

Dark Tourism in the Digital Age: How Social Media Shapes Visitor Engagement and Perception

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Abstract:

This study examines the relationship between social media and visitor engagement and perception regarding dark tourism. This study employs a quantitative approach to collect data. It entails providing tourists with a structured survey to complete. This research examines the experiences of tourists in Jordan. This research examines the experiences of tourists in Jordan. Using a convenience sampling method, the researchers selected 407 tourists from a total of 500.. The results indicate that Social Media Engagement Increases Visitor Engagement with Dark Tourism Sites. Also, social media engagement enhances Visitors' perception of dark tourism sites. Targeted advertisements can potentially improve how individuals interact with and perceive specific locations. These advertisements should incorporate cultural, gender, and age differences. Additionally, they should consider whether individuals have previously visited dark tourism sites. This approach can potentially cultivate a more intimate and respectful relationship with these significant historical sites.

Keywords:

Tourism, dark Tourism, social media, visitor engagement, Visitor perception.