disasters Cohen (2011) Dark tourism show messages associated with learning past events and it offers both emotional tourism and educational experiences (Lennon & Foley, 2000). Nahimana (2011) point out that museums, historical buildings, monuments and memorial parks tourism encourage tourists to gain knowledge on the site's history and value. It offers visitors experience in both a cathartic sense and educational through a meaningfully discussion with them on the emotional devastation. For instance, the Titanic Belfast became a popular tourist attraction in Northern Ireland beginning from 2012 Neill (2006) and this attraction offers tourists with a great learning experiences. Biran Poria and Oren (2011) also found out that tourist to dark tourism sites enhance knowledge of their heritage, thus getting to connect to the values of their perception.

The visit to a thanalogical attraction site is believed to be extraordinary touristic experience. Apart from the motivation and experience on the subject that led to the creation that tourist attraction, it's assumed that the tourist would get to know the events

that are related to the site. Their need to share it with someone and would love to go with someone and show someone all of that, and when they visit next time, they get opportunity to view things they have never seen previously, may be due to either fear factor, fatigue or due to the schedule (Seaton, 2009).

Dark sites are sometimes used to explain a political situation because tourists are expected to get knowledge from the previous events and pass the information to the next generation to avoid a repeat of history (Tarlow, 2005).

A destination whose allure is simply the thanalogical tourist attraction may not represent a targeted tourist destination that tourist will come for another time. This is because of the presence of other tourist sites in the world (unrelated to the thanalogical theme) and insufficient offer of other touristic content in the vicinity of the place. The connection to the subject, the ground for the making of a certain thanalogical tourist sites, is part of the vital issue of intensity of the experience toward a specific tourist attraction (Tarlow, 2005). House of Terror is able to reduce the thirst for curiosity and knowledge at once, paving way for exploration of the history of Hungary and reflecting the past to present. For Auschwitz, “you get a much heavier feeling, because it was not ‘in our time’ it’s a different time and you get a lot of information, and all of your previous knowledge comes together. Ground Zero we all watched ‘live’, so you get more of an ‘inside story’, but you know what happened and how it happened in recent years, it has been argued that changing socio-economic patterns have led to a move away from mass or conventional tourism, to one of alternative or special interest tourism” (Singh, 2004).

From this context, the expected gains of a tourist holiday have moved from relaxation and indulgence, towards learning experience of the world, tourist getting interested

mainly in enriching their lives with experiences as opposed to being passive consumers of spectacle and entertainment. As such, many current tourists are seen as seeking interactive, more involving tourisms where the host service providers of these services are expected to have innovative, greater imagination and knowledgeable, they can differentiate their attraction products in new experiences, trends and activities (Andereck et al., 2006).

According to Shapley (2005), dark tourism works on two levels and denotes darker tourism experiences. The first level, tourists will have the experience of simulation of experiences that resulted in that death, however, the major aim of travelling is not experience of the death itself but a chance to find out a better perspective of the knowledge and the context in which the death happened. The second level is where tourists try to integrate themselves with death, mainly by witnessing it, or visiting a site with the anticipation of their own death, although this is rare. An instance is visiting a conflicting community or site (Poria, 2006). Biran (2006) investigated pre-visit perceptions and motives of touring the Anne Frank House. As with previous studies, there was a high correlation between those visitors who believe the tourist attraction as their own heritage and others were motivated by the heritage experience.

Most studies on “Dark tourism” describe experience of dark tourism as emotional and educational in nature. Because most dark tourism sites are made to “convey important messages to people, visitor experiences are often related to gain of knowledge of the past event” (Ashworth & Hartmann, 2005). Efficient dissemination of information on the heritage and history beliefs of the site allows travelers to comprehend the tragic events that have happened in history (Braithwaite & Lee, 2006). Stone(2010) found that loss of life as well as catastrophe incidents can be assembled and re-modified,

something that, in turn give travelers a feeling of hope, comfort and safety. Auschwitz-Birkenau for instance was a location of the biggest human killing in the history of humankind, yet it stays as a monument, which provides a reflection of a man's soul and is regarded most effective way to obtain a vast understanding of events (Stone, 2010). In 1972, Alcatraz which houses USA's greatest criminals, but has been converted into a National Park Service and reshaped into such a monumental attraction because of its criminal history, which informs visitors about rich heritage of the site (Strange & Kempa, 2003).

2.3.2 Visitors Behaviour and Dark Tourism Perception

Braithwaite & Lee (2006) highlighted some war heroes who had experienced chronic stress and long-term trauma disease known as "Post Traumatic Stress Disorder" (PTSD). One of its diagnoses of PTSD is that they are guilty of their own living when someone else doesn't live, or of the conduct that is needed for survival. It appears that not just the former soldiers, but also Japanese war prisoners, as well as holocaust survivors and their relatives have been experiencing this in particular. Bringing back to the episode of mortality as well as atrocities can have a beneficial benefit by remedying sadness, and therefore can gain an understanding of how dreadful things have occurred. This might be an unintentional emotional process (Braithwaite & Lee, 2006). When a war survivor shared a true account of the period in the work camp, listened in shock and did not comprehend that grief. For the victims reporting the past is a way to convey the message and inform the listener not to repeat the same mistake again (Mackenzie, 2007). However, while Poria et al (2003) considered personal interest in their investigations some visitors even experienced feelings of nostalgia, they did not consider whether the tourists take the site as a section of their own heritage. Similarly, McIntosh (1999) argued that by "understanding the personal value attained from

heritage visiting, justification can be afforded to heritage tourism development beyond that of an economic generation to an understanding of how people need heritage to add perspective and meaning to their lives".

Poria et al. (2003) first research on the correlation of the four key variables of personal features, perception and awareness attributed behavioral heritage as the main motivation to dark tourism sites as a new form of attraction. Those who believe the site as a component of their heritage were more likely to be "emotionally motivated" to tour than those who did not. They were also more likely to revisit the site. Those who saw the tourist attraction as a component of their individual heritage were also more likely to be comfortable with their visit and spend more periods at the tourist attraction. They were more likely to take pride in their visit to the site as well as feel that part of their heritage was displayed (Poria et al., 2003).

Some site specific motives, such as "I felt obliged to visit the site", exist outside of the traditional realm of recreation and leisure motivation but are still related to an emotional experience at the site (Poria, Butler, & Airey, 2004). The existence of motives often ignored in previous heritage site and they noted that studies on desire and emotional involvement to pass the story on to the coming generation, which were positively correlated with perception (Poria, Reichel & Biran, 2006). Potential visitors identified three main expectations as wishes for: a) an emotional experience, b) an educational experience, and c) a recreational experience. This indicates that visitors to heritage sites are not simply interested in an educational or cognitive experience (Urry, 1990). They are also interested in the emotional dimension of the site (Bira et al, 2006). Both groups also indicated a high expectation that the site would provide interpretation opportunities that would facilitate emotional involvement when they believed that the tourist

attraction is a component of their own heritage from the perspective that those visiting the site and perceive it as their heritage can take pride in that heritage. In places of conflict, there is always a perpetrator and a victim; a winner and a loser.

Individuals who may visit these sites may not want to identify with the site because it may be an embarrassing or unpleasant episode from their collective past or they may not want to admit it occurred at all. As a result, they may shy away from claiming heritage motivation and may choose other motives because of choice bias. For instance, Japanese visitors to the USS Arizona Memorial will have entirely opposite reason for touring the place than American visitors yet they may equally perceive place to be a component of their personal heritage (Biran, 2006).

According to Tarlow (2005) touring a dark tourism site can create emotions for example of a Nazi concentration camp where visitors feel proud of having survived against “them”. Paying a visit also to a tragic place may generate a feeling of mysticism, particularly when the tourist has a relationship with the victim, therefore, the better relationship the better the experience. A feeling of spirituality which is more centered on popular sense of humanity than on the association to the spot is wider than the mystical experience (Tarlow, 2005).

People who have less stimulation in their livelihoods than they wish usually seek stimulation on vacation Moutinho (2000) Moreover, over-stimulated individual seek peace and tranquility. This is termed as optimal excitement, discovering the optimal level between stimulating way of living and stimulation on a vocation, Hsu & Huang (2007). It could be that a tour to a dark tourist site stimulates by often providing highly emotional and educational aspects. For instance, while visiting a destination because of dark tourism, visitors may elicit emotional reactions, which fulfill the inherent

requirements of them. Emotion is subject to physical and environmental factors influencing it. Viewing a place can potentially trigger a person's emotional reactions. Russell & Snodgrass (2006) developed the concept of psychology of the environment and classified emotion into short-term emotional status and long-term emotional disposition. Emotional state can be categorized into emotional fragment, mood and affective appraisal. Emotional state can be having negative or positive impact on a person and may be stimulated by external factors. Plutchik (1980) researched emotions and classified it into four sets of negative and positive feelings that the emotional wheel can depict. The four sets were; anticipation verses surprise, anger verses fear, disgust verse confidence and joy versus sadness. These eight fundamental emotions can be mixed together to develop more complex feelings. For instance, joy and anticipation, merged to produce a set of emotions, negative and positive, notably enthusiasm and frustration. The eight essential emotions undergo gradations as well. Higher intensity of joy, for example, is ecstasy whilst lower intensity generates tranquility. Parrott (2001), gave an emotional construct wherein primary emotions combine with secondary emotions to develop tertiary emotions.

Emotion is subjective perception, making it difficult to measure. However, two ways of measuring emotion have been developed. First is through individual assessment through a clearly designed survey where the questionnaires focus on emotional intensity of individual. The second method is using clinical equipment's to measure physical responses from a person such as heart beat or observation of behaviour such as facial expression in order to check their emotional state. However, most researchers prefer using individual assessment because it is cheaper and simpler. Dark tourism has various forms, and this implies that each form of emotional reaction is probably different. Tarlow (2005), for instance, affirmed that psycho-centric tourists were likely to

experience nostalgia while travelling to a destination of dark tourism. This may be indication that not all dark tourists are thrill and joy seekers.

Stone & Sharpley (2008) presented the curiosity of the people regarding acts of violence as greedy. He observed that humans are motivated by varying degree of moral values of excitement, empathy and psychological stimuli. He goes on to explain that maybe this is why people are taken to locations of accidents to stare and grasp or visit and experience a site where people perish or tragedy occurred. Many tourists may view it as ethically questionable but they cannot resist. Therefore, dark tourism, with its varied forms and with its masked as well as re-imaged “other” death, enables people to indulge (comfortably) in a socially acceptable and as such, often “sanctioned environment” with their curiosity and obsession with thanatological issues, thus giving the opportunity to construct their own death contemplation (Stone & Sharpley, 2006). Lee & Crompton (1992) identify novelty as among the motivational forces explaining trends of tourism behaviour. Although, these places of atrocities as well as death, may express disgraceful emotions in society, they are a reminder of an unfair treatment and sites to learn about past for successive generations.

Ashworth & Hartmann (2005) point out heritage as a motivating force in dark tourism as consumers identify in the atrocities individuals who are known to them; thus developing empathy with victims and hence help in stopping occurrence of same events; or creating empathy with the perpetrators, stimulating the tourist to replicate incidents. These people give respect to individuals significant to them and through these emotions or relationships and feelings, they develop their heritage and social identity.

2.3.3 Visitors Value Which Promotes the Perception of Dark Tourism

Several visitors get two major functions and effectiveness from the tourism: entertainment and education. There is a trend for dark tourism of more education and fewer entertainments. Not every dark tourist sites can bring both education and pleasure to tourists: in Budapest dark tourism of Memento Park and House of Terror, visitors can enjoy both, however, like Auschwitz in Poland, most travelers appreciate more for the function of enlightenment and education from their dark tourism choice (Lennon & Foley, 2000). Motivation for dark tourism is difficult and murky to comprehend: a mixture of reverence and the thrill of coming near death. Every year more than a 500 thousand tourists visits Auschwitz Birkenau. However, from the dark tourism, increasing numbers of people are getting enlightenment, edification and education from the actual history, particularly for death and life related topics (Lennon and Foley, 2000).

As suggested by Tarlow (2005), dark tourism has the commercial purpose that alters the cruelties of yesterday into today's business. In this perspective, dark tourism sites are not just locations for tourists to pay tribute for the victims, but also indicate the economic benefits for the visitors. Dark tourism is a growing attribute in the prevalent social or cultural heritage. Learning of past deaths can help a person comprehend mortality. "We see death, but we do not touch it" (Tercier, 2005). Although, as a result of technology advancement, it is reported that people seem to be spectators to much more deaths than any past generation, it is stated that perhaps the person is left alienated in the face of tragedy and, as previously mentioned, without adequate information. Dark tourism thus provides a person a means to participate in curiosity in socially accepted condition and in such a way that provides a chance to develop one's own contemplation of death (Stone & Sharpley, 2008).

Furthermore, visiting a dark tourist site can be very enlightening process through creating awareness of the past horrific tragedies, a dark tourism guide for human knowledge of the world. Though much of modern tourism is merely concerning entertainment, it can be a multifaceted opportunity to experience a dark attraction, which can have a deep impact on people's lives (Damms, 2007). Reiss (2009), for instance, likens his trips to a National Civil Rights Museum (NCRM) in Memphis, USA and the House of Terror (HOT) and characterizes the House of Terror as "an artistic and educational triumph" compared to the NCRM. Reiss (2009), further pointed out that a tour to the House of Terror motivated him to study more about Hungarian Heritage and evoked gratitude of Hungarian sufferings. Observing the absent death becoming present can help to reduce the danger of unavoidable and increasing death acceptance. It enables peoples to see their own mortality as distant and hoping for a decent death (Stone & Sharpley, 2008).

Mannelland & Stynes (1991) incorporated entertainment rewards into a structure model called "the recreational benefit system model", and regarded personal aspects of recreational attitudes, leisure time, recreational activities and entertainment environment in participating in leisure or recreational activities. These factors are further merged by means of the participation experiences to create psychological, social, environmental, economic and physiological effect. The benefits perception in subjective judgement and personal value is created from the recreational benefit experience.

Dann (1998) claimed that dark locations had significant historical and cultural significance. It is well informed which cultural identity plays a crucial role in giving a sense of morality to unfortunate events like the products of dark. Dark tourism can be

regarded as a form of special interest tourism. There are various reasons for visiting dark tourism sites, which may include horror, empathy, nostalgia, remembrance, survivor guilt, education and curiosity (Ashworth & Hartmann, 2005). For Ashworth & Hartmann (2005) there are three main reasons for visiting destinations of atrocity and tragedy: horror, empathy and curiosity, while other research gives additional reasons, such as survivor's guilt, nostalgia, remembrance and education guilt. Henderson (2000) says that tourists at dark tourism sites can be motivated by a search of novelty and knowledge, Smith (1996) describe dark tourism sites as follows:

First, is the curiosity issue. Most visitors are keen in the unique and the unusual, whether that be natural occurrence (for example Škocjan Caves, Niagara Falls), a creative or cultural structure (for example the Egyptian pyramids) or stunning events like the wedding involving royal families. Significantly, the reasons why visitors are attracted to dark tourism visits, is from the same curiosity that inspire a tour to Škocjan Caves Garwood (1996). In this regard, Smith (1996) investigated war tourism sites and found out that war veteran may go back to the war zones, to remind themselves the times of their youth...one graying old soldier said..." those of us who have been in combat share something very special...I simply have to be here, to honor those men..." (Smith, 1996).

Secondly is remembrance. Remembrance is an important human activity playing a crucial role in shaping our future by connecting us to our past, the way we remember defines the way we are in the present (Young, 1993). Remembrance allows individuals to establish an identity, enabling them to learn from the past, as well as move on with a clear direction of tomorrow. Memory and remembrance are seen as essential aspects in the significance of location in the context of dark tourism (Lennon & Foley, 2000; Walter, 2009; Young, 1993). Indeed, a variety of places of dark tourism has been

established as reliable memories warehouses with some specifically designed for remembrance and others education as an important element during establishment. Specifically, for many tourist places connected with Second World War and holocaust in European cities, remembrance and commemoration as main reasons for their existence.

Many locations were established on similar grounds, such as the holocaust Museum in Hoston, United States Holocaust Memorial Museum in Washington D.C., and Yad Vashem in Jerusalem. In various studies, reverence described at several dark tourism locations as a major feature of remembrance. For instance, The USS Arizona Memorial was established as place of remembering Japanese attack at Pearl Harbor, where the worst battleship of that period first attack occurred. For the significance of commemoration, tourist first view a film interpreted so as to be able to board skiffs to the sites. Once in memorial site, reverences are motivated by workers at Memorial building. Beach style clothing isn't allowed in the Memorial. The ship is visible under water and a viewing well helps visitors to put flowers onto the vessels starboard side (Lennon & Foley, 2000).

Thirdly is the survivor's guilt. One of the distinguishing features of dark tourism was its sort of guests attracted by such places, including victims and survivors' families wanting to return to the disaster or death scene. These types of tourists are again particularly common at sites connected with the Holocaust and World War II. For many war horror survivors, disaster and atrocity it looks like, revisiting the scene is cathartic and is a way of relieving themselves of their guilt. Such motivation for touring dark tourism places or sites can then influence tourist experience on the place (Hartmann, 2005).

2.3.4 Visitors Perceptions and the Level of Satisfaction with Dark Tourism

Satisfaction is the overall affective and cognitive response to the use of products by the consumer Oliver (1997), and judgment by the consumer of whether a service or product offers a pleasing level of consumption-related fulfillment (Chen, Huang & Petrick, 2016). Tourism satisfaction is crucial for effective destination marketing as it affects the choice of destination, the usage of products and services and the decision to return (Kozak & Rimmingto, 2000). Several authors analyzed consumer satisfaction and presented tourism theories (Bramwell, 1998). For instance, Parasiraman, Zeithaml, & Berr's (1985) expectation-perception gap model, Oliver's expectation-disconfirmation theory, Neumann, & Reichel (1978) were used to assess tourist satisfaction with particular tourism destinations. Expectation disconfirmation, in particular, has earned the broadest recognition among these theories because it is widely applicable.

Chon & Olsen (1991) discovered a goodness of fit connection between both the expectations of tourists regarding their destination and the satisfaction of tourists. Then, after tourists have purchased travel services and products, their experience with the travel product is better than their expectations, they will be satisfied with their travel experience. Kozak & Rimington (2000) revealed the results of a research to identify destination attributes that are critical to the overall level of tourist satisfaction. Pizam, Neuman, & Reichel (1978) argued that it is crucial to measure customer satisfaction with each attribute of the destination, since consumer dissatisfaction in one - attribute leads to dissatisfaction with the overall destination. In addition, Rust, Zahorik & Keininghan (1993) there is a need to explore the connection between destination attributes and tourist satisfaction from a tourist point of view in order to obtain an in-depth understanding of the behaviour and attitudes of tourists after visiting cultural /

heritage destinations. If the tourists are satisfied with the products, they will be motivated to buy them again or to suggest them to their friends.

Glasson (1994) gives an overview of the qualities, effects and management reactions of Oxford visitors to date. In general, about 80% of the tourists who visited this cultural / heritage destination were satisfied. Over 80% of the tourists who visited Oxford said they would like to make a return visit. Shopping facilities were also quite liked, and locals were considered friendly. In view of the fact that satisfying experiences predict future intentions Lee et al (2012), understanding how tourist satisfaction can enhance the attachment of places in cultural and natural settings. Place satisfaction is defined as a multidimensional summary judgment on the perceived quality of the setting, meeting the individual's needs for the physical characteristics of the location, its services and its social dimensions (Stedman, 2002).

Maintaining a satisfactory tourism experience and fostering a high level of local attachment to cultural and natural attributes is important for site managers. While the constructs of authenticity, place satisfaction, place attachment and cultural behavioral intentions have been well documented, the literature has scarcely studied the association between these constructs. Tourism destinations and service providers should pay even serious attention to customer satisfaction in the modern environment, given the rapidly evolving competitive landscape resulting from recent consumer and technological trends that make customer satisfaction more important than ever before (Confente, 2015).

Ensuring the satisfaction of visitors is crucial to the long-term success of the destination and brings gains to key stakeholders, including industry, visitors and local communities (Foster, 1999). Customer satisfaction offers six serious competitive benefits as shown

in Figure 2.1 below. Tourist destinations can also benefit from these competitive advantages via the quality of delivery and the satisfaction of visitors.

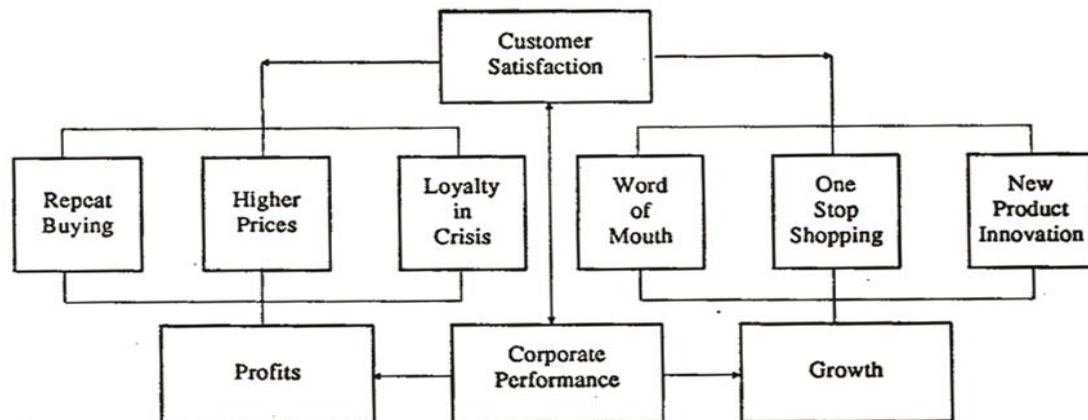


Figure 2.1: Six Competitive Advantages through Customer Satisfaction

Source: Adopted from Sheth (2001) with few modifications

Customer satisfaction is a reflective of the performance of a destination (Seth, 2001). Years of scholarly research provide an insight into consumer satisfaction outcomes, including word-of-mouth referral, customer complaining behaviour, brand loyalty, continuity, recommendation, repurchase and repeat visitation (Chea & Luo, 2008). Visitor satisfaction studies in relation to tourist destinations found that a high level of satisfaction encourages tourists to re-visit the destination; satisfied tourists also inform their relatives and friends, provide free advertising and help promote increased travel to the destination (Kau & Lim, 2005). Satisfaction as well presents financial competitiveness in a number of ways.

Repeat purchase and positive word of mouth reduces business costs (Sheth, 2001). There is a strong and positive relationship between consumer satisfaction and willingness to spend more for services and products at the individual level (Homburg, Koschate & Hoyer, 2005). Likewise, satisfaction can result in higher spending on holidays, as customers are ready to pay higher prices (Wang & Davidson, 2010).

Satisfied customers are providing financial and moral support to the destination in times of crisis. On the conversely, inadequate tourism experience will lead to a negative word of mouth, a shift to other destinations and a reduction in competition and growth opportunities for the destination. Therefore, it is crucial for destinations to understand the level of satisfaction among visitors and to identify the drivers of satisfaction and causes of dissatisfaction in order to inform strategic planning for future tourism development, destination marketing design, delivery experience and performance management.

2.4 Conceptual Framework

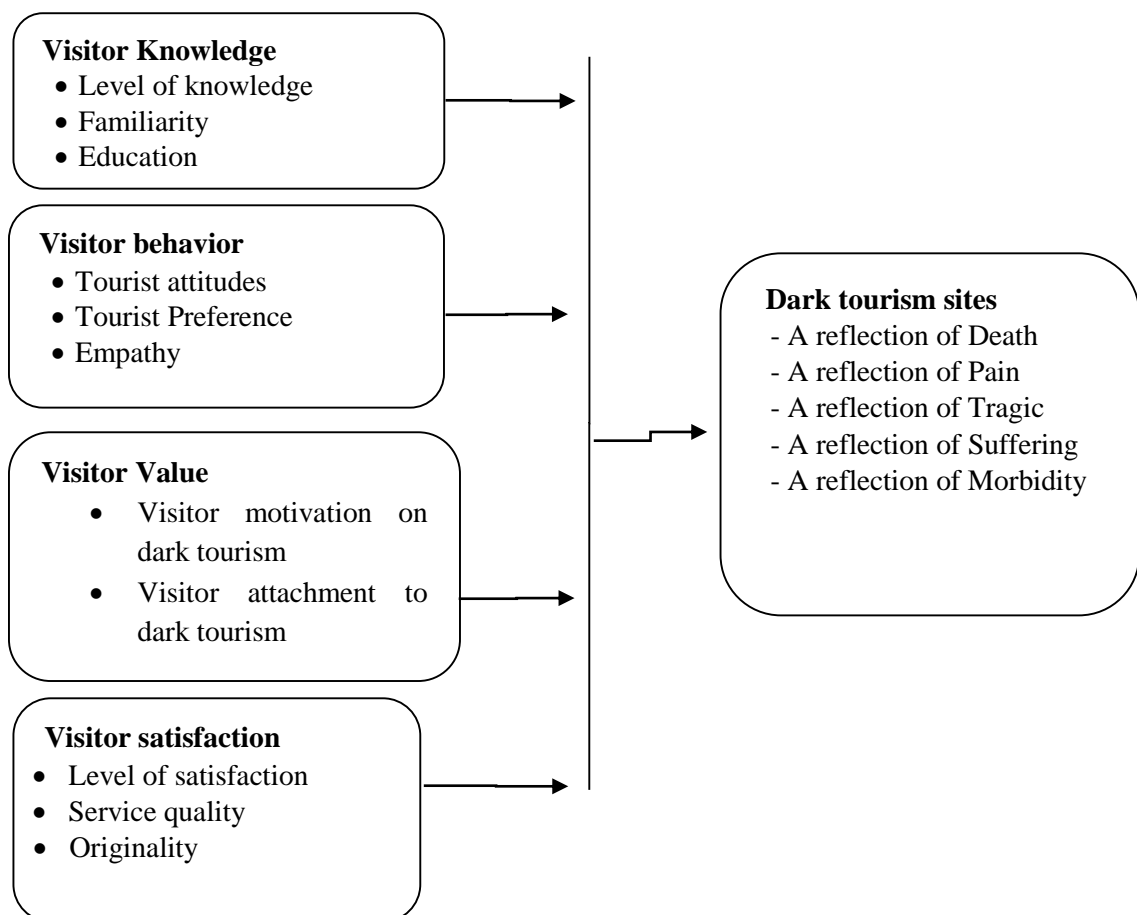


Figure 2.2: Conceptual Framework

Source: Author, 2018

The above conceptual frame work shows that there is a relationship between independent variables and dependent variables and can be summarized using figure 2.2 above. From the diagram, perception of 7th August dark tourism is the dependent variable and the independent variables are visitor knowledge, visitor behaviour, visitor value and visitor satisfaction. These variables were selected because they depict the perception of a tourist in a dark site.

This conceptual framework is pegged on the theoretical underpinning of Postmodernism theory, which is based upon a relativist theory of knowledge and the belief that in the perception of dark tourism, there are no certain uniform understanding about the world, only questions with infinite answers, each as valid as the next. The term 'postmodernism' theory assumes that individuals conduct their own narrative, or reality, depending on different communities of knowledge, perception and culture. Ethics are part of this narrative and codes of morality are the governing systems of all communities of knowledge.

From the perspective of a western society, 'ethical' tourism behaviour is a product of the individual decisions of tourists. Tourism consumer preference is a mark of ethical distinction and preferences are made in opposition to the 'Other' (usually) mass tourist Munt (1994). This study is relevant for the study because the independent variables directly affect the dependent variable.

2.5 Chapter Summary

Studies in these fields will aim at understanding the perception and the meaning for both visitors and local perceptions of dark locations, cultural context of dark site and the social perception and its consequences. It also inspires a deep sadness in public opinion", and that "a sense of community reduced the gap between society and

officials". "The dark site could be a mechanism of resiliency helping society to recover after a disaster or catastrophe, a form of domesticating death in a secularized world" In brief a lot has to be done concerning dark sites so that the community will be able to appreciate and perceive it as a touristic attraction and thus people can comprehend the life-death balance and they can deal with their own mortal life.

Also, memorial park is meant to provide solace, support the traumatized windows and orphans of the atrocities. It serves to calm and help to overcome feelings of resentment, anger, hatred, loneliness and despair, among its members based on one's perception. This facility will provide a significant environment for victims to congregate and pray together. This research filed explores the ways in which the memory of a society is created, institutionalized, and their perceptions understood. Further, it gives a conceptual framework for workers in historical preservation, historic sites and museum.

2.6 Research Gap

Dark tourism is an important type of tourism whose benefits can be harnessed to realize sustainable development of a destination. There have been studies which make reference on dark tourism especially in developed countries. This is especially in reference to the aftermath of first and second world wars. Theories and literature on dark tourism addressed the significance of dark tourism and the typologies of this type of tourism. However, studies have not addressed the perception of dark tourism as an alternative tourism product especially in developing countries. Hence, the research endeavors to bridge this knowledge gap by assessing the visitors' perception of dark tourism in Nairobi and having 7th August Memorial Park as a case.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Overview

This section entails research methodology used in the study. It contains information on research design, target population, sample size & sample frame, data collection instrument, validity, reliability and data analysis.

3.2 Research Design

The study used descriptive and explanatory research designs. The descriptive design deals with the finding out, what, where and the how of the event. Explanatory research design is applied when the problem is known and descriptions of the problem are with the researcher, but the causes or reasons or the description of the described findings is yet to be known (Sahu, 2013).

These designs are appropriate because the study sought to assess the visitors' perception on the 7th August memorial park as a dark tourism site in Nairobi Kenya. The descriptive and explanatory research designs are the best since they enable the researcher get a general finding of a large population. It also gives the researcher to gather qualitative data to be analyzed qualitatively with the help of descriptive statistics. This study brought out in depth information on visitors' perception on the 7th August memorial park as a dark tourism attraction. Thus the descriptive try to describe the perception situation (Pajo, 2017).

3.3 Study Area Location

The study area, memorial park, is situated in Nairobi city which also serves as capital city of Kenya. The city is highly populated compared to other cities in the neighboring cities of Africa with an estimated population of 3,638,295 persons covering 696 km²

(KNBS, 2019). The city lies between 1° 19 south and 36° 59 east of the Prime Meridian with an altitude of nearly 1,689M above sea level situated in Southern part of Central Kenya. The 7th August Memorial Park is Trust that is managed by Board of Trustees. Trust is a Kenyan Non- Profit Organization established in 1999 to take ownership of the land in Nairobi at the former site of the U.S Embassy. The trust is being sustained through gate entrance, hire of the park, conference facilities to the public, sponsorship, charitable donation and fundraising efforts.

Entrance fee is Ksh 30/= to tour the garden and park ground. Entry fee to the visitor center is Ksh 50 /= for students, Ksh 100/=for residents and Ksh 150/= for non-residents. The research site was preferred since it was deemed relevant in relation to dark tourism and how visitors' knowledge, value, satisfaction and behaviour are being perceived. It was relevant because a park was constructed in memory of the bomb blast that occurred on 7thAugust 1998. People travel from various countries across the globe to visit the site to memorize the event. It was a reality when the US president Barrack Obama paid it a visit when he visited Kenya in 2016. The visit drew both local and International media attention and popularized the site as a dark tourism attraction.

3.4 Target Population

The study was confined to memorial park in Nairobi County for all the respondents. The samples for this group of individuals were taken to be measured. The study population comprised of visitors. The Memorial Park receives around 300-500 visitors on daily basis and the majority are the local visitors (Gaya, 2013). There are also big numbers of pupils and students from different respective schools and a considerable number of both local and international visitors. The Memorial Park receives more than

12,000 visitors on monthly basis with approximately turnover of 300,000 visitors annually (Gaya, 2013).

3.5 Sample Size Determination

The research targeted a population of 2000 persons from a study population of 12,000 which constitute the visitors monthly who visit the memorial park (Gaya, 2013). The sample size required for this research was determined by using a ninety-five percent (95%) confidence interval and a sampling error of five percent (5%) using a formula adopted from (Mugenda & Mugenda, 2003). The statistical formula used to calculate the sample is as shown below:

$$n = \frac{z^2 (p \times q)}{d^2}$$

Where;-

n= Sample size

z= Statistical constant representing 95% score at the respective confidence level (1.96)

p= Proportion in the target population estimated to possess' traits being measured.

p= 0.17 (2000/12000, where 2000 is the target population and 12000 is the number of visitors who visit the attraction monthly).

q= Possibility of failure (1-p) =0.83

d= Sampling error/alpha error/confidence interval (5% or 0.05)

$$n = \frac{1.962^2 (0.17 \times (1 - 0.17))}{0.05^2}$$

$$n = 216.819904$$

The formula above resulted 217 as the sample size for this study.

3.6 Sampling Design

The systematic sampling technique in the study was used to choose respondents to be given the questionnaires. This technique was used to recruit respondents who responded to the questionnaires and they were the visitors at the attraction site. The researcher used an interval skip of three which meant that respondents were selected from third, sixth, ninth and so on.

3.7 Data Collection Instruments

The researcher conducted structured questionnaires for this study whereby open and close ended questions were used. Answers to these questions were coded to give numeric statistics which was used in drawing inferences. Questionnaires were designed and delivered to all respondents that are the visitors of the memorial site. The data was collected after the visitor has consumed of the dark tourism product or service.

Since the questionnaire was self-administered thus reduces the cost, saved time and avoided prejudice. The questionnaires were divided in to two sections. The first section was on personal data while the second section was about issues relating to the clients of the Memorial Park. The questionnaires were considered to be effective in this study because they are economical way to collect data compared to other collecting tools, response rate is expected to be high data compared to other collection tools, sometimes the researcher was not necessarily present during data collection as the questionnaire was self-administered.

The researcher acquired a letter from Moi University and the letter from NACOSTI in Nairobi County government and permit from the Memorial Park to conduct the research. The permit was used to get authorization from the management of the park to

administer the questionnaires to respondents. The researcher ensured efficiency of data collection by collecting distributed questionnaires in time.

3.8 Data Analysis and Presentation

After the field work is done, the questionnaires were checked for completeness to make sure that every questionnaire was filled. All the collected data were entered in a SPSS code book. The completed questionnaires were checked to find errors before they were analyzed. After the data entry, data was examined to facilitate answering the study objectives. Both inferential and descriptive statistics were used in analysis of the results to assess the varied responses. Tables, frequencies and percentages were used to summarize the data.

Chi Square (X^2) statistic of the test of independence was used for testing relationships between categorical variables. It was used to test the relationship between the perceptions of 7th August memorial park as a dark tourism attraction and visitor knowledge, visitor behaviour, visitor value and visitor satisfaction. Collected data was first grouped, sorted in tables and classified. Secondly, the findings were presented using frequency, tables' means and percentages. Thematic analysis was used to analyze data from the responses of the open ended questions in the questionnaire.

3.9 Validity and Reliability of Research Instruments

3.9.1 Validity of research instruments

The instruments used to collect data were reviewed for construct and the content was validated by mainly the supervisors and significant other academicians that were considered more experienced researchers. Accuracy, relevance, timeliness and adequacy of the data collected denote that the research instrument was valid. The use of supervisors and significant other academia is fundamental in ensuring that the

measure on the determination of visitor's knowledge, behaviour, value and satisfaction on dark tourism perception in 7th August memorial park is valid.

3.9.2 Reliability of research instruments

Questionnaires (Appendix I) were piloted to iron out any ambiguities, tested and purged using the SPSS Cronbach Alpha technique for its reliability. Cronbach's alpha is a test reliability technique that requires only a single test administration to provide a unique estimate of the reliability for any given items in a research (MCIVER, 1981). Cronbach's alpha reliability coefficient normally ranges between 0 and 1.

3.10 Ethical Considerations

Gender issues were considered by the researcher and that is how the sample was representative. The researcher didn't take advantage, of coercing or exploiting respondents during the research process. The study endeavored to ensure that there was data consistency in the interpretation of the outcome. All the respondents were guaranteed confidentiality and anonymity of information they gave during the research.

The researcher complied with the ethics to protect the privacy and the dignity of everyone who participated in the research process. Before an individual accepts to be a respondent of the research, he was being informed of the aim, methods, expected results and the likelihood of the potential hazards of research. He or she can withdraw from participating in the research any time.

3.11 Limitations of the Study

The study was restricted only to August 7th Memorial Park because of limited time, hence working overtimes and weekends, resources was also utilized by minimizing waste. Dark sites were another limitation of the study since there are few places with such kind of atrocities therefore 7th August was well capitalized. The researcher also

faced a lot of challenges in the literature review because few studies that have been done in this area of study and little information were well utilized. Attitude and feelings was another constraint, also the subject was sensitive and emotional therefore not everyone was willing to participate, because tourists have a different perceptions and reactions as far as dark tourism is concern due to their culture and beliefs, the researcher assured respondents that their information they provided could exclusively serve the academic purpose and directs them to the memorial park counseling room because the questions were so touching.

3.12 Assumptions of the Study

The study assumed that the respondents gave true information. It was also assumed that the respondents had adequate knowledge of memorial park.

CHAPTER FOUR

RESULTS AND DISCUSSION

4.0 Overview

This section entails data analysis, the outcome and discussion of the study results. The chapter describes findings of the study in relations to the research objectives which include; - visitor knowledge, visitor behaviour, visitor value and visitor satisfaction on the 7th August Memorial park in Nairobi County, Kenya.

4.1 Response Rate

The target respondents for the study were 217 but the returned complete and useable questionnaires were 179 representing 82% response rate.

4.1.1 Cronbach's Alpha Reliability Test

Cronbach reliability test was performed on all the variables of the study and Cronbach's coefficient (α) was used to calculate the internal evenness coefficients of items. The questionnaire was cleaned, so as to check items that might have overlapped, ambiguous, or repetitive. This ensured that the research objectives were determined in a reliable manner and the findings were realistic. A test-retest reliability coefficient was calculated on the individual items and Cronbach's Alpha of 0.82 from 26 items was obtained as shown in table 4.1 below.

Table 4.1: Reliability Statistics

Cronbach's Alpha	No. of Items
0.82	26

Sources: Author, 2021

4.1.2 Respondents' Demographic Profile

Table 4.2: Respondents Demographic profile

Variable	Frequency	%
Gender		
Male	100	56
Female	79	44
Age		
18-30 years	119	67
31-40 years	37	20
41-50 years	6	3
51-60 years	17	10
Marital Status		
Single	96	53
Married	77	43
Separated	4	2
Divorced	1	1
Widowed	1	1
Highest level of education		
Primary	8	4
Secondary	40	22
Tertiary	69	38
University	62	36

Source: Author, 2018

The study assessed demographics of respondents as indicated in Table 4.1 above. From the findings, males represented (100) 56% and females (79) 44%. This showed that there were more male respondents than the female respondents in the study because of their courage and brevity nature. This is in line with Stone and Sharpley (2008) who argued that dark tourism provides room for a person to treat curiosity in an environment that is socially acceptable. This gave men a chance to construct individual contemplation about death because of their brevity. This explains why there are more male visitors to the 7th Memorial park as compared to female visitors.

On the respondents ages 66% of the respondents were of the age between 18-30 years, those between the age of 31-40 years was 21% while those on the age bracket of between 41-50 years was 3% and 51-60 years constituted 10 %. This indicated that most visitors of the 7th Memorial park were fairly young in the ages of between 18-30 years. This is the age of adventure and exploration (Hartman, 2006). According to Hartmann (2006), empathic feelings of the dead people and comprehensions of their demise generate broader reflection and curiosity on youths upon life and begin the course of contemplating mortality issues.

On the marital status, 53% of the respondents were singles, 43% were married while 2% had separated and 2% comprised of widowed and divorced. This means that most of the 7th August Memorial park visitors are singles. On the level of education 4% of the respondents had up to primary level of education, 22% had secondary level while 39% had tertiary level and 35% had university level of education. This implies that 7th August Memorial park visitors have tertiary level of education. Furthermore, many of the visitors to the study area were observed to be from tertiary institutions and thus their levels of education. Stone and Sharpley (2008) noted that youth particularly those at tertiary level of learning are anxious and curious of unique and new events.

4.2 Visitors' knowledge on the perception of 7th August memorial park, as Dark

Tourism in Kenya

4.2.1 Visitors Perception on 7th August as Dark Tourism

The study endeavored to establish if 7th Memorial park visitors were conversant with concept of dark tourism. The findings revealed that 26% had an idea of dark tourism while 74% had no idea. Respondents were asked on whether they were conversant with the idea of dark tourism (Table 4.2 and 4.3 above). From the findings, it was realized that only 26% of the respondents understood the concept and 74% did not and the

respondents' response varied significantly ($\chi^2 = 40.363$, $p = 0.001$, $df=1$). Chi-square goodness of fit test is applied when you have one categorical variable from a single population. The goodness of fit test is a statistical test to see how well sample data fit a distribution from a population with a normal distribution. The p value of 0.001 shows that sample data fit a distribution from a population with a normal distribution in the area of knowledge on dark tourism.

Table 4.3: Familiarity with the Dark Tourism Concept

		Familiarity with the Dark Tourism concept			
		Frequency	%	Valid Percent	Cumulative Percent
Valid	Yes	47	26	26	26.
	No	132	74	74	100
	Total	179	100	100	

Source: Author, 2018.

Table 4.4: Familiarity with the Dark Tourism concept test statistics

Familiarity with the dark tourism concept test statistics	
Familiarity with the Dark tourism concept	
Chi-Square	40.363 ^a
Df	1
Asymp. Sig.	0.001

a. Expected frequencies from 0 cells (0%) is less than 5. 89.5 is the expected minimum cell frequency.

Source: Author, 2018

From the findings concerning knowledge on dark tourism, one respondent gave the following explanation:

"I got aware of dark tourism after the 1994 Rwandan genocide that led to the death of over 800,000 Tutsis and moderate Hutus. Tourists who visit Rwanda get a chance to visit some of the places where the remains of the victims of the genocide are kept. According to me, it is

visiting such places that reminds of sorrow and sadness”. Respondent 1 (R1)

Another respondent had the following view

Although dark tourism is not very popular in Kenya, it is a concept I have known for a while. It is the viewing of past moments and events of tragedy and calamities. Respondent 2 (R2)

Moreover, another respondent reiterated that

Dark tourism is a type of tourism that has been in existent for a long time. The fact is that little effort has been put in place to harness it in Kenya. This is because the common tradition in Kenya is that no one wants to be associated with death and sorrow for a prolonged period of time. Respondent 3 (R3)

The study findings on the concept of dark tourism knowledge among the 7th August Memorial park visitors who were not aware of the concept were quite high 74%. This implies that the memorial park have other attractive features which resonate with the needs of visitors whose visits to the site is not anything of memory and remembrance. This finding is in tandem with that of Tarlow (2005). Tarlow (2005) argued that the presence of other touristic features of non-relation to memory, catastrophies or calamities in a memorial park explain the limited understanding and awareness of dark tourism concept.

4.2.2 Visitors Knowledge of 7th August Memorial Park

Table 4.5: The site Knowledge

The site knowledge					
		Frequency	Percent	Valid Percent	Cumulative %
valid	Yes	118	66	66	66
	No	61	34	34	100
	Total	179	100	100	

Source: Author, 2018

Table 4.6: Site Knowledge test Statistics Knowledge of the site

Chi-Square	19.447 ^a
Df	1
Asymp. Sig.	0.001

a. Expected frequencies from 0 cells (0%) is less than 5. 89.5 is the expected minimum cell frequency.

Source: Author, 2018

The study sought to assess respondent's knowledge of 7th August Memorial park as tourist attraction in Kenya. From the findings (118) 66% had prior knowledge of the site while (61) 34% had no information table 4.4, however site knowledge among the respondents varied significantly ($\chi^2 = 19.447$, $p = 0.001$, $df=1$).

From the findings concerning the knowledge of the site, one respondent had the following view:

I came to know about 7th August Memorial park through a friend who works close to the site. He encouraged me to visit it. Respondent 4 (R4)

Another respondent explained the following:

I came to learn of the site through their official website and decided to visit. The place is a stark and poignant reminder of the devastating effects of international terrorism. Respondents 5 (R5)

Furthermore, from the study findings most of the 7th August Memorial park visitors had specific knowledge in regard to the site (66%) and that their visitation was to refresh their memories and pay respect and sympathy to the fallen victims. This is in relation to the site being a memorial place for the 1998 bomb blast tragedy. This findings support Brian et al., (2011) argument which stated that visitors of memorial monuments are for the purpose of improvement of one's knowledge through heritage and remembrance thus allowing fulfillment and connection to the site.

4.2.3 Promotion of 7th August Memorial Park as Dark Tourism Site.

The study sought to assess the potentiality of marketing and promoting the 7th August Memorial park as dark tourism site in Kenya from the respondents. 17% of the interviewed respondents attributed the site as an American Embassy and therefore not suitable to be promoted as a tourist attraction of any form in Kenya. Another 46% of the respondents alluded that the site can be promoted as a memorial park in remembrance of the 1998 bomb blast tragedy, while 1% stated that the site should be promoted for purposes of peace and not a dark touristic attraction, while 3% stated that the site can be promoted as a remembrance site table 4.6. The study findings on the aspect of promoting the site as a dark tourism corroborates the findings of Strange and Kempa, (2003) whose findings revealed that the information and remains of mass murder of humanity can be preserved in variety of methods which can be availed later in form of monument such as memorial parks which finally act as information and knowledge sources including being a memorial site.

Table 4.7: Promotion of 7th August Memorial Park as Dark Tourism Site

Promotion of 7th August Memorial Dark Tourist site				
	Frequency	Percentage	Valid %	Cumulative %
Former American embassy	30	17	17	17
Memorial park	82	46	46	63
None	61	34	34	97
Peaceful place	1	1	1	97
Reminder	5	3	3	100
Total	179	100	100	

Source: Author, 2018

4.2.4 The 7th August Memorial Visitation

The study endeavored to assess the respondent's frequency of their visits to the study area. The findings indicate that (117) 65% have had prior visit to the monument while (62) 35% indicated not to have visited the site in their past life. However, the responses

varied significantly ($\chi^2 = 11.313$, $df=1$, $p= 0.001$) as shown in table 4.7 and 4.8 respectively). From this study findings it is clear that visitors who had prior experiences with the park wanted to know more about the memorial park. This finding is in line with Seaton (2009) who argued that the more a person visit a particular site ,the higher the chances of finding more information and features not have been acquainted in the previous visit due to limited time, fear, fatigue and other related factors.

Table 4.8: 7th August Memorial Park Visitation

	Frequency	Percentage	Valid %	Cumulative %
Yes	117	65	63	63
No	62	35	37	100
Total	179	100	100	

Table 4.9: 7th August Memorial park visitation test statistics

Visitation of the site test statistics	
	Visitation of the site
Chi-Square	11.313 ^a
Df	1
Asymp. Sig.	0.001

a. Expected frequencies from 0 cells (0%) is less than 5. 89.5 is the expected minimum cell frequency.

Source: Author, 2018

4.2.5 The Frequency of Visitation to 7th August Memorial Park

The study assessed the frequency of respondent's visitation to the study area. From the study results, it revealed that (69) 38% of the visitor had been in the memorial park many times as opposed to (47) 26% who were there for the first time. This finding is in agreement with the findings of Emile (1995). His findings revealed that the more visitation to a site, the better informed one is. Furthermore, (30) 17% and (26)14% of the interviewed respondents were visiting the park for their second and third time respectively while (7) 4% did not respond on this variable as shown in table 4.9.

However, respondents responses on this variable varied significantly ($\chi^2 = 53.929$, $df=3$, $p= 0.001$) as reflected in (table 4.10).

Table 4.10: Frequency of Visitation to 7th August Memorial Park

		Frequency	%	Cumulative %
Valid	Once	47	26	21
	Twice	30	17	35
	Thrice	26	14	47
	Many	69	38	88
	No response	7	4	100
Total		179	100	

Table 4.11: Frequency of Visitation to 7th August Memorial Park test Statistics

Frequency of Visitation	
Chi-Square	53.929 ^a
Df	3
Asymp. Sig.	0.001

a. Expected frequencies from 0 cells (0%) is less than 5. 28.0 is the expected minimum cell frequency.

Source: Author, 2018

4.2.6 Reasons for Not Visiting the 7th August Memorial Park

The study sought to assess the opinions of the respondents on the reasons behind the study area not being visited by many people. A majority of the interviewed respondents (147) 68% mentioned of limited knowledge and information about the 7th August Memorial park and another (53) 24% thought of lack of interest among potential visitors of the memorial park while (17) 8% never answered this question as indicated in table 4.11. However, respondents' responses varied significantly ($\chi^2 = 16.254$, $df=1$, $p= 0.001$) as shown in 4.12. This finding resonate with findings of Biran (2006) who argued that a majority of people have no interest visiting places associated with human atrocities especially dark sites associated with human sufferings and deaths. Human sufferings and deaths have been observed to a rose negative human feelings and emotions.

Table 4.12: Reasons of not visiting 7th August Memorial Park

Frequency of Visitation	
Chi-Square	53.929 ^a
Df	3
Asymp. Sig.	0.001

a. Expected frequencies from 0 cells (0%) is less than 5. 28.0 is the expected minimum cell frequency.

Source: Author, 2018

Table 4.13: Reasons of not visiting the site Test Statistics

Reasons of not visiting the site test statistics	
Chi-Square	16.254 ^a
Df	1
Asymp. Sig.	0.001

a. Expected frequencies from 0 cells (0%) is less than 5. 33.5 is the expected minimum cell frequency.

Source: Author, 2018

4.2.7 The Role of 7th August Memorial Park on visitor Knowledge and Perception

Most memorial monuments have some significance in the role it plays in the society especially local, national and international monuments. In this study an attempt was made to assess the different roles the 7th August Memorial park was intended to achieve.

It was noted that the study area was fulfilling the following:-

Education

From the interviewed respondents (139) 64% were of the idea that the 7th August Memorial park was educative against (30) 14% who were of the contrary opinion and another (48) 22% were not sure whether the memorial park have any role in educating people. Through observation it was further noted that some of the study area visitors were conversing on history of the park for the purposes of obtaining clear and precise information about the entire study area. Statistically, responses on this variable varied significantly between the respondents ($\chi^2 = 60.860$, $p = 0.001$) implying that

information of the park add to knowledge requirement by those intending to visit the park in future. This finding agrees with Smith (1998) who argued that memorial monuments and sites should be preserved to act as sources of knowledge for the generations to come and as avenues of boosting knowledge of historical phenomena.

Remembrance (Memoirs)

Monuments have critical roles to play in many societies especially monuments developed in remembrances of social tragedies relating to human sufferings and deaths. In this study an attempt was made to analyze the opinions of the respondents in regard to the 7th August memorial park being a monument of memoirs and of dark historical significance. From the study (72) 33% of respondents agreed and were in support that the 7th August memorial park was a monument erected for the sole purpose of remembering the lost life of 1998 bomb blast victims and the suffering their relatives underwent thereafter. This finding is in agreement with that of Lennon and Foley (2000) where they argued that monuments serve as points of remembrance in which they have a role of assisting generations design identity by learning from previous occurrences. Another 37% (81) of the park visitors did not agree with the notion that the monument was erected for the purpose of memoirs of the departed souls during the bomb blast tragedy of August 1998, while (72) 30% were not sure of the role and the intension of the 7th August memorial park however, responses varied significantly between the respondents ($\chi^2 = 12.648$, $p = 0.013$) on this variable.

Information outlet of Dark History (Dark Tourism)

All monuments have their own history. Monuments have historical information which people of different generation seek for different uses. In this study assessment was performed to understand the role of the 7th August memorial in regard to informative role it plays to different visitors it host from time to time. From the study, (56) 26% of

the interviewed respondents were in agreement that the 7th August Memorial monument was playing the informative role of informing the current generation of visitors of what happened on the August of 1998 as opposed to (115) 53% of the respondents who were of the opinion that the 7th August memorial park was not achieving that role of passing information and being informative. Another (48) 22% of the respondents were not sure of the role of the memorial park in regard of it being a source of information in relation to dark history (dark tourism).

Dark Tourism Attraction

Since time immemorial monuments have been areas of touristic importance because visitors visit them for a number of reasons. 7th August memorial park is one such monument of historical importance. In this study an attempt was made to ascertain visitor opinion in regard to the monument being a dark tourist attraction in Kenya. 63% (137) of the interviewed respondents alluded that 7th August memorial park is worth a dark tourism attraction because of the lost souls within the site. Another 10% (22) of the respondents were not in agreement that the memorial is a dark tourism site while 27% (59) were not sure if the 7th August memorial park is a dark tourism site (table 4.13).

Table 4.14: Roles of the 7th August Memorial Park

Roles of the 7th August Memorial Park							
	SD%	D	N	A	SA	M	SD
		%	%	%	%		
The memorial park as area of education	10	4	22	32	32	4	1.2
The memorial park as a monument of remembrance (Memoirs)- Dark history	19	18	30	20	13	3	1.3
The memorial as an information outlet of dark history (dark tourism)	30	23	22	16	10	3	1.3
The memorial park as a dark tourism attraction	5	5	27	31	32	4	1.1

Table 4.15: Visitor knowledge promotes the perception of 7th August memorial park test Statistics

	The memorial park is educative	Most people choose a dark tourist area	Having information on other dark tourist areas	Increasing memorial park knowledge
Chi-Square	60.860 ^a	12.648 ^a	21.084 ^a	77.620 ^a
Df	4	4	4	4
Asymp. Sig.	0.001	0.013	0.001	0.001

a. Expected frequencies from 0 cells (0%) is less than 5. 35.8 is the expected minimum cell frequency.

Source: Author, 2018

Most people choose a dark tourism sites had a neutral opinion of most respondents at 30%, with a mean of 3 and a standard deviation of 1.3. Having information on other dark tourism sites had most respondents strongly disagreeing at 30%, resulting to a mean of 3 and standard deviation of 1.3 and the response varied significantly between the respondents ($\chi^2 = 21.084$, $p = 0.001$). Increasing knowledge in the memorial park had a high number of the respondents strongly agreeing (36%), with 4 as the mean and standard deviation of 1.9 and the respondents' response varied significantly ($\chi^2 = 77.620$, $p = 0.001$). The findings showed that the majority stated that memorial park increase knowledge because of its educative nature and this is in line with what Crompton (1979) who stated that the best way is to improve know-how and learn new things as a significant motivations and value for visiting the dark tourist sites.

Table 4.16: Visitor understanding about 7th August Memorial park as a Dark Tourism site

	SD%	D%(F)	N%(F)	A%(F)	SA%(F)	M	SD
Death	10 (39)	11 (25)	10 (45)	20 (22)	49 (67)	2	1.4
Pain	15 (29)	12 (22)	15 (37)	25 (35)	33 (56)	3	1.4
Tragic	9 (17)	5 (9)	11 (20)	25 (44)	50 (89)	4	1.3
Suffering	14 (25)	11 (19)	20 (49)	22 (39)	42 (47)	3	1.3
Morbid	15 (33)	21 (36)	21 (46)	8 (15)	35 (18)	2	1.3

Source: Author, 2018

According to Table 4.15, the study assessed the visitor understanding about 7th August memorial park as a dark tourism site. From the findings, death had 49% of the respondents strongly agreeing with their mean = 2 and standard deviation=1.4 and the respondents' response varied significantly. Pain had 33% of the respondents strongly agreeing with a mean of 3 and standard deviation of 1.4 and the response varied significantly between the respondents. Tragic had 50% of the respondents strongly agreeing with a mean of 4 and standard deviation of 1.3 and the response varied significantly between the respondents. Suffering had 42% of the respondents strongly agreeing with a mean of 3 and standard deviation of 1.3 and the response varied significantly between the respondents. Morbid had 35% of the respondents strongly agreeing with a mean of 2 and standard deviation of 1.3 and the response varied significantly between the respondents. This insinuated the majority of the respondents stated that it occurred due to tragic because lives were lost in the tragedy. This is in line with Shapley and Stone (2008) that dark tourism involves visiting sites that are associated with deaths, sufferings, disasters and atrocities of various types.

4.2.8 Visitors' behaviour on the perception of 7th August memorial park as a dark tourism Site in Nairobi, Kenya

Furthermore, the study assessed respondent's empathy with the memorial park victims. The study revealed that 72% of the memorial park visitors visit the site to empathize with the bomb blast victims of the August 1998. This finding is in agreement with the study of Mowatt & Chancellor (2011) studied the motives of visiting a slave castle in Ghana. In their study they found that visitors are not simply going on a trip, but they need to deeply realize the historical meaning of a site and have feelings of empathy to those who suffered and lost their life. Another 28% of the interviewed respondents had

contrary opinion but responses on the variable varied significantly ($\chi^2 = 34.866$, $df=1$, $p= 0.001$) as shown in (table 4.16 and 4.17).

Table 4.17: Empathizing with the park victims

	Frequency	%	Valid %	Cumulative %
Yes	129	72	72	72
No	50	28	28	100
Total	179	100	100	

Source: Author, 2018

Table 4.18: Empathizing with the park victims test statistics

	Empathizing with the park victims
Chi-Square	34.866 ^a
Df	1
Asymp. Sig.	0.001

a. Expected frequencies from 0 cells (0%) is less than 5. 89.5 is the expected minimum cell frequency.

Source: Author, 2018

In response to empathizing with the victims, one of the respondents had the following response:

It was a dark moment and episode in the history of our country as Kenya and my heart went for the families of those who died and who lost their loved ones. Losing a loved one is a difficult thing to bear.
Respondent 6(R6)

Another respondent had the following to say:

I hope the compensation that was to be given to the families of those who died and the survivors of the tragedy is expedited. The victims went through a lot of suffering and need both psychological and financial help. Respondent 7(R7)

Another had this to say:

I hope the survivors have fully recovered from the tragedy. Such an event can leave someone never the same. Respondent 8(R8)

Furthermore, a majority of the visitors at the site were observed to have feelings of empathy with the fallen victims and their relatives especially innocent lives lost. This finding agreed with the study finding of Ashworth and Hartmann (2005) who argued

that visitor to memorial sites of human fatalities wish to be identified with the atrocity as these visitors try to empathize with the victims. It was also observed that visitors to the 7th August Memorial site pay respect to the fallen victims as they try to connect their empathy and feelings which was noted be influencing positive perception of the site (table 4.16 and 4.17).

4.2.9 Reasons for Empathy with the 7th August Memorial Park

The study attempted to assess reasons for empathy among the respondents visiting the 7th August Memorial park. From the study findings, 69% (124) of the memorial park visitors tour the site for the purposes of remembrance. This finding contradict Biranet al. (2011) who argued that the general motive of people visiting dark sites as areas of touristic values include themes such as seeing is to belief, learning to understanding and also visiting famous tragic death sites and for emotional heritage connectiveness. Another 21% (37) of the visitors toured the site for the purposes of sorrow to the fallen victims and 10% (18) of the interviewed visitors were not sure of their main reasons for visiting the 7th August Memorial park as shown in (table 4.18). However, responses from the respondents on the variable varied significantly ($\chi^2 = 109.775$, $df=1$, $p= 0.001$) table 4.19.

Furthermore, from the observation point of view it was noted that the 7th August Memorial park visitors visit the site as a way of making peace and co-existence and their believe that such a tragedy should not happen again in the Kenyan soil. This findings agree with the studies of Mackenzie (2007) who found out that people touring dark sites of human fatalities tend to seek peace, co-existence and for historical information to pass to the next generations.

Table 4.19: Reason for Empathizing with the Park Victims

	Frequency	Valid %	Cumulative %
Reminder	124	96	69
Sorrowful	37	4	90
No response	18	100	100
Total	179		

Source: Author, 2018

Table 4.20: Reason for Empathizing with the Park victims test statistics Reason for Empathizing with the victims

Reason for Empathizing with the victims	
Chi-Square	109.775 ^a
Df	1
Asymp. Sig.	0.001

a. Expected frequencies from 0 cells (0%) is less than 5. 64.5 is the expected minimum cell frequency.

Source: Author, 2018

4.2.10 Approvals of Friends to 7th August Memorial Park

Another important component of the study was to examine the level of referrals and approvals of by visitors of the 7th August memorial park to their close friends and relatives. From the study, 53% (94) of the interviewed respondents would recommend to their close friends and relatives to visit the memorial park. In other words these type of visitors would talk positively of the 7th August Memorial park, this is in tandem with the Kau and Lim (2005) whom they stated that satisfied visitors are more likely to talk positively of a destination and make referrals and approvals to their best close friends and relatives. Furthermore, this enhances destination image and publicity. 24% (43) of the interviewed respondents were of contrary opinions of not being good ambassadors of the 7th August Memorial park. They alluded that they would not recommend nor refer a close friend nor relative to the memorial park but some 23% (42) were not sure whether to approve a friend or not table 4.20. Statistically, respondents responses on

this variable varied significantly ($\chi^2 = 24.771$, $df=4$, $p= 0.001$) as indicated in table 4.21.

Table 4.21: Approval of Close Friends on Visiting the Park

	Frequency	%	Valid %	Cumulative %
Strongly disapprove	16	9	9	9
Disapprove	27	15	15	24
Not sure of any approvals	42	23	23	47
Approve	39	22	22	69
Strongly approve	55	31	31	100
Total	179	100	100	

Source: Author, 2018

Table 4.22: Approval of Close Friends on visiting the Park test Statistics Approval of close friends on visiting the park test statistics

Approval of close friends on visiting the park test statistics	
Approval of close friends on visiting the park	
Chi-Square	24.771 ^a
Df	4
Asymp. Sig.	0.001

a. Expected frequencies from 0 cells (0%) is less than 5. 35.8 is the expected minimum cell frequency.

Source: Author, 2018

4.2.11 Reasons for Referrals and Approvals

Referrals and site approvals has been used in many instances to establish the desirability of a tourist destination by many social scientists researchers. Similarly this study tried to establish the desirability of 7th August Memorial park by interviewing visitors of the park in regard to the principle reasons behind a number of them referring, approving and recommending close friends and relatives to the memorial park. The findings of the study indicate that 64% (115) of them would approve a potential client to the memorial site as a place of remembrance. Lee and Crompton (1992) found similar findings that memorial parks and sites are majorly areas of memoirs for generations both current and

the future. Another 16% (28) alluded the Memorial park as of educational importance, this finding agree with Lennon and Foley (2000) who in their study argued that memorial monuments are historical places of learning, education and research. Furthermore, 11% (19) of the interviewed respondents mentioned of the park as a peaceful site, while 6% (10) of them thought of the memorial park as scary site for the potential visitor and 4% (7) would recommend the site because of its conducive nature as shown in (table 4.22).

Table 4.23: Reason for the Approval Type

	Frequency	%	Valid %	Cumulative %
Conducive place	7	4	4	4
Educative	28	16	16	20
Peaceful place	19	11	11	31
Reminder	115	64	64	95
Scary	10	5	5	100
Total	179	100	100	

Source: Author, 2018

Consequently, the respondents were inquired on the reason for the type of approval as depicted on Table 4.24 above. Conducive place had 4%, educative had 16%, not applicable had 6%, peaceful place had 11%, reminder had 60% and scary had 3% due to its nature and the response varied significantly between the respondents. This meant that the main reason for the type of approval given by the respondents was that it served as a reminder on what happened on that fateful day when terrorists bombed the USA embassy and also reflection of peace coexistence among the community.

4.2.12 Visitor Attitudes Towards the 7th August Memorial Park as a Dark Tourist site

Attitude is an important factor in the assessment of tourist behaviors' in any given destination. In this study an attempt was made to assess visitors attitudes towards the 7th August memorial park and the study findings revealed that 12% and 10% of the

respondents agreed and strongly agreed that 7th August memorial park was generally depressing emotionally as opposed to 14% and 38% of those who disagreed and strongly disagreed, however, respondents response on this variable varied significantly between the respondents ($\chi^2 = 50.581$, $p= 0.001$). On the perpetrators of the heinous act of atrocities at the site, 20% and 31% of the respondents agreed and strongly agreed that they are angered by the actions of the perpetrators against 12% and 16% of those who disagreed and strongly disagreed with the actions of perpetrators. Statistically, respondents responses on this variable varied significantly ($\chi^2 = 18.067$, $p= 0.001$) as shown in table 4.24. Furthermore, 25% and 50% of the 7th August Memorial park visitors agreed and strongly agreed with the fact that visiting the site arouses the feelings of being sorrowful to the fallen victims while 5% and 9% of the other respondents disagreed and strongly disagreed of not having any sorrowful feeling towards the August 1998 bomb blast victims but respondents responses varied significantly ($\chi^2 = 117.844$, $p= 0.001$).

The study further revealed that 22% and 26% of the interviewed respondents in the memorial park agreed and strongly agreed that they have strong emotional attachments with the site fallen victims as opposed to 11% and 14% of the respondents who disagreed and strongly disagreed of not having any emotional attachments with the August 1998 bomb blast victims however, respondent's responses varied significantly between the respondents ($\chi^2 = 19.799$, $p= 0.001$) on this variable. Another 27% were not sure of having any emotional feelings towards the fallen victims. Another variable that was assessed among the respondents was that of trauma. The study results indicated that 8% and 10% of the respondents to the 7th August Memorial park agreed and strongly agreed that they often get traumatized when they visit the site against 21% and

35% who disagreed and strongly disagreed of not being traumatized while at the memorial park as shown in (table 4.23).

Table 4.24: Visitor Attitudes towards the 7th August Memorial Park as a Dark Tourist Site

Visitor attitudes Towards 7 th August memorial park as a Dark tourists' Site							
	SD	D	N	A	SA	M	SD
	%	%	%	%	%		
Generally depressing	38	14	25	12	10	2	1.4
Angered at the perpetrators	16	12	20	20	31	3	1.4
Feeling of sorrow for the victims	9	5	11	25	50	4	1.3
Feelings of emotional attachment to the victims	14	11	27	22	26	3	1.3
Feeling traumatized at the site	35	21	26	8	10	2	1.3

Source: Author, 2018

Table 4.25: Visitor attitudes at 7th August memorial park test statistics

Visitor attitudes at 7 th August memorial park test statistics					
	I am generally depressed	I am angered at the perpetrators	I feel sorrow for the victims	I feel emotionally attached to the victims	I feel traumatized at the site
Chi-Square	50.581 ^a	18.067 ^a	117.844 ^a	19.799 ^a	44.547 ^a
Df	4	4	4	4	4
Asymp. Sig.	0.001	0.001	0.001	0.001	0.001

a. Expected frequencies from 0 cells (0%) is less than 5. 35.8 is the expected minimum cell frequency.

Source: Author, 2018

4.3 Visitor Perception Value of 7th August Memorial Park

4.3.1 Visitors' Perception Value of 7th August Memorial Park as a Dark Tourism Site

Knowing 7th August Memorial park visitor's perception value was one of the key objectives of this study. The study made an attempt of assessing the perceived value of the memorial park from the visitor's perspective. The findings reveal that 63% (113) of the respondents were of the opinion that the memorial park was of value to them in

form of historical information, knowledge and offering them an opportunity to come to terms with an historical phenomena whose effects are yet to be overcome. This finding supports Nahimana (2011) who noted that memorial parks, museums, monuments and historical buildings are of immense value to human generations. However, respondent responses on the variable varied significantly ($\chi^2 = 12.341$, $p = 0.001$, $df=1$) (table 4.25 and 4.26). Another 37% (66) of the interviewed respondents were of the opinion that the memorial park was not according to them with any value other than the site being good for the crowds and for the eye.

Table 4.26: Perception value of the 7th August Memorial Park

	Frequency	%	Valid %	Cumulative %
Yes	113	63	63	63
No	66	37	37	100
	179	100	100	

Source Author, 2018

Table 4.27: Perception value from the memorial park test statistics Perception Value of 7th August Memorial Park

Perception Value of 7 th August Memorial Park	
	Value from the memorial park
Chi-Square	12.341 ^a
Df	1
Asymp. Sig.	0.001

a. Expected frequencies from 0 cells (0%) is less than 5. 89.5 is the expected minimum cell frequency.

Source: Author, 2018

4.3.2 The 7th August Memorial Park Areas of Visitor value

The study further assessed the 7th August Memorial park visitor areas of value from the respondent's perspective. From the study results it revealed that 71% (127) of the respondents regard the 7th August Memorial park as a place of memoirs (memorial site), the engrave names of the fallen victims served this purpose. This finding is in agreement with Lennon and Foley (2000) where they argued that memorial sites act as

places of remembrance as these areas help people develop affectionate feelings and drive for an establishment of an identity. 25% (45) regard it as a place of making peace with one self in regard terrorism and human atrocities and 4% (7) of the interviewed respondents were not sure of their main value they were getting from the 7th August memorial park, however, respondents responses on this variable varied significantly between the respondents ($\chi^2 = 4.321$, $p = 0.038$, $df=1$) as shown in table 4.27 & 4.28.

Table 4.28: The 7th August Memorial Park Areas of Visitor Values

	Frequency	%	Valid %	Cumulative %
Memorial site	127	71	71	71
Peaceful place	45	25	25	96
Non Response	7	4	4	100
Total	179	100	100	

Source: Author, 2018

Table 4.29: 7th August Memorial Park Areas of Visitor Values test statistics

7 th August Memorial Park Areas of Visitor Values test statistics	
Chi-Square	4.321 ^a
Df	1
Asymp. Sig.	0.038

a. Expected frequencies from 0 cells (0%) is less than 5. 89.5 is the expected minimum cell frequency.

Source: Author, 2018

From an interviewed of one respondent the following was noted;-

Visiting this memorial park has made me to underscore the importance of peace and security in life. It has made me to see that international terrorism has no place in the twenty first century.
Respondent R9 (R 9)

Another respondent was of this view:

The memorial park gave me an opportunity to appreciate the value of life and the need to have a secure environment. From the park, I learnt that Kenyans are resilience people who can rise from the ashes.
Respondent R10 (R10)

From the findings, one respondent indicated the following

The memorial park is a good environment to come to meditate. It provides comfort and harmony especially after a long tedious period.
Respondent R11 (R11)

Another respondent also echoed his sentiments by saying the following

Though the park is a reminder of a tragedy that happened in the past, it provides a comforting environment for the visitors. Respondent R12 (R12)

4.3.3 Limitations of the 7th August Memorial Park as Dark Tourism Site

The 7th August memorial park has been acknowledged as one of the memorable dark tourism site in Kenya. In this study attempt was made to assess the memorial park limitations from being a dark touristic site in Kenya. 42% (75) of the interviewed respondents thought of inadequate government support to the memorial park to make it a viable dark tourism destination while lack of interest by many potentials visitors to the park was cited by 25% (46) of the respondents. This finding is in line to the study of Garwood (1996) who argued that government as the main stakeholder and regulatory has a bigger role in the support and development of memorial monuments including branding and image positioning. Poor marketing of the memorial park by the management board of trustee was alluded by 23% (41) of the interviewed respondents and 10% (17) were not sure of the limitations of the 7th August Memorial park as indicated in table 4.27. statistically, the respondents responses varied significantly between the respondents ($\chi^2 = 95.851$, $df=2$, $p= 0.001$) as indicated in (table 4.28).

Table 4.30: Limitations of the 7th August Memorial Park as Dark Tourism Site

Attribute	Frequency	%	Valid %	Cumulative %
Inadequate government support	75	42	75	42
Lack of interest	46	25	25	67
Poor marketing	41	23	23	90
Non Response	17	10	100	100
Total	179	100	100	

Source: Author, 2018

Table 4.31: Limitations of the 7th August Memorial Park as Dark Tourism Site test Statistic

Limitations of the 7 th August Memorial Park as Dark Tourism Site	
Chi-Square	95.851 ^a
Df	2
Asymp. Sig.	0.001

a. Expected frequencies from 0 cells (0%) is less than 5. 22.3 is the expected minimum cell frequency.

Source: Author, 2018

4.3.4 Visitor Purpose of Visitation

Purpose of visitation to memorial monuments gives varied reasons and in this study attempt was made to assess reasons why visitors toured the 7th August memorial park. The findings of the study indicated that 34% and 18% of the respondents interviewed at the 7th August memorial park were of the opinion that their visit was very important and important for learning about the tragedy, something new and to get first hand experiences. Furthermore, 23% of interviewed respondents thought of the park has not offering any opportunity of knowing something about the tragedy, something new nor any personal experiences table 4.29, however on this variable, respondents responses varied significantly ($\chi^2 = 34.603$, $df=4$, $p= 0.001$).

On visitor curiosity satisfaction on the 7th August bomb blast event of 1998, 18% and 25% of the respondents alluded that their tour of the site was very important and important respectively in satisfying their curiosity and in self-fulfillment in terms of site satisfaction. Another 25% of the interviewed respondents felt that the 7th August Memorial park was not meeting their curiosity neither satisfying however 30% of the memorial visitors were unsure of the site fulfilling their curiosity but respondent responses varied significantly between the respondents ($\chi^2 = 22.704$, $df=4$, $p= 0.001$) as shown in table 4.30. Commemoration and remembrance of the 1998 bomb blast

victims was another variable of the study. From the study results, 35% and 20% of the respondents thought it was very important and important for them to visit the 7th August memorial park to commemorate and to remember the 1998 bomb blast victims as opposed to 18% of the respondents whose visit to the memorial park was not related to commemoration nor in remembrance of the fallen victims of 1998 bomb blast, however, 27% of the interviewed respondents were not sure of their visit mission at the memorial park (Table 4.29). Statistically respondents responses on this variable varied significantly between the respondents ($\chi^2 = 46.168$, $df=4$, $p= 0.001$) table 4.30.

Another important area that the study also examined was survivor's guiltiness. Guiltiness in tragic incidence tends to hang in the minds of people for a long period of time and sometimes people try to find ways of removing it. From the 7th August Memorial park respondents interview, 9% and 16% felt that it was important and very important to make visit to the memorial park to get rid of the survivors guiltiness while 27% and 13% of the memorial visitors thought that their visit to the site was extremely unimportant and unimportant respectively in getting rid of survivors guiltiness but a majority 34% were touring the site for other purposes other than getting rid of survivor's guilt, however, their responses varied significantly ($\chi^2 = 38.737$, $df=4$, $p= 0.001$). On the respect to the fallen victims, 21% and 40% of the 7th Memorial park visitors were of the opinion that their visit to park was important and very important in according the fallen victims their respect while 11% and 8% respective thought of their visit to the memorial park extremely unimportant and unimportant in respecting the fallen victims and 21% visit the site for other reasons not related to paying their respect to the fallen victims as shown in table 4.29.

Finally the study assessed respondent's opinions on the aspect of the 7th August memorial park potentiality of educating oneself on significance of peace. From the

study findings, 13% and 59% of the respondents thought of their visit to the site as important and very important in the fulfillment of oneself education on the significance of peace while 5% thought of their visit to the memorial park as extremely unimportant in educating oneself on the significance of peace and another 5% also were of the opinion of not important in the fulfillment of the same. Furthermore, 18% of the interviewed respondents were not sure of their tour to the monument in achieving oneself education on the significance of peace from the 7th August memorial park as shown in table 4.29, furthermore, respondents responses varied significantly ($\chi^2 = 179.520$, $df=4$, $p= 0.001$) table 4.30. These findings are in harmony with the findings of Ashworth and Hartmann (2005). Their study findings postulated that there are varied reasons and intentions of different personalities visiting memorial monuments which range from educational purposes, empathy reasons, curiosity, and remembrance, getting rid of guiltiness, horror experiences and nostalgia to making peace with one soul among other reasons.

Table 4.32: Visitor Purpose of Visitation

	Extremely Unimportant %	Unimportant %	Not sure %	Important %	Very Important %
To learn about the tragedy and experience something new	15	8	25	18	34
To satisfy curiosity about the 7 th August bomb blast event	18	9	30	25	18
To commemorate and remember the victims	10	8	27	20	35
To get rid of survivor's guilt	27	13	34	9	16
To pay respect for the fallen victims	11	8	21	21	40
To educate oneself on the significance of peace	5	5	18	13	59

Source: Author, 2018

Table 4.33: Visitor Purpose of Visitization Test Statistics

Purpose of visiting the park test statistics						
	To learn about tragedy and experience something new	To satisfy curiosity about the 7 th August event	To commemorate and remember the victims	To get rid of survivor's guilt	To pay respect for the victims	To educate myself about the significance of peace
Chi-Square	34.603 ^a	22.704 ^a	46.168 ^a	38.737 ^a	55.944 ^a	179.520 ^a
Df	4	4	4	4	4	4
Asym p. Sig.	0.001	0.001	0.001	0.001	0.001	0.001

a. Expected frequencies from 0 cells (0%) is less than 5. 35.8 is the expected minimum cell frequency.

Source: Author, 2018

4.3.5 Characteristics of the 7th August Memorial Park as a Dark Tourism site

From time immemorial, memorial monuments and parks have been historically known for exhibiting multi-various features and pieces of information as their unique identification characteristics. In this study an attempt was made to assess and to understand 7th August memorial park characteristics as a dark tourism site from the perspective of its visitors. The study results revealed that 13% and 16% of the interviewed respondents agreed and strongly agreed that the 7th August Memorial park is a fun place to visit as compared to 11% and 21% respectively who were of the contrary opinion that the site is not offering any fun activities, however, respondents responses on this variable varied significantly among the respondents ($\chi^2 = 43.486$, $df=4$, $p= 0.001$) table 4.32. This finding is in conformity with Bryant (1989) findings which suggested that memorial monuments are a site of fun, memoirs and nostalgia. However, 20% and 26% of the site visitors agreed and strongly agreed that the 7th

Memorial Park is a pleasant site worth visiting as opposed to 8% and 11% of those who disagreed and strongly disagreed of the site not being pleasant but 35% of the respondents were not sure of the monument being any pleasant.

On the variable of excitement, 15% and 19% of the 7th August memorial park visitors agreed and strongly agreed that the site offer some form of excitement as opposed to 7% and 18% of the respondents who disagreed and strongly disagreed on the excitement of the memorial park, however, Pizam et al., (1978) alluded that excitement from memorial sites evaluate satisfaction derived from the monuments unique features which are the main identity characteristics, however, most of the interviewed respondents (42%) were not sure of any excitement offered by the memorial park as shown in table 4.31. Statistically, respondents responses on this variable varied significantly ($\chi^2 = 43.542$, $df=4$, $p= 0.001$) table 4.32. Furthermore, 22% and 25% of the memorial visitors agreed and strongly agreed that the park was an enjoyable place worth touring compared to 6% and 14% of the respondents who disagreed and strongly disagreed of the site being enjoyable and 32% of the visitors could not explain nor identify any enjoyment activity within the memorial park. On the variable of boredom of the memorial park, 12% and 3% of the respondents agreed and strongly agreed that the site was a boring place to be while 62% of the interviewed visitors regard the memorial park as the most enjoyable and not a boring place to visit.

Table 4.34: Characteristics of 7th August Memorial Park as a Dark Tourism site

Characteristics of 7th August Memorial Park as a Dark Tourism site							
Variable	SD%	D%	N%	A%	SA%	M	SD
Fun	21	11	39	16	13	2.9	1.3
Pleasant	11	8	35	26	20	3.4	1.2
Excitement	18	7	42	19	15	3.1	1.2
Enjoyable	14	6	32	25	22	3.4	1.3
Boring	44	18	24	3	12	2.2	1.3

Source: Author, 2018

Table 4.35: Characteristics of visiting a Dark tourism Location test statistics

Characteristics of 7th August Memorial Park as a Dark Tourism site test statistic					
	Fun	Pleasant	Exciting	Enjoyable	Boring
Chi-Square	43.486 ^a	43.542 ^a	61.922 ^a	37.061 ^a	84.212 ^a
df	4	4	4	4	4
Asymp. Sig.	0.001	0.001	0.001	0.001	0.001

a. Expected frequencies from 0 cell (0%) is less than 5. 35.8 is the expected minimum cell frequency.

Source: Author, 2018

4.4 Visitors' Satisfaction on the 7th August Memorial Park as a Dark Tourism Site

4.4.1 Visitor Satisfaction on the 7th August Memorial Park

Tourist destinations are very much affected by level of satisfaction and more so the dark tourism sites. In this study assessment of visitor's level of satisfaction on the 7th August memorial park was carried out to ascertain how the memorial monument was fulfilling and meeting its visitor's satisfaction. From the study results, 38% and 14% of the interviewed respondents were strongly satisfied and satisfied with the entire memorial park services and information, meaning the site was in a position to meet the needs and the aspirations of the visitors it manages to attract and host on daily basis. However, 12% and 10% of the memorial park visitors are dissatisfied and strongly dissatisfied with the entire monument with another 25% of the visitors not in a position to judge whether their needs were satisfied by the 7th August memorial park.

Table 4.36: Visitor Satisfaction on the 7th August Memorial Park

Visitor Satisfaction on the 7th August Memorial Park		
	Frequency	%
Strongly Satisfied	70	39
Satisfied	25	14
Not sure	45	25
Dissatisfied	21	12
Strongly Dissatisfied	18	10
Total	179	100

Source: Author, 2018

4.4.2 Reasons for Satisfaction with 7th August Memorial Park

Rest and Relaxation

Rest and relaxation as a satisfaction factor that was eluded by 47% of the interviewed respondents. In this study it was observed that the 7th August Memorial park visitors come with friends either in a group or with family members for a picnic or simply from a break of the hustle and bustle of the Nairobi city. It is a communal activity undertaken in the company of other people who share similar encounters at the memorial park.

As a meeting Point

56% of the interviewed respondents mentioned of the 7th August memorial park as a meeting point. They alluded that they arrange with friends to meet at the monument and have a thought of coming in conduct with other familiar faces (looking for new friendship).

Making Peace with one Soul

From the study interviews, 72% of 7th August memorial visitors tour the site for the purposes of making peace with one self-soul. It was observed that most of the respondents visit the monument to come and purge their emotions. These were noted to be individual survivors, friends and relatives of victims who attend or participate in the memorial planned activities and events. It was further observed that the memorial visitors come to immerse themselves and spend more of their time in the viewing of memorial monuments, getting to know of the tragedy through the many displayed artifacts and exhibitions at the museum. Furthermore, many visitors were observed to have interest in watching the memorial site documentary films.

Business and Commerce

22% of the memorial park respondents mentioned that business and commerce within the vicinity of the 7th August memorial park was satisfying if not gratifying. It was observed that visitors of the site come for business reasons and some were in organized groups and use the memorial facilities for their commerce in form of meetings and conferences.

4.4.3 Reasons for Dissatisfaction with 7th August Memorial Park

Client dissatisfaction is a measurement tool used to ascertain the level of visitor satisfaction in modern tourism destinations. In this study, 7th August memorial park visitors were asked to state areas of their dissatisfaction within the main component areas of the memorial park. The study findings revealed that 39% (69) were dissatisfied with the monument exorbitant entry fees while 26% (46) were not happy with the stringent entry requirement of screening prior to entering the park by security officials. Furthermore, 18% (33) and 17% (31) of the study area respondents were dissatisfied with the 7th August memorial huge crowds and incomplete information interpretation by the site tour guides as indicated in (table 4.34).

Table 4.37: Reasons for Dissatisfaction with 7th August Memorial Park

Variable	Frequency	%	Cumulative %
Huge Crowds	33	18	18
Memorial park entry fee	69	39	57
Entry screening requirements	46	26	83
Incomplete information interpretation	31	17	100
Total	179	100	

Source: Author, 2018

4.5.4 Factors which can enhance and improve 7th August Memorial Park Visitor Satisfaction

The 7th August Memorial park as dark tourist destination in Kenya will play an important tourism space in the general tourism to come. In this study, respondents were asked to state components areas of the memorial park in which the management board of trustee of the 7th August memorial park can examine in order to enhance and improve visitor satisfaction. The study results indicate that 25% (45) opined that the memorial park board of trustees needs to make improvement on the natural scenery of the park to look more inviting, fulfilling and accommodative. Another 22% (40) of the respondents need personal safety and security be improved within the memorial site given the fact that majority of the memorial visitors are both local and foreign whose safe is of paramount important.

Furthermore, general service quality within the memorial site was an area that 21% (37) of the respondents eluded the need to improve so as to enhance the desirability of the site. 11% (18) were of the opinion that the management trustees have to put more efforts in putting the memorial site as one of the worlds' re-known historical heritage site. This finding agrees with Confente (2015) who argued that memorial monuments management and other destination management organizations (DMOs) have to put a lot of emphasis on client satisfactions to meet world heritage site pre-conditions for historical heritage status. Another 12% mentioned the need to improve the memorial park facilities and finally the need to have the memorial site to fulfill the personal curiosity as mentioned by 9% (17) of the interviewed respondents as indicated in table 4.35. Overall, respondents response on all the variables varied significantly among the respondents ($\chi^2 = 75.330$, $df=4$, $p= 0.001$) as shown in table 4.36

Table 4.38 Factors which can enhance and improve 7th August memorial park visitor Satisfaction

Variable	Frequency	%	Cumulative %
Service quality	37	21	21
Originality of facilities	22	12	33
Natural scenery of the Park	45	25	58
Personal safety and security	40	22	80
Make it a re-known historical heritage site	18	11	91
Personal curiosity	17	9	100
Total	179	100	

Source: Author, 2018

Table 4.39: Factors which can enhance and improve 7th August memorial park visitor Satisfaction

Factors which can enhance and improve 7th August memorial park visitor Satisfaction test statistics

	Service quality	Originality of facilities	Natural scenery	Personal safety	Well known historical heritage	Personal curiosity
Chi-Square	76.838 ^a	76.056 ^a	92.201 ^a	139.631 ^a	87.006 ^a	75.330 ^a
Df	4	4	4	4	4	4
Asymp. Sig.	0.001	0.001	0.001	0.001	0.001	0.001

a. Expected frequencies from 0 cells (0%) is less than 5. 35.8 is the expected minimum cell frequency.

Source: Author, 2018

4.4.5 Pearson Correlation Test on Visitors of the 7th August Memorial Park

Knowledge and Behaviour

As indicated in Table 4.37 above, Pearson correlations test was performed between knowledge and behaviour of the memorial park visitors. The result indicated that there was a strong positive correlation between respondents knowledge of the memorial park and their changed behaviours towards the memorial monument ($r= 0.784$). This was an indication that the association between knowledge and behaviour of the visitors

regarding the dark tourist place, 7th August memorial park, is significant, hence the observed difference between the sets arose by not by chance. When the tourists have the knowledge on dark tourism, their behaviour towards its product and service will be different.

Knowledge and Value

A Pearson test was performed between visitor's knowledge and value of the memorial park. The findings indicated that there is a weak positive correlation between the two variable (knowledge and value) at ($r=0.049$). This means that the association between knowledge and value of the visitors regarding the 7th August memorial park as a dark tourism site insignificant. This meant that the observed difference between the sets did not a rose by chance.

Knowledge and Satisfaction

A correlation test was performed between knowledge and satisfaction, on the 7th August memorial park respondents. From the findings there was a weak relationship between Visitors knowledge and satisfaction derived from the memorial park at ($r= 0.017$). This implies that the association between knowledge and satisfaction of the visitors regarding the dark tourism site, 7th August memorial park, was less insignificant.

Behaviour and Value

Furthermore, a test was done between visitors' behaviour and value derived from the 7th August memorial park. The results of the test indicated that there was a strong positive correlation between the two variables at ($r= 0.666$). This implies that the association between behaviour and value of the visitors regarding the 7th August memorial park as a dark tourism site was significant as shown in table 4.37

Behaviour and Satisfaction

A test was performed between behaviour of visitors and the perceived satisfaction from the 7th August memorial park. The results indicated as ($r= 0.666$) implying that there is a positive strong relationship between behaviour and satisfaction of the visitors regarding the 7th August memorial park as a dark tourism site was not significant.

Value and Satisfaction

Finally, a test was done between value and satisfaction and the results showed that ($r=0.01$) implying that the relationship between value and satisfaction of the 7th August memorial was insignificant. This means that the association between value and satisfaction of the visitors regarding the dark tourism site, 7th August memorial park almost insignificant.

Table 4.40: Pearson Correlation Test of the variables

Variables	r Values	Level of Significance
Knowledge + Behaviour	0.784	Strong association
Knowledge + Value	0.049	Weak association
Knowledge + Satisfaction	0.017	Weak association
Behaviour + Value	0.002	Insignificant
Behaviour +Satisfaction	0.666	Strong association
Value + Satisfaction	0.001	Insignificant

Source: Author, 2018

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

5.0 Overview

This section provides a summary of the findings, conclusions and gives recommendations established from the study findings.

5.1 Study Findings

5.1.1 Demographic Profiles of Respondents

From the study results there were more male visitor to the 7th August memorial park as compared to female visitors (table 4.1). Male visitors to such Thana sites have been observed to have emotional attachments stability than females' counterparts (Stone and Sharpley, 2008). This explains why many male tourists visit the 7th August memorial park because of their ability to withstand emotional feelings associated with the tragic monument. Furthermore, many studies have shown that male human beings are courageous and display some semblance of brevity when they face such atrocities associated with horror, pain and death. Most of the visitors to the study area were also noted to be below the ages of 40 years (87%) and 43% of them were married, 53% were singles while 2% comprised of others including divorced and widowed. However, majority had tertiary and above level of education (74%).

5.2 Visitors Knowledge Perception on the 7th August Memorial Park as Dark tourism Attraction

The study attempted to establish if 7th Memorial park visitors were conversant with concept of dark tourism. Visitor's findings on their understanding of the dark tourism concept are outlined in the following thematic areas.

5.2.1 Visitors Knowledge on 7th August Memorial Park as Dark Tourism Destination

From the study findings it was noted that 26% of the 7th August Memorial park visitors had an idea of the place and perhaps some knowledge on dark tourism while 74% had no idea. Furthermore, a similar number (26%) had an understanding on the concept of dark tourism as opposed to 74% who alluded of not grasping the concept at all and statistically their responses varied significantly ($\chi^2 = 40.363, p= 0.001, df=1$).

5.2.2 Visitors' Knowledge on Perception of 7th August Memorial Park as Dark Tourism Site

Few respondents knew the concept of dark tourism. However, most of the respondents neither knew the concept nor dark tourism definition. This meant that most respondents were not interested with the dark tourism concept compared to the few who had the concept. The response varied significantly between the respondents (see table 4.2). However, the study results highlighted the fact that a majority (57%) of the visitors to the 7th August Memorial park did not know the concept and definition of dark tourism due to varying education and professional background. This finding agrees with Tarlow (2005) who argued that the presence of other tourist's attraction sites locally prevent visitation to dark tourists' site (unrelated to the Thana logical theme) and enough offer of other touristic content within the vicinity of the destination.

The study attempted to know visitors knowledge of the existence of the 7th August Memorial Park as a tourist site (See Table 4.4) and the majority of them admitted that they had knowledge of the study area as tourists site since it act as a place of remembrance, while few reiterated that they did not know about the site and the response varied significantly between the respondents. This finding revealed that most of the visitors to the 7th August Memorial park had knowledge and information of the

location as remembrance site because of the tragedy that had occurred. This finding support Biran et al., (2011) findings who found out that visitor to dark tourist sites have their knowledge enhanced and improved through heritage and remembrance thus allowing visitors to feel connected to the past recurrences of events.

On the promotion of the site as a dark tourism destination, majority (46%) of the respondents regarded the site as a memorial park because most respondents said it acted as a remembrance of the 1998 fallen victims; while very few (1%) respondents identified the site as peaceful place, however, responses varied significantly between the respondents (Table 4.6). Furthermore, the study results further revealed that (17%) of the surveyed visitors emphasized the attraction to be a memorial park of significant value and importance to the current generation and the generations to come because it has been set aside for remembering the 7th august bomb blast victims of 1998. This finding is in agreement with Strange and Kempa (2003) whose study findings argued that mass murder of humanity can be preserved to be a memorial site and that it act as a reflection of the lost human souls and taken as the efficient way to get a fast knowledge and remembrance of the tragedy that occurred.

The study attempted to know visitors frequency of visits to the study area by asking respondents the number of times they had visited the site. The finding revealed that 38% of the 7th August memorial park visitors had had many prior visits and 26% acknowledged of being there the first time, however, visitor responses varied significantly (table 4.7 & table 4.8). This finding is in agreement with Seaton (2009) who argued that by visiting a site many times makes one to gain different perspectives of a destination and in different angles and by learning things he /she may not have seen or learnt before.

The respondents were asked to give reasons that had made them not to visit the site and most of them did not give any response because they had previously indicated that they had not visited the site because of dark stories attached to the memorial park, while few admitted that they had no interest and the responses varied significantly (Table 4.11 and 4.12). This finding is in line with Biran et al., (2006) finding who stated that visitors who visit these sites may not want to be identified with the site because it may be embarrassing, sensitive, emotional or providing an unpleasant episode from their collective past or may not want to admit it actually occurred.

The respondents were asked if visitor knowledge perception has the potentiality of promoting the 7th August memorial park and the study findings indicate that the majority 63% of the respondents were in agreement that memorial park is educative and the responses varied significantly (table 4.13 & table 4.14). This finding indicated that a majority (27%) were of the opinion that the memorial park increase knowledge because of its educative nature. This finding is in line with Crompton (1979) finding who stated that the best way to improve and enhance knowledge and learning is to have opportunities of visiting the dark tourism sites. Furthermore, the findings support Tarlow (2005) who stated that visitors learn from history and get to inform the current and future generation not to repeat the same event from recurring again.

The study attempted to know of visitor understanding of the 7th August memorial park as dark tourism site. The study results revealed that a majority (50%) of the respondents strongly agreed that the 7th August memorial park is a tragic site. The site comes into existence because of an historic tragedy where human lives were lost and hundreds of people sustained injuries (table 4.15). This findings support Shapley and Stone (2008) findings who argued that dark tourism sites are associated with sites related to deaths, sufferings, disasters, and atrocities of many different kinds. Furthermore, it was

statistically established that there existed a strong positive relationship ($r=0.784$) between visitors' knowledge and behaviours at the 7th August memorial park as a dark tourism site in Nairobi, Kenya.

5.3 Visitors' Behaviour that Promotes Perception of Dark Tourism

Behaviours and perception are two key components of dark tourism historical information. This study endeavored to know visitors level of empathy in regard to the 7th August memorial park and the fallen victims. The study findings established that majority (72%) of the interviewed visitors visit the site to pay homage and empathize with the fallen victims of the bomb blast of 1998 as most of them argued that innocent lives were lost during the incident, while a few (28%) did not have sorrows and empathy emotions. This could be attributed to human healing and recovery from the incident since it is over two decades when the tragedy occurred, however, visitor responses varied significantly (Table 4.16 & 4.17). This showed that most respondents empathized with the park victims, because some suffered a lot while others lost their lives innocently. This study finding concurred with Ashworth and Hartmann (2005) results where they argued that as consumers wanted to be identified with the atrocity; therefore, they want to empathize with the victims so as to stop similar events from recurring. These customers respected the victims and treat them as important by connecting their emotional feelings and empathy, which were positively supporting perception. The findings also found the reason for empathizing with the victims and the majority responded as reminder and few said sorrowful since they decided to forgive and forget the perpetrators and forge ahead with their lives, and the responses varied significantly (Table 4.18 & 4.19). This finding is in agreement with the studies of Mackenzie (2007) who argued that victims who are showing the past can be the only

way to provide the narrative and tell again the listener and the perpetrators not to repeat the same mistake.

The study sought from the 7th August Memorial park visitor' approval of their close friends and relatives of their visitation to the memorial park. The findings revealed that most (53%) respondents had definite approval of close friends on visiting the memorial park because it had a lot of educative information while few (24%) disapproved the visitation citing negative association with the site and the responses varied significantly(table 4.20 & 4.21). This finding is in agreement with the studies of Kau and Lim (2005) who stated that satisfied tourists usually tell others and approves to their friends, relatives and work mates thus giving cheap and free advertisement. Furthermore, the finding revealed existence of important relationship between visitors' behaviour and the insightfulness of the 7th August memorial park as a dark tourism site in Nairobi, Kenya.

Visitor attitude was another component that this study examined. Visitor attitude in Thana studies is critical in understanding visitor's behaviours. Visitors' attitudes at 7th August memorial park a dark tourism site, (51%) of the interviewed visitors expressed their anger towards the perpetrators who planned and perpetuated the tragedy. They expressed their sorrows and feelings for the victim since they died painful deaths. Another 28% of the visitors felt indifferent (table 4.23 and 4.24). This meant that most people felt for the victims at memorial park and this may lead to severe stress and trauma for a long period leading to a condition known as Post Trauma Stress Disorder (PTSD) and the response varied significantly between the respondents. This study is in support with Braithwaite and Lee (2006) finding who argued that visiting the death and atrocity site may cause therapeutic impact by minimizing misery and making people to

know how horrible scenarios took place and this can act as self-emotional healing experience.

In addition, the main reason for the type of approval given by the respondents was that it served a reminder and nostalgic feelings of what happened on that fateful day when terrorists bombed the USA embassy and the response varied significantly (table 4.24). Furthermore, this finding is agreement with Lee and Crompton (1992) that death and atrocity sites exhibit feelings of shame in the society by reminding injustice and place for generations to come to learn and know the past.

5.4 Visitors' Values Which Promotes the Perception of Dark Tourism

Consequently, the study findings realized that most respondents gained value from the memorial park. On the reason for gaining value from the memorial park, issues of memorial site and peace coexistence stood out. The respondents were asked on whether they gained value from the memorial park and majority of them indicated that they had gained value. While few did not see the value and the response varied significantly between the respondents. This meant that most respondents gained value from the memorial park. The findings were in tandem with Nahimana (2011), who noted that memorial parks, museums, monuments and historical buildings visit give confidence to tourists so as to picture the site's history and value for education and peace.

Some respondents stated that they could not gain value from the memorial park due to inadequate support from the government, poor marketing and lack of interest. It was realized that the response varied significant between visitors' value and the perception of 7th August memorial park as a dark tourism site in Nairobi, Kenya. This finding did not agree with what (Garwood, 1996) found that, many tourists have interest in unique

and matchless occurrences, whether it is a natural event or historical structure, or events like a royal wedding.

Regarding the reason of visiting the park, the respondents were asked about the value they have gained in the memorial park and most of the respondents, responded that, to learn about the significance of peace since it is the key to everything, while others said that it was to get rid of survivor's guilt. This study supports the findings of Ashworth and Hartmann (2005) on the many reasons that make one visit dark tourism sites. Among them are education, nostalgia, curiosity, remembrance, survivor guilt, empathy, horror and most importantly peace.

On the side of characteristics of visiting the park, the findings found that majority was exited with the park because of quality services and unique features at the site. This is in tandem with Pizam et al., (1978) who stated that customer satisfaction can be evaluated by each site trait, since satisfaction or dissatisfaction of the customers by one attribute represents the entire site.

5.4.1 Visitors' Satisfaction and Level of Perception on 7th August Memorial park as Dark Tourism Attraction

The respondents were inquired on whether they can recommend friends and family to visit the memorial park site. Majority of them said they would recommend and few admitted that they would not. This meant that most respondents disclose that they will recommend close friends and family to visit the memorial park site. The finding agreed with the studies that satisfied clients usually tell their relatives, workmates and friends, thus offering free advertisement (Kau & Lim, 2005). On the reasons for recommending the site, majority of the respondents were asked to provide reason for recommending the site (See Table 4.37 & 4.38). Most of respondents gave their motives behind

visitation of the site as Educative location and few respondents had no response because they had reiterated that they will not recommend friends and family to visit the site because of its emotional nature and the response varied significantly between the This means that the most of the respondents answered that memorial park is educative thus agreeing with Neill (2006) findings that museum, heritage sites and memorial parks offer visitors with a wealth of knowledge and educational experiences.

Additionally, the respondents were inquired to provide reason for not recommending the site (See Table 4.39 & 4.40). Very few reiterated that the site is not good because of the past history and the response varied significantly between the respondents. Majority of them had no response because they had admitted that they will recommend friends, work mates and family to visit the site. This means that the findings agreed with Kau and Lim (2005) that satisfied clients usually tell their relatives, workmates and friends, thus offering free advertisement.

Respondents were asked on whether the memorial park provided a place of comfort (See Table 4.41 and 4.42). Many respondents responded that it provided except a few who reiterated that it did not and the response varied significantly between the respondents. The findings found that most respondents were of the view that the memorial park provided a place of comfort for the visitors and guests because of counseling session and good security at the memorial park. This agreed with Lee et al., (2012), findings that to understand satisfaction of tourist and comfort improves the attachment place in natural settings and cultural expectations.

Respondents were asked about issues affecting customer satisfaction and personal safety had most respondents indicate as very satisfied and safe with the services provided at the memorial park, (See Table 4.47 & 4.48), because of sufficient security

surveillance the presence of police officers. This supports Confente (2015) findings that service providers and tourists' destinations must put a lot of emphasis on client satisfaction in the current competition because of the fast changing environment from the existing customer and the technological safety evolution, which make customers satisfaction to be the key in any business today than ever. The findings realized that there is visitors' satisfaction on the perception of 7th August memorial park as a dark tourism site in Nairobi, Kenya.

5.5 Conclusions

In conclusion, the study sought to determine the visitors' knowledge on the perception of 7th August memorial park as a dark tourism site in Nairobi, Kenya. Pearson correlations test was performed between knowledge and behaviour of the memorial park visitors. The result indicated that there was a strong positive correlation between respondents knowledge of the memorial park and their changed behaviours towards the memorial monument ($r= 0.784$). This was an indication that the association between knowledge and behaviour of the visitors regarding the dark tourist place, 7th August memorial park, is significant, hence the observed difference between the sets arose by not by chance. When the tourists have the knowledge on dark tourism, their behaviour towards its product and service will be different.

A Pearson test was performed between visitor's knowledge and value of the memorial park. The findings indicated that there is a weak positive correlation between the two variable (knowledge and value) at ($r=0.049$). This means that the association between knowledge and value of the visitors regarding the 7th August memorial park as a dark tourism site insignificant. This meant that the observed difference between the sets did not a rose by chance.

A correlation test was performed between knowledge and satisfaction, on the 7th August memorial park respondents. From the findings there was a weak relationship between Visitors knowledge and satisfaction derived from the memorial park at ($r= 0.017$). This implies that the association between knowledge and satisfaction of the visitors regarding the dark tourism site, 7th August memorial park, was less insignificant. Furthermore, a test was done between visitors' behaviour and value derived from the 7th August memorial park. The results of the test indicated that there was a strong positive correlation between the two variables at ($r= 0.666$). This implies that the association between behaviour and value of the visitors regarding the 7th August memorial park as a dark tourism site was significant as shown in table 4.37.

A test was performed between behaviour of visitors and the perceived satisfaction from the 7th August memorial park. The results indicated as ($r= 0.666$) implying that there is a positive strong relationship between behaviour and satisfaction of the visitors regarding the 7th August memorial park as a dark tourism site was not significant. Finally, a test was done between value and satisfaction and the results showed that ($r=0.01$) implying that the relationship between value and satisfaction of the 7th August memorial was insignificant. This means that the association between value and satisfaction of the visitors regarding the dark tourism site, 7th August memorial park almost insignificant.

5.6 Recommendations

5.6.1 Improvement of Visitors' Knowledge on Dark Tourism

The study findings revealed that many respondents did not know the concept of dark tourism. This can ensure that the right knowledge about dark tourism is disseminated to people. The findings explicitly conclude that there is an important relationship

between visitors' knowledge and the perception of 7th August memorial park as a dark tourism site in Nairobi, Kenya.

5.6.2 Change of Visitors' Behaviour

From the findings, there exist a notable relationship between visitors' behaviour and the perception of 7th August memorial park, a dark tourism site, in Nairobi, Kenya. The behaviour can be shaped and molded when the correct information on dark tourism is disseminated to the people. Misinformation leads to misconception and this can result to a misunderstanding of this type of tourism as a concept.

5.6.3 Re--Branding the Perception of Dark Tourism

From the study findings, most respondents indicated that they had gained value from the study area but not to the extended they anticipated. A majority (68%) of the respondents gained value from the memorial park because of guides' motivation, peace education and attachment to it. However, re-branding of the memorial site in form of information outlet channels in regard to the memorial monument being an historical area of dark tourism should be endeavored so as to enlighten potential visitors and meet their desires of different expectations.

5.6.4 Enhancing Creativity to Improve Satisfaction

From the study, it was noted that there was a negative relationship between visitors' satisfaction and the perception of 7th August memorial park, a dark tourism site in Nairobi, Kenya. The researcher recommends that the memorial park embark on creative and innovative measures to ensure the tour satisfaction of guests and visitors of the memorial park. It is understandable that one may find it hard to draw satisfaction from a tour of sites that depict sadness and sorrow. However, creativity can be employed to influence this satisfaction in a positive manner.

5.6.5 Areas of Further Research

The study established that visitation of dark tourism sites influences visitors perception and arouses emotional stimulus at the dark attraction however the study recommends the following areas be considered for further research.

- a) Typology of dark sites (dark tourism) and their effects on the local community customary practices and beliefs in Kenya.
- b) Dark sites (dark tourism) potentiality as a diversified new form of tourism in Kenya.

5.7 Management Practice

5.7.1 Value-addition programs

The study findings showed that the respondents gained value from the memorial park. This value can be added if programs geared towards value addition can be enhanced. This showed that there was a notable relationship between visitors' value and the perception of 7th August memorial park as a dark tourism site in Nairobi, Kenya.

5.7.2 Education

By giving the information, the dead has to be taken for educational reasons. In fact, cohesion through studies was a form of dark tourism which was being tailor-made for educative purposes. For example, those traveling to dark tourism site to know the actual dead and learn as regards to not only disease and death, but including peace, health and life after death.

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APPENDICES

Appendix 1: Respondent Questionnaire

Questionnaire for visitors of the 7th August Memorial Park

Please note that any information given is purely for an academic purpose and will be treated with maximum confidentiality.

I. Demographic information

Instructions: Please (Tick where appropriate) ()

1. Gender

Male () Female ()

2. Age

18 – 30 years () 31 – 40 years () 41 – 50 years () 51 – 60 years ()

Over 60 years ()

3. Marital status

Single () Married () Separated () Divorced () Widowed ()

4. Level of education

Primary () Secondary () Tertiary () University () None ()

5. Occupation.....

II. Visitor knowledge and the perception of 7th August memorial park as a dark tourism site in Nairobi, Kenya.

6. a) Are you familiar with the “dark tourism” concept?

Yes () No ()

b) If yes, explain.

7. a) Did you know what this site was about before you arrived today?

Yes () No ()

b) If yes, explain.

8.) Based on the factors listed below, please select your level of agreement with the following statement “ 7th August Memorial Park is being promoted as.....”(1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree and 5 = strongly agree). Tick where appropriate.

Factor	1	2	3	4	5
Former American Embassy					
Memorial park					
None					
Peaceful place					
Reminder					

9 a) Have you ever visited the 7th August memorial park as a dark tourism site, in Nairobi Kenya ?

Yes () No ()

b) If yes, how many times?

Once () Twice () Thrice () Many ()

c) If no, explain.

10. Indicate your level of agreement/disagreement on the role of 7th August Memorial park. Indicate your answer by use of 5 level linkert scale on the table below (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree and 5 = strongly agree). Tick where appropriate.

Factor	1	2	3	4	5
The memorial park as area of education					
The memorial park as a monument of remembrance (Memoirs)- Dark history					
The memorial as an information outlet of dark history (dark tourism)					
The memorial park as a dark tourism attraction					

11.) Based on the attributes listed below, please select your level of agreement with the following statement “ an attraction qualifies to be a dark tourism when the following events takes place.....”(1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree and 5 = strongly agree). Tick where appropriate.

Factor	1	2	3	4	5
Death					
Horror					
Tragic					
Suffering					
Morbid					

II. Visitor behaviour and the perception of 7th August memorial park as a dark tourism site in Nairobi, Kenya.

12 a) Do you empathized with the 7th August memorial park victims and their plight as a dark tourism attraction in Nairobi, Kenya?

Yes () No ()

b) If yes, explain.

13 a.) People who are close to me would -----of my visit to 7th August memorial park as a dark tourism site in Nairobi, Kenya?

Tick where appropriate.

Definitely disapprove () Probably Disapprove () Have no preferences over my dark tourism visit choices () Probably approve () Definitely approve ()

b) Give reason for your answer.

14. The following are issues on how visitor attitudes are being perceived at 7th August memorial park as a dark tourism site. Use the 5-level point likert scale given to indicate your answer in the table below (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree and 5 = strongly agree). (Tick where appropriate).

Factor	1	2	3	4	5
Am generally depressed					
Am angered at the perpetrators					
I feels sorrow for the victims					
I feels emotionally attached to the victims					
I feels traumatized at the site					

III. Visitor value and the perception of 7th August memorial park as a dark tourism site in Nairobi, Kenya.

15. a) Have you gained any value from the 7th August memorial park as a dark tourism site in Nairobi, Kenya?

Yes () No ()

b) If yes, explain

16.a) Based on the attributes listed below, please select your level of agreement with the following statement “ visiting a dark tourism location is.....”(1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree and 5 = strongly agree). Tick where appropriate.

Factor	1	2	3	4	5
Fun					
Pleasant					
Exciting					
Enjoyable					
Boring					

17. List any ONE limitation that you have seen in the 7th August memorial park, Nairobi Kenya.

18. Please state as to what level you agree with the following statements. Use the 5-level point likert scale given to indicate your answer in the table below (1 = Extremely Unimportant ,2=Somewhat Unimportant,3=Neutral ,4=Somewhat Important, and 5=Extremely Important) . Tick where appropriate.

I visited the park to:	1	2	3	4	5
To learn about the tragedy & experience something new					
To satisfy curiosity about the 7 th August event					
To commemorate and remember the victims					
To get rid of survivor’s guilt					
To pay respect for the victims					
To educate myself about the significance of peace					

IV. Visitor satisfaction and the perception of 7th August memorial park as a dark tourism site in Nairobi, Kenya.

19. a) How do you rank your satisfaction of visiting the 7th August memorial park as a dark tourism site in Nairobi, Kenya?

Tick where appropriate.

Strongly Satisfied () Satisfied () Not Satisfied () Dissatisfied () Strongly Dissatisfied ()

b) Give reason for your answer.

20 a) Do you support that the 7th August provide a place of comfort, when dealing with the aftermath of the 7th August as a dark tourism site in Nairobi, Kenya?

Yes () No ()

b) If yes, explain.

21. The following are issues on how visitor’s level of satisfaction affect the perception on the 7th August memorial park as a dark tourism site. Use the 5-level point likert scale given to indicate your answer in the table below (1 = Extremely Unsatisfied, 2 = Somewhat Unsatisfied, 3 = neutral, 4 = Somewhat Satisfied and 5 = Extremely Satisfied.) Tick where appropriate.

Factor	1	2	3	4	5
Service quality					
Originality of facilities					
Natural scenery					
Personal safety					
Well known historical heritage					

Appendix II: Site Photography

Photos of 7th August Memorial Park.



Sources: *7th August Memorial Park information desk, 2018*

Photo of the aftermath of the Kenya embassy bombing



Sources: *7th August Memorial Park information desk, 2018*

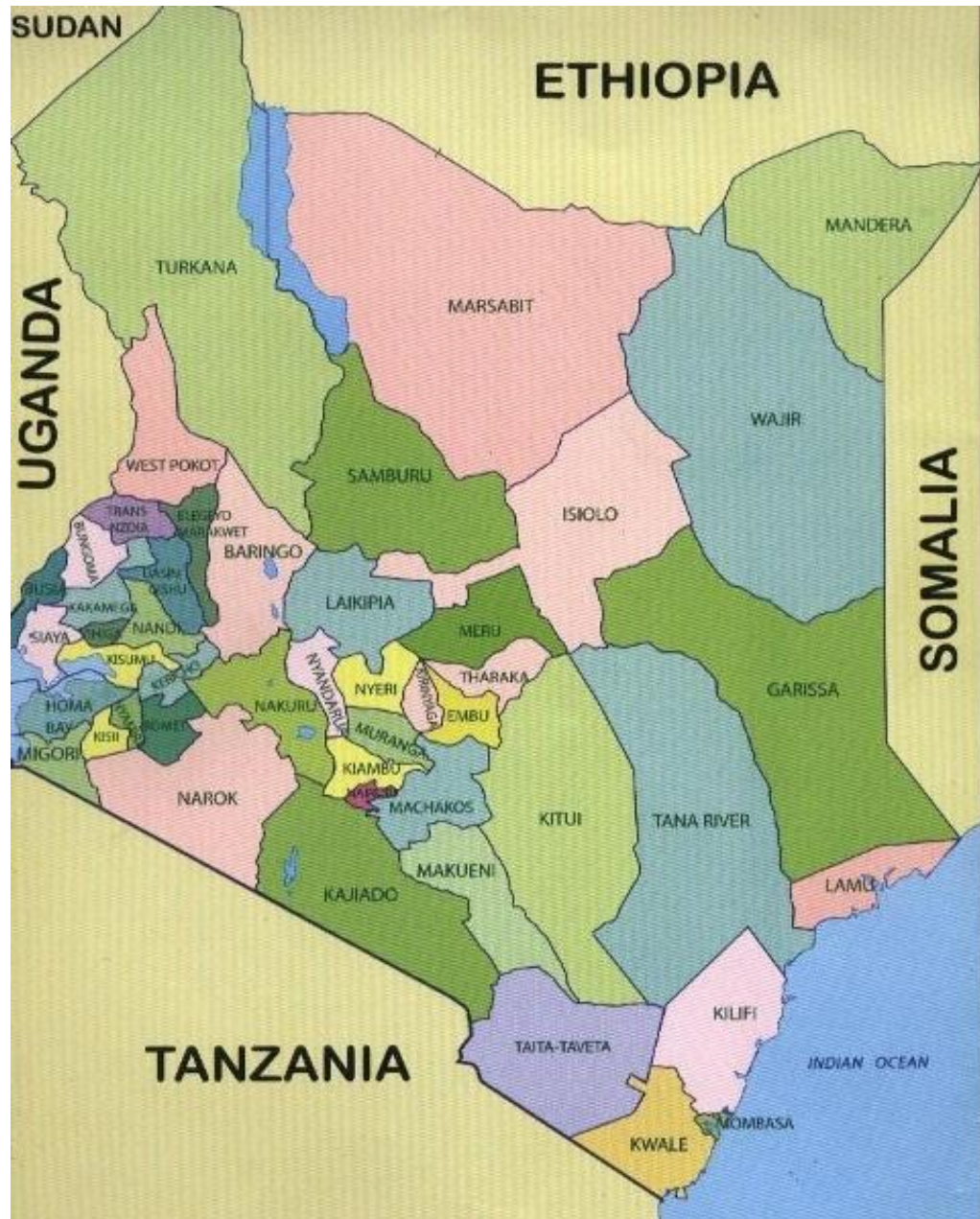
US American embassy ruins after the 1998 bomb blast/Memorial park at the site of the embassy in Nairobi, 2007



Sources: *7th August Memorial Park information desk, 2018*

Appendix III: Map of Kenya Showing Nairobi County

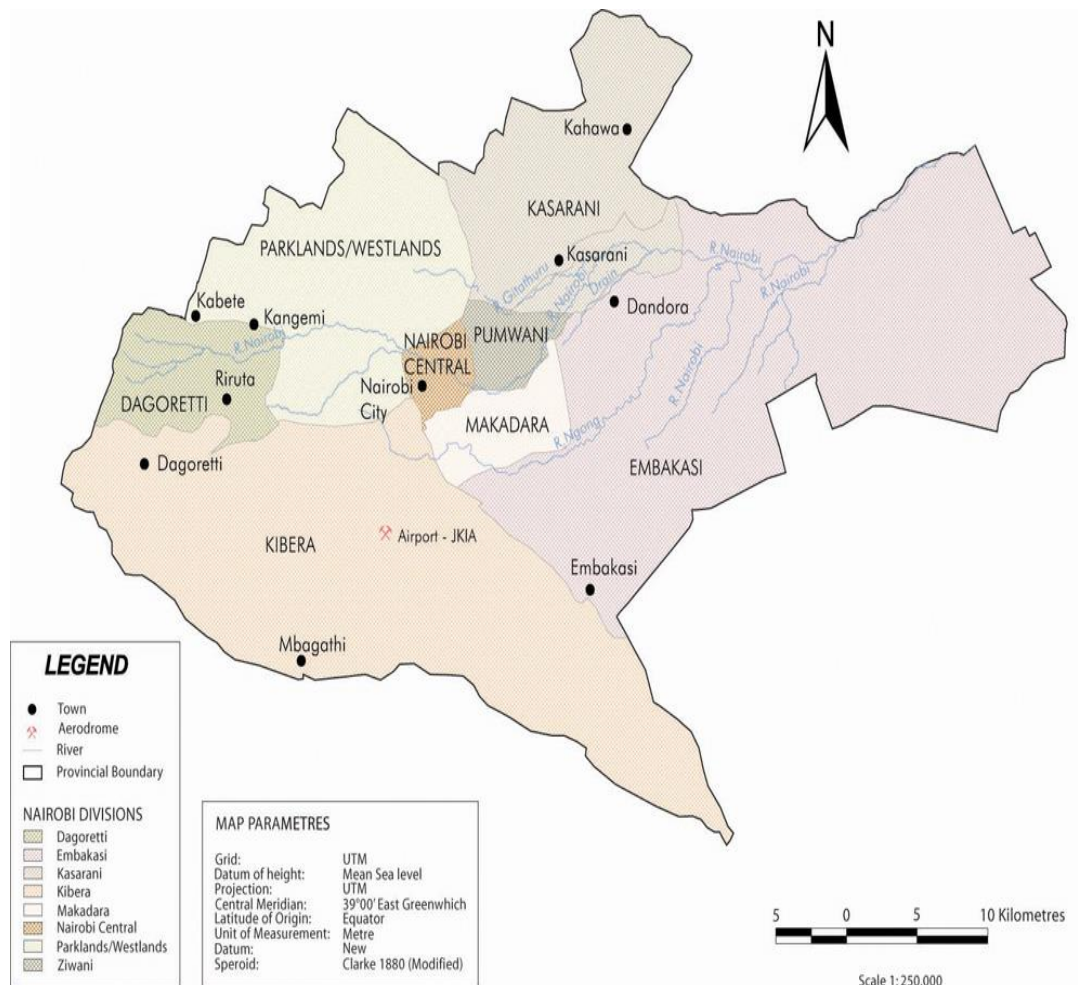
Map of Kenya showing Nairobi County



Source: *Survey of Kenya, 2018*

Appendix IV: Map of Nairobi County

Map of Nairobi Country



Source: *Survey of Kenya, 2018*