

Motivational Factors Of Olongapo's Gen Z Tourists In Visiting Dark Tourism Sites

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Abstract: *Different typologies had emerged from tourist's motivation that stimulates them to travel and satisfy their needs. Tourists are visiting places that is associated with death and tragedy which is known as dark tourism. This tourism gives interest to people who are born in 2014-1999 which are the generation Z. The purpose of this study is to assess Gen Z tourists' motivations in visiting dark tourism sites. The researchers conducted a survey questionnaire using Google form that comprises a series of statements, inquiries, and suggestions that is related to the study. The researchers used a combination of purposive and convenience method sampling in order to gathered the response of 100 Gen Z tourists residing in Olongapo City through sending them an email using google form to gather data. Findings indicate that tourists aging from 18-23 years old are the highest number of our respondents. Results also showed that tourist within the College level had the highest number of responses while the lowest are the elementary level. The researchers find out that respondents aging from 13-17 are motivated with history and bygone, education and patriotism when visiting a dark site. While tourists aging 8-12 years old are motivated by inquisitiveness and novelty seeking in engaging with dark tourism. The researchers recommend to hire qualified tour guides that can help Gen Z tourists to acquire knowledge and meaningful visits. The researchers also recommend that travel agencies should promote dark tourism site through social media, Gen Z have access on the said platform.*

Keywords: death and tragedy, dark tourism, generation z, history and bygones, education, inquisitiveness, remembrance and patriotism, novelty seeking, motivational factors

1. INTRODUCTION

Tourism is a people centric and one of the fastest growing industries in the 21st century, travels keep increasing and evolving with different forms that are intriguing and adventurous at the same time Miller, Josh (2019) Every year, millions of tourists around the world venture to some of the unhappiest places on Earth: sites of atrocities, accidents, natural disasters or infamous death. Sampsom, Hannah (2019) Because people are continuously looking for new and unique touristic experiences to satisfy a wide range of motivations, it has driven the segmentation and the emergence of increasingly specific typologies relating to tourism such as dark tourism Magano, Jose et al (2022). The term dark tourism was coined in 1996 to represent visitations of sites of death or inhumane acts. It is 'concerned with tourist encounters with places of death or calamity that have perturbed the public conscience whereby actual or recreated places of the deceased, horror, atrocity or depravity, are consumed through visitor experiences. Bauer, Irmgard L. (2021) According to Lennon and Foley (2000; Martini & Buda 2018) this past decade marks a significant growth of dark tourism with increasing number of dark tourists;

and in more recent years, so-called dark tourism sites have noticed an increase number of visitors all around the world. Zeek, Andrea (2019) Visitors comes from

different age brackets with different preferences regarding their destinations but;

A number of sociologists and other experts have recently been noticing a demographic evolution changes in attitudes among young people, and other changes that led them to wonder if it was time to define a new generation. Leduc, Daniel (2019) This new generation are called Generation Z also known as Gen Z, iGen or postmillennial. Members of Gen Z—loosely are people born from 1999 to 2014. Francis, Tracy et al (2018) are a highly collaborative cohort that cares deeply about others and have a pragmatic attitude about how to address a set of inherited issues De witte, Melissa (2022) As the young population grows, they become more affluent and begins to travel, it is likely to cause major changes in consumer travel demand. Turner, Matt (2020)

In this study the researchers aim to identify what are the motivations of tourists in visiting a dark tourism site and what are the possible recommendations and output can be done to increase tourist engagement in dark tourism site.

Upon the completion of this study, the researchers were committed to answer the main problem: What are the motivational factors of Olongapo's Gen Z tourists in visiting Dark Tourism Sites? Moreover, the researchers were also determined to answer the following specific research questions:

1. What is the demographic profile of the respondents in terms of:
 - 1.1. Age
 - 1.2. Education Attainment
2. How are the respondents experience describe in terms of:
 - 2.1. Dark Tourism Sites (venue/place)
 - 2.2. Source of information
 - 2.3. Frequency of Visitation
 - 2.4. Emotions
3. How does the following affect tourist to visit dark tourism site?
 - 3.1. History and Bygones
 - 3.2. Education
 - 3.3. Remembrance and Patriotism
 - 3.4. Inquisitiveness
 - 3.5. Novelty Seeking
4. Is there a significant difference between motivational factors of the respondents and their demographic profile?
5. What action plan can be made to motivate tourist on visiting dark tourism sites?

2. Conceptual Framework

The researchers aim to determine what are the motivational factors of Generation Z in visiting dark tourism sites within the Philippines and create an action plan based on the research findings to stimulate tourist engagement in a dark tourism site.

The proponents used IPO model or the input-process-output to provide framework for conceptualizing the respondents. On the first part of the input process the researchers categorized the respondents based on their demographic profile such as age and educational attainment.

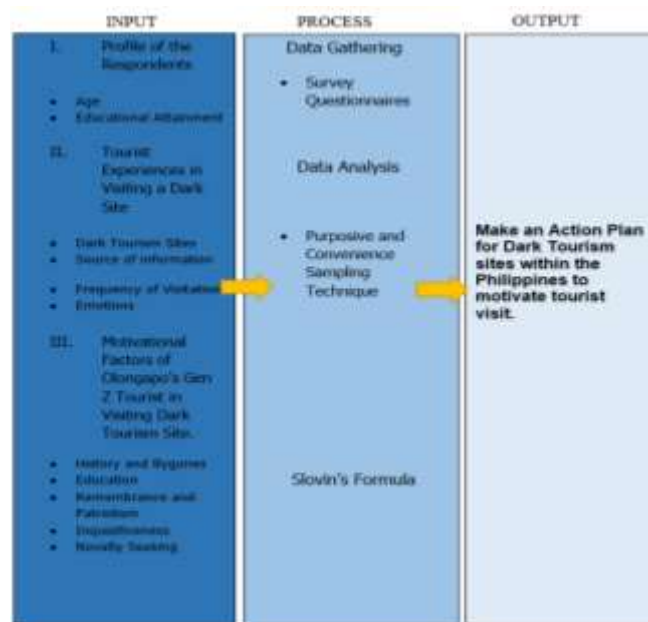
The second part of the input process shows what are the tourist experience in visiting a dark tourism site. The researchers listed what are the dark site destinations they've visited, their source of information, their frequency of visitation and what emotions they felt when visiting a dark site.

The third part is the listed motivational factors of tourist in engaging with dark tourism such as History and Bygones, Education, Remembrance and Patriotism, Inquisitiveness and Novelty Seeking. These Motivation factor involves a strong desire for actual or emblematic encounter with death. The motive is to identify and understand the psychology of the traveler, so that effective measures can be taken to augment their experiences. This can be better understood by making a comprehensive study of the facets that influence the tourist to experience this naïve and quirky journey of the

long-lost doomsday. These factors were acquired from the study of Banarsidas Chandiwalla Institute of Hotel Management and Catering Technology, New Delhi, India.

The researchers used survey questionnaires in data gathering procedure and used a combination of purposive and convenience sampling method in order to identify the population samples.

For the output of the study, the researchers aim to create and propose an action plan that will increase tourist visits in dark tourism site.



3. Methodology

The study uses the descriptive method as a research design. Descriptive research seeks to accurately and methodically describe a population, situation, or phenomenon. It can tell you what, where, when, and how, but not why. To investigate one or more variables, a descriptive research design can employ a wide range of research methods. McCombes, Shauna (2019) This method will determine the motivational factors of generation Z tourists who live in Olongapo City. Quantitative research is used in quantifying the collection and analysis of data in the study. This study will determine the tourist motivations for engaging with dark tourism sites within the Philippines.

This study was conducted in the whole area of Olongapo City. The said area was selected to determine the motivations of Gen Z tourists in visiting a dark tourism site. Olongapo City is a highly urbanized city in the Philippines' Central Region (Region III). Olongapo is

administratively independent due to its status as a highly urbanized city, but it is commonly associated with the province of Zambales. The city covers an area of 18,500 square kilometers (71.43 square miles). According to the 2022 Census, the population of Olongapo City Generation Z is 72,301 people.

The researchers used a survey questionnaire as a data collection tool consisting of a set of statements, questions, and prompts that answer the research questions. The study was posted on social platforms such as Facebook or Facebook pages and via email until it reached the desired number of respondents.

The questionnaire consists of three parts: The first part is respondent demographics such as age and educational attainment, the second part is the list of tourist experiences. This demonstrates tourists' experiences when visiting a specific dark tourism destination, their source of information, the frequency with which they visit a dark tourism site, and the emotions they felt when visiting a dark site. For the last part of the questionnaire, which is about the tourists' motivations. The researchers listed motivational factors for tourists visiting a dark tourism site.

The researcher used a nature survey questionnaire using Google Forms as a data gathering method that comprises a series of statements, inquiries, and suggestions that addressed the study queries to assure the reliability and validity of the instrument.

In gathering the data, the researchers used survey questionnaires and disseminated them to the 100 respondents using Google Forms via email and social media sites like Facebook. The first part of the questionnaire includes a letter of agreement, and the second part includes a set of statements and inquiries related to the study. The researchers spent a lot of time, effort, and work with the survey questionnaire in regards to its content and data. After completing the survey and gathering the complete number of responses, the researchers come up with results that are computed and interpreted. The researchers used the following statistical techniques to provide analysis. The raw scores were converted into percentages, Likert scales, and weighted means to determine the accuracy of the conclusion and recommendation.

4. Results and Discussion

72,301 are the population of Gen Z in Olongapo City. The Gen Z tourists filtered

out to come up with the total of 100 respondents of Gen Z tourist. In terms of age, out of 100 respondents, 4 (4%) are 8-12 years old, 9 (9%) are 13-17 years old and 87 (87%) are the majority which are 18-23 years old. In terms of

educational attainment, out of 100 respondents, 4 (4%) are Elementary Level, 10(10%) are Highschool Level, 69 (69%) are College Level and lastly, 17 (17%) are Undergraduate. The responses gathered from 100 respondents are the data presented below.

Table 1
Summary of the Profile of the Respondents

Age	No. Respondents (Frequency)	Percentage
8-12 years old	4	4%
13-17 years old	9	9%
18-23 years old	87	87%
Total	100	100%
Educational Attainment	No. Respondents (Frequency)	Percentage
Elementary Level	4	4%
Highschool Level	10	10%
College Level	69	69%
Undergraduate	17	17%
Total	100	100%

Profile of the Respondents

Table 2
Percentage Distribution of Respondents in terms of Age

Age	No. Respondents (Frequency)	Percentage
8-12 years old	4	4%
13-17 years old	9	9%
18-23 years old	87	87%
Total	100	100%

Based on Table 2 the results show that the majority of the respondents are people aging from 18 to 23 years old, representing a total of 87 percent of the total population, and the lowest are people aging from 8-12 years old, representing 4 percent of the sample size. According to Possamai, Maria Eduarda (2022) Gen Zers can be defined as Immersive Explorers - because of their interest in urban culture, gastronomy, and traditions. Young adults from 18-23 years

old travel to learn in their own individual way, providing invaluable experiences that will last a lifetime. Traveling is important for them as it teaches meaningful life skills, provides an opportunity to meet new people, facilitates cultural appreciation, and teaches the ability to adapt to new environments. Walkin, Susan (2021).

Table 3
Percentage Distribution of Respondents in terms of Educational Attainment

Educational Attainment	No. Respondents (Frequency)	Percentage
Elementary Level	4	4%
Highschool Level	10	10%
College Level	69	69%
Undergraduate	17	17%
Total	100	100%

Based on Table 3 it is seen that the majority of respondents are at College Level with a total of 69 percent of the total sample size. followed by the undergraduates, which sums up to 17 percent. Third, the high school level with a total of 10 percentage and lastly 4 percent for the Elementary Level. The results show that College Students are more likely to visit a dark tourism site because, according to Marry, Kelly (2022) traveling while in college is an amazing experience because of the memories they can make, it is also a great way to experience different lifestyles, learn about new cultures and histories, be less stressed, and make yourself happier.

Tourist Experience in Visiting a Dark Site

Table 4

Respondents Experience describe in terms of Dark Tourism Sites

	Ages 8-12	Ages 13-17	Ages 18-23
SUNKEN CITY, MAPANUEPE LAKE – ZAMBALES	3	6	31
INTRAMUROS-MANILA	5		48
PACO PARK – MANILA			8
LAPERAL WHITE HOUSE – BAGUIO	1	1	16
TEACHER'S CAMP – BAGUIO	2	4	23
OLD DIPLOMAT HOTEL – BAGUIO	4	3	36
NAGCARLAN UNDERGROUND CEMETERY – LAGUNA			2
SAN JOAQUIN CEMETERY – ILOILO			1
OLD BADJAO BURIAL GROUNDS – SAMAL		1	
ABANDONED HOTEL & CASINO - ZAMBOANGA PLAZA			2
CAMIGUIN SUNKEN CEMETERY - CATARMAN, CAMIGUIN			3
TOTAL	15	15	170
OVERALL			200

Based on Table 4 According to the responses accumulated by the researchers. Majority of the respondents who have already visited or are familiar with Intramuros – Manila are tourists aging from 18- 23 years old with a total of 48 responses. According to Bartolome, Porcia et.al (2022) Intramuros plays an important role in defining the culture and values of Filipinos. That young adults like to visit it for its history. Today, Intramuros functions as a historical site and a popular tourist spot. In fact, according to Transfiguracion, Julius (2022) The historic Walled City of Intramuros in Manila has again been named Asia's Leading Tourist Attraction for the year 2022 and is vying for the world edition of the annual awards.

Table 5

Respondents Experience describe in terms of Source of Information

	Ages 8-12	Ages 13-17	Ages 18-23
Friends		2	22
Relatives			15
Work mates			1
Classmate			4
Parents	2	1	3
Social Media Sites		3	43
News/Books			4

TOTAL	2	6	92
OVERALL			100

Based on Table 5 The outcome conveyed that 43 of the respondents, ranging in age from 18-23 years old, discovered Dark Tourism destination in social media sites. According to Carey, Brianna (2021) social media can influence decision-making throughout the trip planning process. More people are using platforms like Facebook, Instagram and Youtube as search engines to decide where and when to venture next. In addition, Tsvetkov, Trikon (2022) stated that Tiktok plays a huge role in marketing dark tourism sites. It is the most downloaded app of 2020, a firm favorite amongst Gen Z-ers and it is spreading to other age-groups. With TikTok's exponential growth predicted to continue, it would be wise for travel brands to get on board and start sharing content.

Table 6

Respondents experience describe in terms of Frequency of Visitations

	Ages 8-12	Ages 13-17	Ages 18-23
Once a month			2
Once in 3 months			1
Once in 6 months			7
Once in 9 months			6
Once a year	4	7	73
TOTAL	4	7	89
OVERALL			100

Based on Table 6 majority of the respondents who often visit dark tourism sites have answered "once a year," with a total of 73 respondents that came from the age group of 18-23 years old. Since tourists of this age are inclined to work and study, they are often traveling to different places. But according to Brumelis, Oscar (2022) you should be traveling at least once per year at a minimum. Not only that, but a study published in Psychosomatic Medicine even suggests that a lack of travel may actually shorten your life expectancy. According to this nine-year-old study, traveling less than once per year may increase the risk of cardiovascular diseases, which in turn shorten your lifespan.

Table 7

Respondents Experience describe in terms of Emotions

	Ages 8-12	Ages 13-17	Ages 18-23
Sad	2	3	4
Scared	4		23
Excited			47

Thrilled	5	63
Proud	3	7
Empathy		6
Amazed	3	30
TOTAL	6	14
OVERALL		200

Based on Table 7 Emotion is subject to the influence of environmental factors and physical conditions, so it is possible that seeing a place can trigger emotional responses in an individual. Chang Li-Hui (2017) and according to the results, people ages 18–23 felt thrilled when visiting a dark site garnering 63 responses, while tourists ages 8–12 got the lowest number of responses. According to Writer, Kasia (2019), most people visit dark places for the thrill of it. Contrasting the statement of Jamin, Aezean et al (2020), tourists like to satisfy their curiosity and fascination with the dark tourism concept in a socially adequate setting that also gives them the opportunity to build their own reflection of mortality.

Tourist's Motivations that affect the Respondents in Visiting Dark Tourism Sites

3.1 History and Bygones

Table 8

Respondent's Perspective in terms of History and Bygones based on Age

Statement	8-12 Ages	13-17 ages	18-23 ages
1. I prefer dark tourism sites that are related to Philippine history.	3.75	3.55	3.25
2. Dark sites help me to create awareness about social responsibility.	3	3.22	3.10
3. I understand more about present issues.	3	3.77	3.12
4. It makes my perspective clearer about dark sites.	3	3.55	3.21
Overall weighted mean by age	3.18	3.52	3.17
Interpretation	Agree	Agree	Agree

Based on Table 8 The results show that respondents ages 13–17 got the greatest number of responses, with 3.52 average weighted mean agreeing with the statement that they visited a dark tourism site for them to understand more about the present issues. According to Zain, Zainab (2022) Dark tourism can be used for educational purposes where

awareness and encouragement can be shown to younger generations. By raising our awareness of horrific events in the past, Dark Tourism guides us to an understanding of the current world we live in, and according to Chang, Li-Hui (2017) dark sites have the ability to stop dark events from happening again by serving as a reminder of the tragedy.

Table 9

Respondent's Perspective in terms of History and Bygones based on Educational Attainment

Statement	Elementary Level	Highschool Level	College Level	Undergraduate
1. I prefer dark tourism sites that are related to Philippine history	3.75	3.625	3.22	3.29
2. Dark sites help me to create awareness about social	3.25	3.25	3.11	3.05
3. I understand more about present issues.	3.25	3.875	3.11	3.17
4. It makes my perspective clearer about dark sites.	3.25	3.625	3.17	3.35
Overall weighted mean by educational attainment	3.75	3.59375	3.15	3.22
Interpretation	Agree	Agree	Agree	Agree

As per Table 9 most respondents are at the high school level, with an average weighted mean of 3.87 and they agreed that visiting a dark site helped them understand present-day issues.

3.2 Education

Table 10

Respondent's Perspectives in terms of Education based on Age

Statement	8-12 Ages	13-17 ages	18-23 ages
1. I like visiting dark sites that I have a common knowledge.	3.25	3.44	3.04
2. I prefer being escorted by a tour guide to provide additional information about a specific dark site.	3.75	3.44	3.24
3. Dark tourism sites that communicates pre-cautions from the past disaster.	3	3.55	3.19
4. I understand more when there are educational materials around the dark sites.	3.5	3.33	3.24
Overall weighted mean by age	3.37	3.44	3.18
Interpretation	Agree	Agree	Agree

Based on Table 10 People aged 13 to 17 account for the majority of respondents. While most respondents agree that they prefer to be escorted by a tour guide to provide additional information about a specific dark site, according to Magano, J. et al (2022) visitors may be knowledge-seekers, who are more interested in a knowledge-enriching experience. Tour guides play an important role in controlling the flow of information, creating structural holes in the communication network. Berto, Augustinus (2022)

Table 11

Respondent's Perspective in terms of Education based on Educational Attainment

Statement	Elementary Level	Highschool Level	College Level	Undergraduate
1. I like visiting dark sites that I have a common knowledge.	3.25	3.5	3.08	2.94
2. I prefer being escorted by a tour guide to provide additional information about a	3.75	3.5	3.22	3.23

specific dark site.				
3.Dark tourism sites that communicates pre-cautions from the past disaster	3	3.625	3.16	3.29
4.I understand more when there are educational materials around the dark sites.	3.5	3.375	3.25	3.17
Overall weighted mean by educational attainment	3.37	3.5	3.18	3.16
Interpretation	Agree	Agree	Agree	Agree

Based on table 11 the results show that respondents from the elementary level answered that they prefer being escorted by a tour guide to provide additional information about a specific dark site.

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3.I understand more about present issues.	3.25	3.875	3.11	3.17
4. It makes my perspective clearer about dark sites.	3.25	3.625	3.17	3.35
Overall weighted mean by educational attainment	3.75	3.59375	3.15	3.22
Interpretation	Agree	Agree	Agree	Agree

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Table 11*Respondent's Perspective in terms of Education based on Educational Attainment*

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2. I prefer being escorted by a tour guide to provide additional information about a specific dark site.	3.75	3.5	3.22	3.23
3.Dark tourism sites that communicates precautions from the past disaster	3	3.625	3.16	3.29
4.I understand more when there are educational materials around the dark sites.	3.5	3.375	3.25	3.17
Overall weighted mean by educational attainment	3.37	3.5	3.18	3.16
Interpretation	Agree	Agree	Agree	Agree

Based on table 11 the results show that respondents from the elementary level answered that they prefer being escorted by a tour guide to provide additional information about a specific dark site.

3.3 Remembrance and Patriotism

Table 12*Respondent's Perspectives in terms of Remembrance and Patriotism based on Age*

Statement	8-12 Ages	13-17 ages	18-23 ages
1. Dark tourism that show actual scenes.	3.75	2.88	3.20
2. Understanding the victims of dark sites.	3.25	3.44	3.24
3. Remembering the event that happens ages ago.	3.5	3.44	3.26
4. Dark tourism sites that some war happened. Demonstrate love for the country.	3.5	3.33	3.21
Overall weighted mean by age	3.5	3.27	3.23
Interpretation	Agree	Agree	Agree

Based on table 12 Tourists ages 13–17 had the greatest number of responses, with the questionnaire garnering a 3.27 average weighted mean. While respondents ages 8–12 agreed that they like visiting a dark tourism site that shows actual scenes, Travels associated with death date back centuries. Even today, many tourists are fascinated by and thus visit sites of death and tragedy. Lewis, Heather (2021) In fact, actual places of war, disaster, death, and atrocities always fascinated humans and were subject to visits. People have long been drawn, purposefully or otherwise, towards sites, attractions, or events linked in some way or another with death, suffering, violence, or disaster. Fonseca, Ana (2017)

Table 13*Respondent's Perspective in terms of Remembrance and Patriotism based on Educational Attainment*

Statement	Elementary Level	Highschool Level	College Level	Undergraduate
1.Dark tourism that show actual scenes.	3.75	3	3.19	3.29

2. Understanding the victims of dark sites.	3.25	3.5	3.25	3.23
3. Remembering the event that happens ages ago.	3.5	3.5	3.20	3.29
4. Dark tourism sites that some war happened. Demonstrate love for the country.	3.5	3.375	3.20	3.17
Overall weighted mean by educational attainment	3.5	3.34375	3.22	3.25
Interpretation	Agree	Agree	Agree	Agree

Based on table 13 the respondents answered that they prefer to visit a dark site that depicts actual scene. Most of the respondents agreed came from the elementary level.

3.4 Inquisitiveness

Table 14

Respondent's Perspectives in terms of Inquisitiveness based on Age

Statement	8-12 Ages	13-17 ages	18-23 ages
1. I find it interesting when people post/share about their trip in a specific dark site.	3.75	3.33	3.35
2. It gives me excitement when a dark site show on the news.	3.25	3.11	3.12
3. I find it exciting when a specific dark site appears on books.	3.25	3.11	3.14
4. When I experience unfamiliar feeling from specific dark tourism site.	3.25	3.11	2.95

Overall weighted mean by age	3.75	3.16	3.14
Interpretation	Agree	Agree	Agree

Based on table 14 Tourists find it interesting when people post/share about their trip on a specific dark site. According to Truyols, Marc (2022) social media helped create this environment where people are invited to research a tourist destination and share personal photos and videos. In other words, social media has completely changed the way people make travel decisions. In fact, according to GlobalData, 30% of Gen Z and 32% of millennials see direct engagement with a destination as the most important factor in their purchasing decisions.

Table 15

Respondent's Perspective in terms of Inquisitiveness based on Educational Attainment

Statement	Elementary Level	Highschool Level	College Level	Undergraduate
1. I find it interesting when people post/share about their trip in a specific dark site.	3.75	3.5	3.36	3.29
2. It gives me excitement when a dark site show on the news.	3.25	3.25	3.16	3.11
3. I find it exciting when a specific dark site appears on books.	3.25	3	3.19	3.05
4. When I experience unfamiliar feeling from specific dark tourism site.	3.25	3.125	2.92	3
Overall weighted mean by	3.375	3.21875	3.16	3.11

educationa l attainment				
Interpreta tion	Agree	Agree	Agree	Agree

Based on table 15 the respondents agreed that they find it interesting when people post/share about their trip to a specific dark site. Most of the respondents came from the elementary level.

3.5 Novelty Seeking

Table 16

Respondent's Perspectives in terms of Novelty Seeking based on Age

Statement	8-12 Ages	13-17 ages	18-23 ages
1. Weird feels when I enter a dark site.	2.75	3.33	3
2. After I visit a dark site, I found myself enjoying visiting other dark tourism sites.	4	3.11	3.12
3. Visiting dark sites gives me unique, impactful, and extreme experiences.	3.75	3.22	3.21
4. I always find myself seeking for a dark tourism site.	3	2.66	3.01
Overall weighted mean by age	3.75	3.08	3.08
Interpretation	Agree	Agree	Agree

Based on table 16 The results showed that respondents ages 8–12 agreed that visiting dark sites gave them unique, impactful, and extreme experiences. In fact, according to Rajasekaram, Kishokumar (2022) most dark tourism destinations generate an emotional experience rather than a cognitive experience. However, how children experience dark tourism sites has much to do with their understanding of death. Because younger children may not possess an adult-like knowledge of death, they are unable to experience a scene as dark. Kerr et al (2020)

Table 17

Respondent's Perspective in terms of Novelty Seeking based on Educational Attainment

Statement	Elementary Level	Highschool Level	College Level	Undergraduate
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1. Weird feels when I enter a dark site.	2.75	3.375	3.09	2.88
2. After I visit a dark site, I found myself enjoying visiting other dark tourism sites.	4	3.125	3.19	2.94
3. Visiting dark sites gives me unique, impactful, and extreme experiences.	3.75	3.25	3.29	2.94
4. I always find myself seeking for a dark tourism site.	3	2.625	3.08	2.82
Overall weighted mean by educational attainment	3.375	3.093	3.15	2.89
Interpretation	Agree	Agree	Agree	Agree

As per table 17 the respondents agreed that visiting dark sites gives them unique, impactful, and extreme experiences. The respondents came from the elementary level that age 8-12 years old.

Conclusion and Recommendation

Based on the findings of the study, the following conclusions were drawn.

1. The majority of responses for the demographic profile came from Generation Z, ages 18-23, who are mostly in college. This shows that Gen Z Tourists between the ages of 18 and 23 are the ones who are aware of the Philippines' dark sites.
2. The most popular and commonly known by the Gen Z are the Intramuros in Manila and the Old Diplomat Hotel in Baguio. When Gen Z visits these dark tourism sites, they are enthralled by their historical significance and popularity.

3. According to the survey, social media is the most popular way for Generation Z Olongapo residents to discover dark sites. This proves that Gen Z finds interest in and motivation to visit a dark site when the experience is discovered through social media.

4. Based on the survey that the researchers conducted, all of the motivational factors that the researchers included when visiting dark tourism sites were agreed upon by the Gen Z tourists in Olongapo.

5. Gen Z tourists are different from each other based on their demographic profiles. Ages 8–12 are motivated when dark sites are shared through social media and have unique and impactful experiences. While 13- to 17-year-olds are mostly motivated when it comes to current issues, The Gen Z tourist, ages 13–17, also prefers tour guides to provide information while visiting. When a specific dark site is also posted on social media, it motivates the tourist for the 18-to-23-year-old Gen Z. In conclusion, this can serve as a basis that can help a dark site improve and become visited by more Gen Z tourists.

After the summary and conclusions were drawn, the following recommendation was made:

1. The researchers recommend hiring qualified tour guides to help achieve more educational and meaningful visits for Gen Z tourists when developing a dark tourism site.

2. The researchers recommend that travel agencies promote a dark tourism site on social media, for based on the observations in the survey, most of the respondents from Generation Z have access to the said platform. for the tourist to know the history of a certain dark site and how it contributes to our present society.

3. All the motivational factors that are provided by the researchers are agreed upon by all the Gen Zs tourists. In line with this, the researchers recommend that when developing a dark tourism site, all motivational factors be considered in order to further encourage tourists to visit a dark tourism site.

4. The researchers recommend that local tourism departments implement the action plan developed by the researchers to further encourage Gen Z tourists to visit dark tourism sites that provide education and awareness to tourists.

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