

## Investigating the Role of Psychological Risk, and Theory of Planned Behavior on Visitation Intention to ‘Dark Tourism’ Site

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### Abstract

The psychological risk attached to an activity or event may have a differential impact on the tourist before the actual visit to the place. Moreover, this risk enhances when there is a negative connotation attached to it. Hence, this study is an attempt to investigate the visitation intention of tourists to the “dark tourism site.” It examines the visitation intention by adopting the TPB and investigates the role of perceived psychological risk. This study adopts the survey methodology and collected N=223 valid responses from the respondents through the convenience sampling method. We applied SEM (structural equation modeling) to empirically test the conceptual framework. The findings suggest that high perceived psychological risk will influence the attitude of tourists toward the dark tourism site and which will further negatively influence their visitation intention. The subjective norm will have a positive influence on the tourists’ visitation intention to dark tourism sites. The perceived control behavior is not statistically significant. The findings have substantial implications for marketers and the tourism industry promoting the dark tourism site.

**Keywords:** dark tourism sites, perceived controlled behavior, structural equation modeling, subjective norm, TPB