

Proceedings series

Advances in Social Science, Education and Humanities Research

The proceedings series Advances in Social Science, Education and Humanities Research (ASSEHR) aims at publishing proceedings from conferences on the theories and methods in fields of social sciences, education and humanities.

Research areas covered include:

psychology / sociology / history / communication studies / inter-cultural studies / legal studies / political science / education and e-learning / linguistics / religious studies and philosophy / globalisation issues

Volumes published in this series

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185. 6th International Conference on Social Science, Education and Humanities Research (SSEHR 2017)

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Series: Advances in Social Science, Education and Humanities Research

Proceedings of the 15th International Symposium on Management (INSYMA 2018)

The University of Surabaya, Faculty of Business and Economics, Department of Management invite scholars, practitioners/businessmen and students have been invited to participate in the 15th International Symposium on Management (INSYMA), held on March 1st 2018 in Chonburi, Thailand. The conceptual age is chosen as the 15th INSYMA major theme. As we know, the world has entered the conceptual era, where current economic demand requires skilled workers in areas guided by the right hemisphere of the brain, including: Design, Story, Symphony, Empathy, Play and Meaning. People tend to emphasize the intangible aspects such as good atmosphere, experience and so on. This leads to great opportunity to combine art with many fields. Consumers seek not only utility, but also experience, friendly atmosphere and beautiful scenery. We believe there are many opportunities for research and discussion in the conceptual age. We invite issues of ethics and morality affecting socio-business systems.

Please click [here](#) for the conference website.

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PREMIUM PROCEEDINGS

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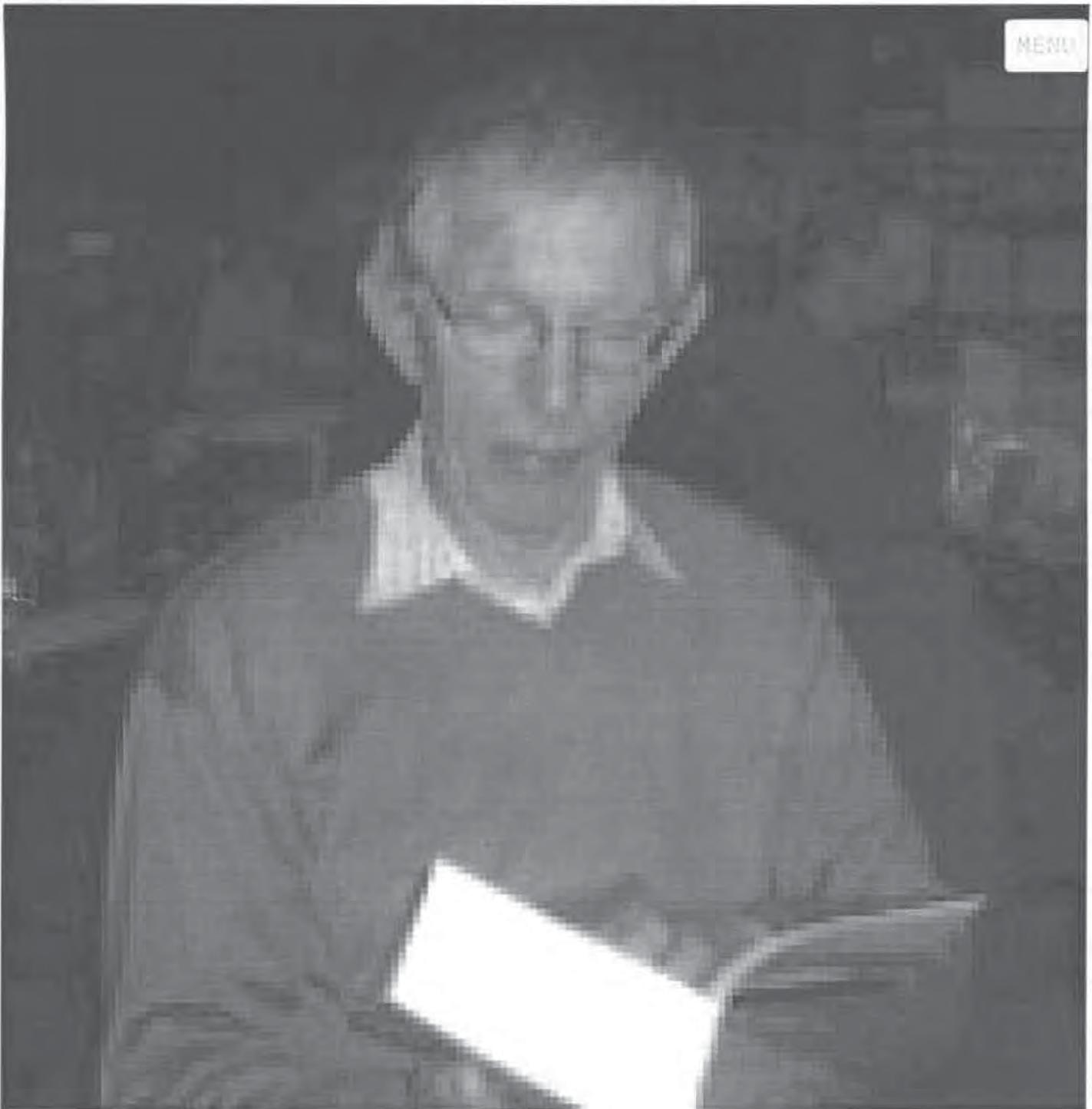
Atlantis Press consists of a small group of experienced publishers working in the fields of computer science, mathematics, physics and engineering. Our 'advisory board' guaranteed the scientific quality of our publications and advises us on strategic issues.

Publishing group



Zeger Karssen

Atlantis Press was founded in 2006 by Zeger Karssen. Zeger graduated in both philosophy and Artificial Intelligence at the University of Amsterdam. Since then he has gained extended experience in scientific research, publishing and internet-technology. Earlier occupations include work as senior researcher in Artificial Intelligence for the University of Amsterdam and for a private lab in Paris. Since 2000, he has worked as scientific publisher for a major publishing house (Elsevier) where he created 4 new scientific journals and 2 major book series, and managed a portfolio of 15 internationally renowned journals in the field of Artificial Intelligence. Zeger also regularly works as advisor to the European Commission regarding scientific publishing and the creation of electronic content in general. Zeger manages Atlantis Press from its offices in Paris, France and Amsterdam, the Netherlands. Zeger also operates as publisher in the field of artificial intelligence.



Arjen Sevenster

Arjen Sevenster studied mathematics at Leiden University, the Netherlands. After a five-year stay in Japan, Arjen joined Elsevier, where for some two decades he has been responsible for the mathematics and computer science programme, including Elsevier's world-class book series in mathematics. Arjen retired as a publisher at Elsevier in 2006 and is now working as a freelance publisher for Atlantis Press where he is in charge of the mathematics and theoretical computer science book programmes.



Christian Ngô

Christian Ngô studied at the “Ecole normale supérieure de Saint Cloud”. He obtained the “aggregation in chemistry” in 1971 and received a doctorate in nuclear physics in 1975. After nearly 20 years in fundamental research at the

Orsay University and at the CEA in the field of heavy ion nuclear physics, and approximately 200 publications, he moved to applied physics in 1991. Over the next five years he was appointed as the manager of a laboratory at the CEA/ LETI and took 3 patents before becoming deputy director of strategy and evaluation of the CEA in charge of scientific evaluation. Since 2000, he became successively advisor of the CEO of the CEA, scientific director of the direction of technological research and the CEA delegate director. Between 2003 and 2007 he served as executive general manager of ECRIN and, until 2008, as scientific director of the high commissioner of atomic energy. Christian Ngô is also the author or co-author of a dozen books in different fields of physics. In the last decade he gave about two hundred conferences on energy to a wide audience, and participated from time to time on radio and television programs on energy and environment. He has also been involved as an expert in several works of the OPECST (Parliamentary Office of Science and Technology Options). Christian's editorial responsibilities include the fields of nanotechnology, energy and material sciences.



Laura Malone

Laura Malone holds degrees in English Language, Literature and Music from the University of New York, and in Computer Languages & Programming, from the Chubb Insititue. She has worked as a Scientific Editor, Copy Writer, English Language Teacher and Tutor, and operated a successful travel company in Europe. She now lives in Paris, France, and is part of the production team at Atlantis Press.

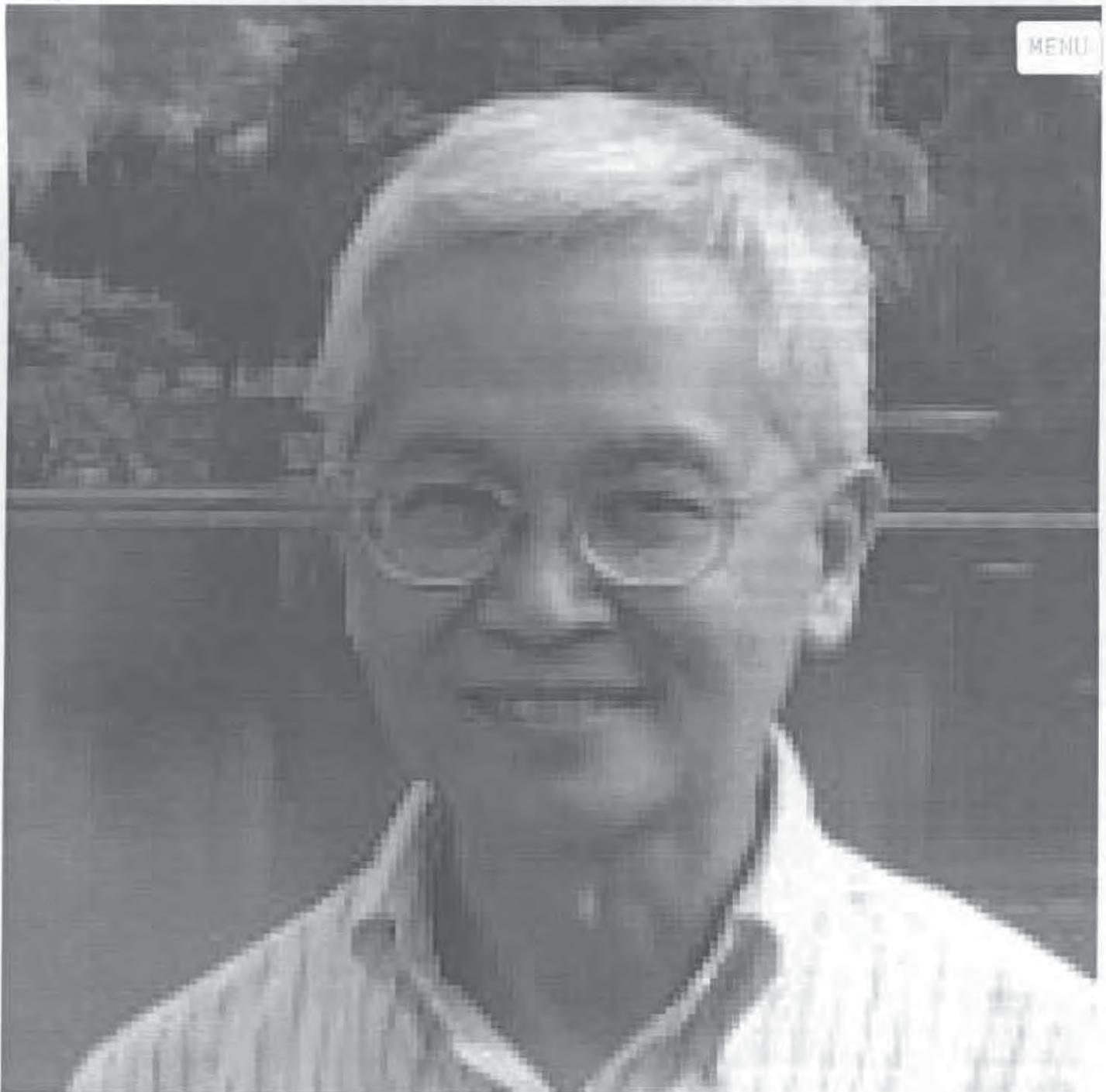


Debora Woinke

After a degree in Art History, Debora graduated in Sciences and Technologies of Information and Communication at the Free University of Brussels. Since then she has been working as a freelance translator, copy editor and IT advisor. In

2017, she has founded a small publishing company specialized in artist book MENU
Since 2016, she has been working for Atlantis Press where she manages the production of proceedings and books. She also takes care of indexation and archiving and sets up communication strategies for new projects. Recently, she has begun to operate as a journal publisher.

Scientific advisory board



Prof. Charles Chui

Charles K. Chui, Ph.D. Wisconsin-Madison, is Research Professor of Mathematics of Hong Kong Baptist University and Consulting Professor of Statistics of Stanford University. He is also Curators' Professor Emeritus of the University of Missouri and Distinguished Professor Emeritus of Texas A&M University, where he had joint appointments in 4 departments and two colleges, namely: Department of Mathematics and Department of Statistics (of the College of Science) and Department of Electrical Engineering and Department of Computer Science (of College of Engineering). Charles' current research interest is in the discipline of Computational and Applied Mathematics, with focus on real-world

data processing, visualization, and understanding, for such big data areas as blind source decomposition and feature extractions of time series, medical images, surveillance videos, and highdimensional complex data on certain unknown manifolds of much lower (manifold) dimensions. After spending over two decades of dedicated research in Function Theory, Approximation Theory, Harmonic Analysis, and Computational Mathematics, Charles turned his attention to the applications of mathematics, particularly in solving real-world problems, first by working on medical imaging in collaboration with a team of radiologists and Physicists in MD Anderson Cancer Center (in Houston, Texas), followed by founding his first company in the Silicon Valley in California, based on his expertise in image compression and manipulation.



Prof. Frank van Harmelen

Frank van Harmelen (1960) is a professor in Knowledge Representation & Reasoning in the AI department (Faculty of Science) at the Vrije Universiteit Amsterdam. After studying mathematics and computer science in Amsterdam, he moved to the Department of AI in Edinburgh, where he was awarded a PhD in 1989 for his research on meta-level reasoning. While in Edinburgh, he worked with Dr. Peter Jackson on Socrates, a logic-based toolkit for expert systems, and with Prof. Alan Bundy on proof planning for inductive theorem proving. After his PhD research, he moved back to Amsterdam where he worked from 1990 to 1995 in the SWI Department under Prof. Wielinga. He was involved in the REFLECT project on the use of reflection in expert systems, and in the KADS project, where he contributed to the development of the (ML)² language for formally specifying Knowledge Based Systems. In 1995 he joined the AI research group at

specializing Knowledge-Based Systems. In 1995 he joined the AI research group at the Vrije Universiteit Amsterdam, where he was appointed professor in 2000. He is currently leading the Knowledge Representation and Reasoning Group. MENU



Prof. Chongfu Huang

Prof. Chongfu Huang, President of Society for Risk Analysis - China, is a full professor at Beijing Normal University. He received his B.A.Sc. in Mathematics from Yunnan University, Kunming, China; M.A.Sc. in Earthquake Engineering from the Institute of Engineering Mechanics, Harbin, China; Ph.D. in Applied Mathematics from Beijing Normal University. He worked at the Chinese University of Hong Kong as a research associate, and at Tokyo University of Science as an associate professor in 1996. As a visiting professor, he worked at the University of Ghent, Belgium, in 1997, and at the University Nebraska in Omaha, USA, in 2000. From 2000 to 2001, he was a Mercator professor and worked at the University of Dortmund, Germany. As a visiting professor, he worked again at Tokyo University of Science and at the University of Ghent in 2004 and 2006, respectively.



Peter Hendriks

Peter Hendriks is a senior publishing professional with a broad experience in professional as well as scientific publishing companies. After joining Wolters Kluwer in 1988, Peter worked for over 10 years for financial professionals. In 2000 he joined Kluwer Academic Publishers where he was appointed CEO & President in 2001. KAP was bought by private equity investors and merged with

Springer in 2003. Peter was a member of the Springer executive board for more than 10 years. He left Springer Nature in 2016 and is now active as an independent advisor and investor in publishing.

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Prof. Jie Lu

Professor Jie Lu is the Head of School of Software in the Faculty of Engineering and Information Technology, and the Director of the Decision Systems and e-Service Intelligence Research Laboratory in the Centre for Quantum

Computation & Intelligent Systems at the University of Technology, Sydney UTS

MENU

She received her PhD from Curtin University of Technology in 2000. Her main research interests lie in the area of computational intelligence systems, decision support systems, uncertain information processing, recommender systems and e-Government and e-Service intelligence. She has published five research books and 300 papers in refereed journals, including IEEE Transactions on Fuzzy Systems, DSS and Information Systems, and conference proceedings. She has won five Australian Research Council (ARC) discovery grants, an Australian Learning & Teaching Council grant, and 10 other research and industry linkage grants. She received the first UTS Research Excellent Medal for Teaching and Research Integration in 2010.

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Dark tourism marketing through experience visit at East Java

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ABSTRACT: Tourism was one of the industrial sector which is always growth increased throughout the year and the biggest contributors in the economic development of a country. One of tourism objects to be able to be a tourist attraction is a tour in place of the former war or natural disasters and better known as the dark tourism. This research aims to examine the experience of tourist's dark tourism formed through motivation and emotional reaction. Causal research examines the tourists had visited the dark tourism in East Java. Sampling techniques using non-probability with type snowball. The results of the study showed that the motivation and emotional reactions of tourists this gives the influence on tour experience in the dark tourism. The experience of tourists in the dark tourism can be used as a tool of marketing communication mix dark tourism a trusted.

Keywords: motivation, emotional reactions, experience, dark tourism

1 INTRODUCTION

The tourism sector is one of the biggest contributors to the economic development of a country. The tourism industry in Indonesia is the leading sector that has the potential and positive growth every year. According to the data from the Ministry of Tourism and Creative Economy and BPS, the number of both local and foreign tourists visiting Indonesia increases every year. This is supported by data from the Ministry of Tourism and Creative Economy in 2013 which stated that in terms of contribution to the nation's economy, the tourism sector was ranked the fourth position after oil and gas, coal, and palm oil (Sasongko 2017).

In the era of postmodern, tourists began to leave the conventional and traditional tour package. Tourists are looking for a new alternative tour package that is more challenging and provides fascinating adventure and learning experience. One of the tourist attractions that recently grow is a tour that presents a place of war, natural disaster, or murder or better known as dark tourism. In fact, Indonesia has many famous dark tourism destinations such as Tsunami sites in Aceh, mount Merapi, Sisa Hartaku museum in Jogja, and hot-mud in Sidoarjo.

This dark tourism attraction is studied using Bing-Jin et al. (2016) as a reference to examine the conceptual model of the relationship between dark tourism motivation, dark tourism experience, and emotional reaction. This study aims to examine the experience of dark tourism travelers which is influenced by motivation and emotional reaction when traveling to hot mud in Sidoarjo. The hot mud volcano in Sidoarjo is known as Lapindo Mud (Lula) or Sidoarjo Mudflow (Lusi) known as an event of hot mud flow at the Lapindo Brantas drilling location since 2006. The hot mud flow for several months have caused flooding on residential, agricultural and industrial areas in the three surrounding districts, and greatly affected the economic activity in East Java.

Dark Tourism is a behavior of visiting sites associated with death, disaster, and tragedy to remember (memorize) or for education/entertainment purpose (Lennon & Foley 1999). Tarlow (2005) defines Dark Tourism as a visit to a place where tragedy or historical events associated with death occurred. This dark tourism theory offers tours that have historical value and interesting to be learned or just be enjoyed.

Tourists are interested in dark Tourism as they are motivated to get new experiences or adventures in gaining knowledge and understanding something unknown before (Sharpley 2009). Stone (2011) stat-

ed that the motivation of tourists to travel to dark tourism sites includes three dimensions of education, curiosity, and recreation. Experience contains two important aspects of emotional and cognitive experience as well as four dimensions that refer to morals, education, knowledge, and personal experience.

Kang et al. (2012) assert that the motivation of educational program has a positive effect on cognitive and emotional experiences. Based on Kang et al. (2012), the hypotheses are formed as follows:

H1: positive effect motivation of educational program (ME) to moral experience (EM).

H2: positive effect motivation of education program (ME) to education experience (EE)

H3: positive effect motivation of education program (ME) to experience of knowledge (EK)

H4: positive effect motivation of education program (ME) to personal experience (EP) Cohen (1979) stated that the recreation creates cognitive experience.

The hypothesis that can be formed among others:

H5: positive effect motivation of leisure (ML) to moral experience (EM)

H6: positive effect motivation of leisure (ML) to personal experience (EP).

Strange & Kempa (2003) and Kang et al. (2012) advocate that social and curiosity reasons affect travel experience. This research underlies the following hypotheses:

H7: positive effect motivation of curiosity (MC) to moral experience (EM)

H8: positive effect motivation of curiosity (MC) to education experience (EE)

H9: positive effect motivation of curiosity (MC) to experience of knowledge (EK)

H10: positive effect motivation of curiosity (MC) to personnel experience (EP)

Dark tourism causes emotions such as anxiety, fear, and admiration that can affect the experience (Hosany & Prayag 2013). This theory underlies the following hypotheses:

H11: positive effect emotional reaction (ER) to moral experience (EM)

H12: positive effect emotional reaction (ER) to education experience (EE)

H13: positive effect emotional reaction (ER) to experience of knowledge (EK)

H14: positive effect emotional reaction (ER) to personal experience (EP)

2 RESEARCH METHOD

The type of research used in this study was causality that aims to explain the cause and effect relationships between variables. The characteristics of the

study population were tourists who have visited a dark tourism site of Lapindo Mudflow in Sidoarjo, East Java. The sampling technique used nonprobability with the type of snowball. Independent variables used were the motivation of dark tourism and emotional reaction. Dependent variable used in this research was experience with dark tourism product. The samples used in this study were 200 respondents. The sample respondents were the majority of male (57%), minimum educational background of high school (67%), and aged between 18-25 years (58%).

3 RESULT AND DISCUSSION

The measuring tool used in this research has passed the validity and reliability testing by using SPSS software. The hypothesis testing used AMOS as shown in Table 1. The test results show that all hypotheses are supported. The results of measurement model testing show significant data. However, for the structural model testing of Goodness of Fit (GFI) and CMIN/DF shows poor.

Tourists are motivated to learn, enjoy, and satisfy curiosity on Lapindo Mud. Variety of tourist motivation affects the moral experience, learning experience, experience to gain knowledge, and personal experience in Lapindo Mud. The motivation of tourists to enjoy the Lapindo Mudflow provides a great personal experience than any other motivation. The emotional response of tourists influences personal experiences and experiences to increase knowledge.

Table 1. The hypothesis test result

			Est.	S.E.	C.R.	P	Label
EM	←	ER	0.214	0.060	3.567	***	Supported
EE	←	ER	0.524	0.048	11.036	***	Supported
EK	←	ER	0.524	0.048	11.036	***	Supported
EP	←	ER	0.174	0.060	2.917	0.004	Supported
EM	←	ME	0.385	0.079	4.882	***	Supported
EE	←	ME	0.365	0.055	6.670	***	Supported
EK	←	ME	0.365	0.055	6.670	***	Supported
EP	←	ME	0.406	0.081	4.982	***	Supported
EM	←	ML	0.389	0.092	4.249	***	Supported
EP	←	ML	0.410	0.095	4.334	***	Supported
EP	←	MC	0.292	0.080	3.650	***	Supported
EK	←	MC	0.363	0.065	5.588	***	Supported
EE	←	MC	0.363	0.065	5.588	***	Supported
EM	←	MC	0.219	0.074	2.970	.003	Supported

The motivation of tourists who want to enjoy this dark tourism causes the tourists to gain personal experience and increase their knowledge. The emotional reaction of tourists adds to the more complete

tourist experience. The experience of Lapindo mudflow travelers can be told to others. This real experience is one of the right marketing tools of dark tourism. This is what makes dark tourism famous and as an interesting alternative tourist destination.

4 CONCLUSION

The results of this study indicate that the motivation of tourists visiting the dark tourism in Lapindo mudflow, Sidoarjo were to learn and enjoy. Tourists gain experience to increase knowledge and educational insight in dark tourism. The emotional experience is useful as a means of the right marketing of dark tourism (Farmaki 2013). The story of the tourist experience can influence others to be motivated to visit Lapindo Mudflow. The existence of a tourist experience can greatly help the marketing of dark tourism as an alternative to travel.

The limitation of this research was homogenous samples. Future research is to add an open-ended questionnaire to the measuring instrument. Adjustment of dark tourism motivation dimension, dark tourism experience, and emotional reaction on dark tourism may also be the next research topic.

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