



Visitation to Gallipoli: Website language patterns and their effectiveness in forming travelers' motivations

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Overview



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- Introduction
- Literature review
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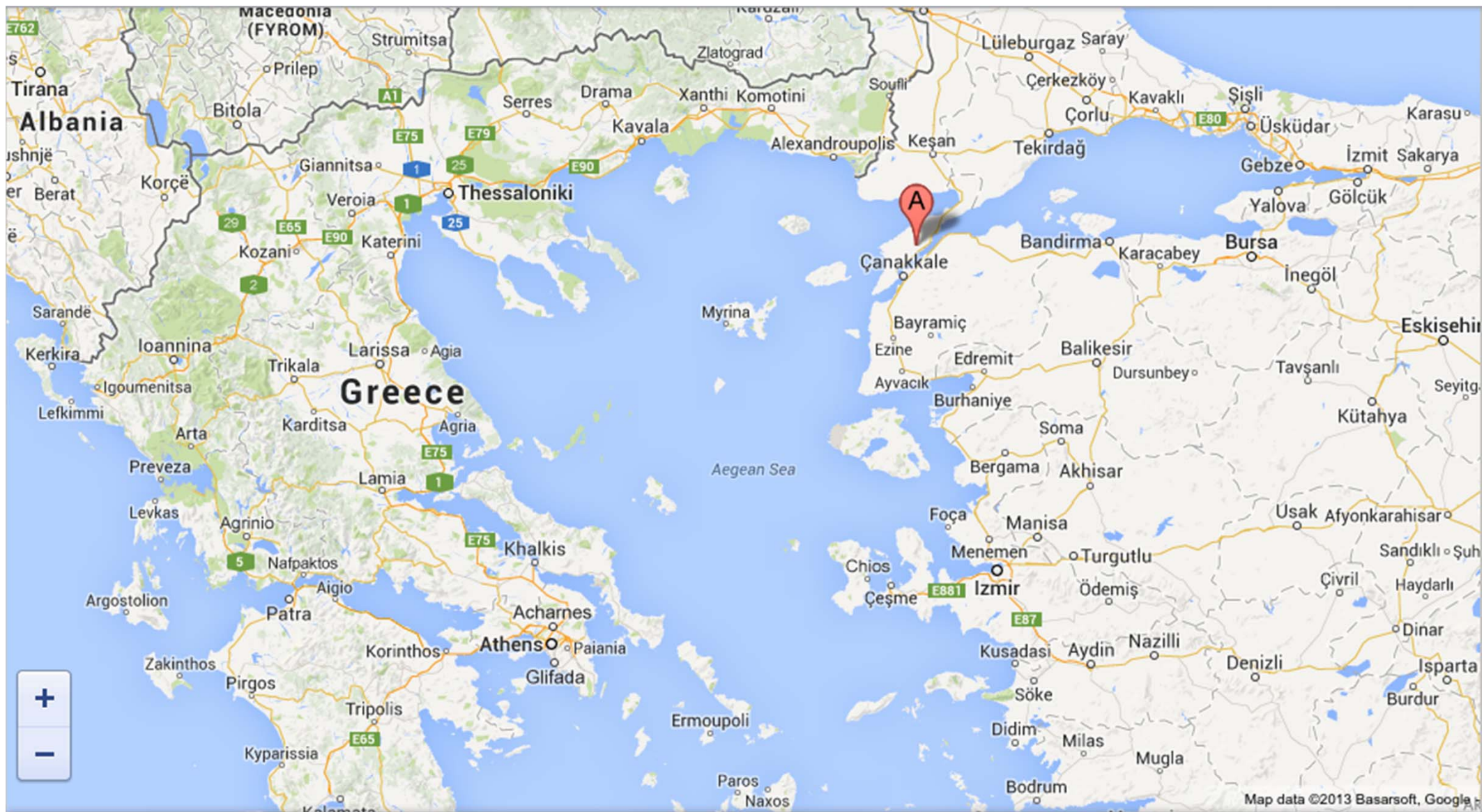
Background



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<http://www.youtube.com/watch?v=vWQf7mvSZiA>



Gallipoli and Anzac Day



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- Historically significant to Australian, New Zealand and Turkish people
- The ANZAC (Australian & New Zealand Army Corps) campaign started on 25th April, 1915
- The battle at ANZAC Cove was a disaster for both sides (60,000 Turkish deaths, 8700 Australians & 2700 New Zealand deaths)
- Gallipoli Peninsula Historical National Park was established in 1973 (33,000 hectares) and was included in the UN List of Protected Areas in 1997
- Currently, the Australian government is supporting a National Heritage status for the area



Literature – Dark Tourism



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Dark tourism – ‘...for as long as people have been able to travel, they have been drawn – purposefully or otherwise – towards sites, attractions or events that are linked in one way or another with death, suffering, violence or disaster’ (Sharpley 2009, p.4)

1. Thanatourism – Travel to where *Thanatopsis* takes place (Seaton, 1996)
2. Battlefield Tourism – Travel to where battles took place (Hall et al 2009)
3. Pilgrimage Tourism – Emotional or spiritual journey (Hede & Hall, 2006)



Dark tourism - motivations



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- Typologies based on motivations
 - Wight (2006) identified 'survivors' and 'leisure' as typologies of dark tourists.
 - Lennon & Foley (2000) contended that dark tourism has a spiritual and reflective element.
 - Slade (2006) defined dark tourism according to the motivation of the visit.
 - Seaton (1996), Hede & Hall (2006) defined thanatourists based on emotion.

Emotion as a motivation



- *“Pilgrimage is the highest form of thanatopsis since it involves physical presence at a setting where death has occurred”
(Seaton, 1996)*



The study



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- Themes from the literature
 - Dark Tourism
 - Emotional connection
 - Thanatourism, battlefield, pilgrimage tourism

- Research question

How is Gallipoli represented in online information sources?

- Objectives

1. What language patterns are used on tour websites to the site?
2. How might this language influence independent travellers?

Methodology



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- Methodology – content analysis
- Data collection – online
 - Keywords ‘Gallipoli tours’ & ‘ANZAC Day tours’
 - Must appear on the first page of the results page
 - Must be Australian, New Zealand or Turkish based tours
 - 21 websites offering tours to Gallipoli were identified
 - Data retrieved over 5 days in April 2010
 - Use of software “wordle” to identify frequency of word appearances
- Categorise and identify themes (Dore 2006, Catalca & Yurtseven 2003)

Findings (Wordle 2011)

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Findings (Wordle 2013)



Thematic categorisation of website language



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Clusters	Words 2011	Words 2013
Active Anzac Group	414	656
Passive Anzac group	30	424

Catalca & Yurtseven (2003)

Clusters	Words 2011	Words 2013
Commemoration	312	522
Information	37	48
Exploration	43	45
Reflection/spiritual	16	84
Leisure	11	379

Dore (2006)

Findings / Implications



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- Gallipoli is branded as a commemorative, heritage destination (Dore, 2006)
- Language used in websites currently motivates travellers towards cultural experiences in Gallipoli
- Important to manage the sustainability of Gallipoli as a destination (Yurtseven & Donmez, 2000, Dore 2006)
- Operators could consider varying the language to offer additional “leisure” experiences





Gallipoli and dark tourism



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Conclusions

- Descriptive and emotive language was used on the websites in the study
- Operators in the study used emotive language to connect with the motivation based typologies outlined in literature
- Gallipoli, as a destination, was mainly represented as a commemorative experience with the word 'Anzac' being prominent
- The Anzac Dawn experience is the predominant focus of websites

Limitations

- 'Emotive' words were subjectively determined by the researcher

Further research



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- Qualitative research in the areas of 'desires' to assess thanatouristic experiences (study tour)
- Additional testing of perceptions may lead to new market segment identification
- Further research in tour operator product offerings and the link between 'brand and emotions' (Palmer, 2010)
- Further qualitative research into emotions as a source of information such as use of imagery on websites



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Epitaph



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*You are now lying in the soil of a friendly country.
Therefore rest in peace.
There is no difference between the Jonnies and the
Mehmets to us
Where they lie side by side
Here in this country of ours.
You, the mothers,
Who sent their sons from far-away countries
Wipe away your tears.
Your sons are now lying in our bosom
And are in peace.
After having lost their lives on this land
They have become our sons as well*