

**ANALYZING THE USE OF DIFFERENT SOCIAL MEDIA
MARKETING TECHNIQUES APPLIED BY DARK TOURISM SPOTS
TO ATTRACT THE ATTENTION OF DARK TOURISTS: A STUDY
ON DIFFERENT SOCIAL MEDIA MARKETING TECHNIQUES OF
BANGABANDHU MEMORIAL MUSEUM IN DHAKA**

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ABSTRACT

Nowadays, people rely on social media for advertisements, news, information tourist places promotion, especially on Facebook. For this reason, Bangabandhu memorial museum uses social media marketing techniques to attract tourist attention. Social media marketing can increase tourists and share different information types important for any tourist place. At present, people make a tour by knowing about the site through social media. So, the researcher insists that social media marketing techniques are more effective for Bangabandhu memorial museum. This paper has five steps: the first steps of this project

paper have introduction, methodology and literature review. The second step has formatted the conceptual framework. The third steps of this project have some objectives that identified by the researcher that which used for attracting dark tourists for Bangabandhu memorial museum, analyzing the uses of social media marketing for attracting dark tourists which collected from questionnaire survey that was operated by a huge number of executive & employee of Bangabandhu memorial museum and face-to-face interview with the tourists. And the fourth steps show the significant findings of the research paper. The last steps of the project paper are recommending some guidelines for Bangabandhu memorial museum and further research. By this research, researchers identify the uses of Facebook marketing for attracting dark tourists by Bangabandhu memorial museum. Because nowadays, people are more familiar with Facebook and have more potential to promote dark tourism spots through social media. If Bangabandhu memorial museum properly uses Facebook marketing, they can increase tourists. So, promoting these dark tourism spots on Facebook is the most popular social media platform technique. So, Facebook media can increase dark tourists for Bangabandhu memorial museum.

Keywords: Dark Tourism, Tourists, Social Media, Bangladesh.

JEL Classification Codes: M31.

INTRODUCTION

People travel to different tourist spots to enjoy the pleasures of tourism. Tourism is the name of feeling for tourists. People are exploring, looking for their traditionalism, every so often, to have the flavor of nature once more. It has become an exciting occasion and revels in forests, hills, and rivers. Dark tourism (DT) is an entirely different subject of tourism sector which is not only a ghost or horror stories, and it is historically related to mourning, death and tragedy. ‘Dark’ means ‘black’ and ‘black’ means grief that’s why called dark tourism. There are some tourists spots in Bangladesh which are portion of dark tourism. The father of our nation “Sheikh Mujibur Rahman” is located at Dhanmandi-32. This is a mournful part of our history and turn out to be a part of dark tourism. “Honorable Prime Minister Sheikh Hasina” formed a memorial on April 11, 1994 and handed it over the trust. “Bangabandhu memorial museum “was inaugurated on 14th August with a collection of some memorabilia. Bangabandhu memorial trust end up handed the house to become museum on 6 September 1994 and commemorate the mournful chapter. Experts At memorial use a various social media marketing to inform tragic history (Al-Masud, 2015).

Social media marketing (SMM) techniques play a significant role in the tourism industry. It’s help people to know about the product or place through social media. Facebook, twitter, Instagram etc. Social media marketing techniques (SMM) are a prevalent phase in modern age. Social media easily attract the attention of people. So, to know about the dark history and attract the attention of tourists to visit dark spots (Nguyen & Wang, 2011). Bangabandhu memorial museum should use different social media marketing techniques because people live in the modern age and internet-based community (Hossain & Asheq, 2019; Akhter et al., 2020a; Akhter et al., 2020b; Jahan et al., 2020; Hossain & Asheq, 2020). They get and search all types of information through social media marketing (Asheq et al., 2021; Asheq & Hossain, 2019; Kumar et al., 2019; Al Amin et al., 2020; Akhter et al., 2021). So people have already more interacted with virtual communication and information system. Social media marketing such as Facebook, Twitter, Instagram, Linked-in, YouTube, email marketing and other social media marketing is used in every business sector (Li et al., 2021). So, knowing about the dark tourism sector like Bangabandhu memorial museum makes this business profitable to follow social media marketing techniques (SMMT). Therefore, social media techniques (SMT) are more effective for

Bangabandhu memorial museum for promoting their places and attracting people and influencing them to visit. People from everywhere worldwide have been interested in locations related to death and tragedy for a while. Dark tourism spots have attracted tourist attention by all means comparatively distant past by tragic past or bowery past. For this why, the primary perception of dark tourism (DT) is turning into more incredible famous amongst demanding customers. Dark tourism (DT) is an action of touring and touring places, fascinates and display that get actual or fall off demise struggling or the turbulent as the primary term or things (Stone, 2005). Deaths, failures, or atrocities in touristic shape are becoming more pervasive in the modern traveller economy. Dark tourism (DT) has deeply engaged the mainstream and is an in-vogue topic of media attention. As Bangladesh economy is growing day by day (Tu et al., 2021; Hossain, Asheq & Arifuzzaman, 2019; Rahaman et al., 2020; Ara et al., 2015; Ali et al., 2021; Ali et al., 2020; Baqir et al., 2020; Batool et al., 2021; Islam & Bhuiyan 2021; Islam & Barghouthi, 2017; Islam & Miajee, 2018; Islam, 2016a; Islam, 2016b; Islam, 2016c; Islam et al., 2015; Hossain et al., 2017; Islam, 2015; Islam & Barghouthi, 2017; Islam et al., 2021; Sharif & Karim, 2017; Karim et al., 2021), hence dark tourism via social media marketing is very important to study.

SIGNIFICANCE OF THE RESEARCH

This project paper is more important for tourism authorities to know the significance of different social media marketing techniques. Dark tourism (DT) is an exceptional part of the tourism industry that plays a significant introduction in giving facts or knowledge and fetching the mournful past to the present. Here the researcher conducts her research and her topic named as “Analyzing the uses of different social media marketing techniques applied by dark tourism spots to attract the attention of dark tourists: A Study on various social media marketing techniques of Bangabandhu memorial museum in Dhaka. This study could assist the tourism designers, planners and managers to determine the ability of dark tourism (DT) markets improvements outline goals and put in force conductive social media marketing (Facebook, Instagram, Twitter) techniques used. Nowadays, we know that social media marketing is essential for gathering information and is more valuable to attract tourists in dark tourism spots easily. The researcher finds out uses of different social media marketing techniques in Bangabandhu memorial museum. And also give some guidelines for dark tourism promoter to uses social. Media to attract the tourists. This project is more efficient for supporters to make more tourists by using social media marketing and boost people to know about Bangabandhu memorial museum dark and mournful past.

LITERATURE REVIEW

The premise of this study is based around the research of Joachim (2013) published in 2013. Joachim (2013) researched dark tourism and examined the objection to promoting dark tourism (DT). He defined dark tourism (DT) as not a very new phenomenon and promoted dark tourism in the tourism market. (Joachim, 2013). He found out the main idea of dark tourism spots and investigated the challenges of promoting tourism. The researchers will be analyzing the uses of different social media marketing techniques to attract the attention of dark tourists: A Study on social media marketing techniques of Bangabandhu memorial museum in Dhaka. Also provided some guidelines and recommendations for promoter to use social media marketing techniques to attract dark tourists. The researcher ensure that such study has not been done yet in Bangladesh. The short-term motion of humans to locations out of their ordinary areas of job and domicile the actions take up a period their stay in those locations and simplify made looking after their requirements (Mathieson & Wall, 1982). Defined by Shaw and Williams (1994), “Tourism involves all types of visit that includes remain they one night or day but few than one year far away from the domicile. Tourism is an act and deed to travel different locations with the motive to find some relaxation. (Spillane, 1982)

People visit historically suffering, mourning and tragic death sites which is known as dark tourism. According to Niemela (2010), "Dark tourism (DT) is an individual sort of tourism industry that doesn't solicit to everyone nevertheless play a significant role in bringing past to present and delivering information". It is also a mixture of history, heritage, tragedy and tourism. Death and disaster sites present tragic death (Foley & Lennon, 1996). Dark tourism (DT) is named as black tourism or gloom to tourism that isn't a recent matter or subjects in tourism business involving tragic history, death and disaster sites (Foley & Lennon, 1996). Foley & Lennon (1996) defined their book about dark tourism (DT) that have occurred recent times which force the visitor to question modernity. According to (Stone & Sharpley, 2008.) Dark tourism (DT) is the type of visits and travel to sites, fascination, and display which have true death, mourning, or suffering as a main incident. Dark tourism also related with the black chapter in our history. The survival of the dark tourism industry depends heavily on the existence of a tourism culture that allows locals to engage in travel enthusiastically. In our country, this dark tourism culture is still missing. Because most of the tourism is made by ecotourism but some mournful incident of our country is what helps the possible dark tourism sites. For promoting dark tourism, government should take some initiatives for growing tourism industry as far. While the value of dark tourism has been extensively recognized, significant research and fact on the present situation of dark tourism is still uninterested. This is the main obstacle of dark tourism and many countries show dark tourism as optional to interesting the tourism industry. Dark tourism is looked on as like low revenue producing to the national economy if likened to ecotourism as the size of dark tourists. This is because of the scarcity of knowledge about dark tourism spots in our country. To promote dark tourism main scarcity is scarcity of resources, financial and cultural obstacles. Dark tourism industry would be an autonomous industry. Despite the apparent impact of technology on the proliferation and delivery of dark tourism services, humans remain an important aspect of the successful delivery of dark tourism services. Contracting with the mournful past is a rugged part if mournful chapter of real people are engaged as well as not all people take out that incident about cruelty should be said to the tourists for knowing about grievous past. For telling grievous past is increasing number of tourists. So intense the dark tourism site authority should follow new technological strategy (Strange & Kempa, 2003).

As noted earlier, social media (SM) is a very popular for sharing image, information and video via virtual communities and networks. According to Poynter (2010) defined that social media (SM) is very popular platform that are difficult to identify nevertheless simple to acknowledge and this primary components of the social media is the media that the internet and its blessings are getting used to move away from media that become essentially a one-to-many version towards a many to many. The term of social media does not refer the different technologies allow people to communicate. It refers to variety of media that people use to communicate online in a social way (Scott, 2010). Social media platform like Facebook, Twitter, Instagram YouTube are used for all kinds of business. In accordance with Karimi and Naghibi (2015) "Social media advertising and marketing (SMM) includes utilization of online social media marketing tools like twitter, Facebook and Linked in for reaching customer in creative ways. Defined by Orabi (2020), "social media marketing (SMM) terms refers to the utilization on social media and social networks to marketing a business and products". According to Buffer," social media marketing have some key point to spread business such as strategy, planning and publishing, listening, reporting and advertising. Social media marketing allows consumer to seek information for any time. Nowadays, social media marketing also use in tourism industry for knowing the tourists about the places. Social media marketing (SMM) are being utilized by all and even companies and start using Social media marketing (SMM) advertising and promoting their business or company. Social media marketing (SMM) use in business is easier and effective. The effective use of social media marketing (SMM) may have the potential help the tourism business.

Nowadays, social media advertising and marketing strategies play a significant role to attract customer easily. At present, it could additionally be applied for promoting of darkish tourism spots and additionally relate to the darkish travelers attract through online in a effective way so that build up a close manner in order that with travelers and enlarging experiences by their level. Social media advertising and marketing concept of blogs and connected online forums and keep an eye on how such digital platforms can cherish and promote information for sharing and research aid of dark tourism. If any organization using Facebook for social marketing strategy than they can be successful. Twitter, Instagram, email etc. marketing media used in social Media strategy. In modern age, Facebook is one of the most popular media for any kind of business and social networking. Instagram advertising is another technique to sharing image. Linked in is another business focused techniques. YouTube is another popular social media for sharing video and information about different sites. So, the uses of different social media marketing techniques applied by dark tourism spots to attract the attention of dark tourism is effective. As noted earlier, most of the business using social media marketing techniques to their business. Tourism is also a business organization. So, social media gives a lot of benefit for organization that applies it as a marketing technique. That type of marketing is cheaper than traditional marketing strategy. Social media helps organization to build awareness easily because other organization cannot do easily than social media.

METHODOLOGY

The purpose of the research indicates that the researcher's project paper is both exploratory and descriptive research. This is exploratory when the data was collected through in-depth interviews and it is descriptive when the data is analyzed through a structured questionnaire. The main purpose of this report is to explore the uses of the different social media marketing techniques applied by dark tourism spot Bangabandhu memorial museum to attract the attention of dark tourists. This study had both qualitative and quantitative approaches since it was found most suitable to the researchers purpose for the first objective of the study researcher used observational research as a qualitative analysis tool to identify the uses of different social media marketing techniques applied by Bangabandhu memorial museum dark tourism spot in Dhaka for the second objective of the study. The researcher uses quantitative analysis where a statistical package of social science version 16 was used to analyze the uses of different social media marketing techniques applied by Bangabandhu memorial museum dark tourism spot in Dhaka. Lastly, the researcher recommended some specific guidelines for Bangabandhu memorial museum dark tourism spot in Dhaka. Both secondary and primary data were necessary for the fulfilment of the research project. Secondary data was collected from various published documents in related books, journals, newspaper, magazines and websites. For getting primary data, respective respondents were interviewed personally to collect the necessary data through a structured questionnaire. Non -probability convenience sampling techniques have been used for the sampling purpose. In this study, the researchers distributed this questionnaire to marketing experts and employees of the dark tourism spot Bangabandhu memorial museum in Dhaka. The sample size is 200, and the target respondents are the marketing expert and employees of dark tourism spot Bangabandhu memorial museum in Dhaka. The research used Likert scaling technique as sample scaling where 1=strongly agree, 2=agree, 3=neutral, 4=disagree, 5=strongly disagree and open-ended question. To analyze data found through questionnaires, the researcher applied frequency analysis.

RESEARCH OBJECTIVES

- To analyze the uses of different social media marketing techniques applied by Bangabandhu memorial museum by dark tourism spot to attract the attention of dark tourists.

RESULT ANALYSIS

Table 1. Gender Status of Respondents

Name	Frequency	Percent
Female	44	44%
Male	56	56%
Total	100	100%

The above gender status table shows that male are of 56%(n=56) from total respondents 56% (n=56) and female are of 44% from total respondents.

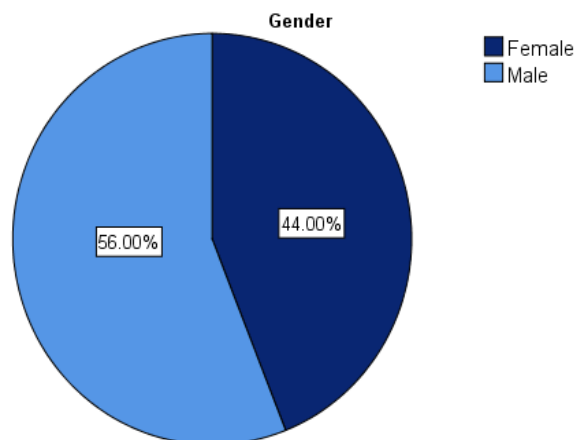


Figure 1. Pie chart of Gender status of respondents

Table 2. Frequency And Percent of Executive For Using Social Media Marketing Techniques

	Frequency	Percent
“Strongly Agree”	20	20%
“Agree”	45	45%
“Neutral”	28	28%
“Disagree”	7	7%
“Strongly Disagree”	0	0%
Total	100	100%

The above desk shows that 20% (n=20) of the respondents strongly agree, strongly 45% (n=45), neutral 28% and 7% disagree that Bangabandhu memorial museum uses social media marketing techniques very well. However, because social media marketing can easily attract consumer attention, Bangabandhu memorial museum uses this technique very well 65% of respondents agreed with this statement.

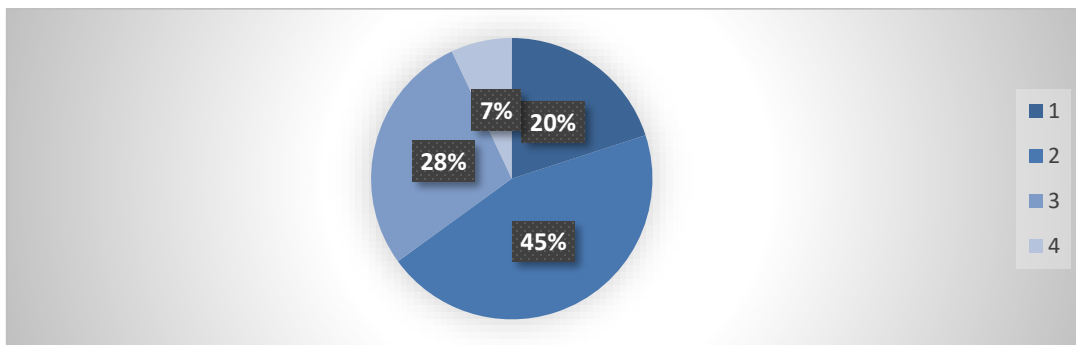


Figure 2. Pie chart of Bangabandhu memorial museum uses social media techniques

Table 3. Frequency Table of Executives and Employee of Social Media Marketing is Very Useful For Dark Tourism

	Frequency	Percent
“Strongly Agree”	28	28%
“Agree”	59	59%
“Neutral”	9	9%
“Disagree”	4	4%
“Strongly Disagree”	0	0%
Total	100	100%

Above the frequency table shows that 28% (n=28) strongly agree, 59% (n=59) agree that social media marketing is very useful for promoting dark tourists because social media marketing techniques easily attract tourists attention. Though 59% agreed with this statement, Bangabandhu memorial museum should use social media marketing properly.

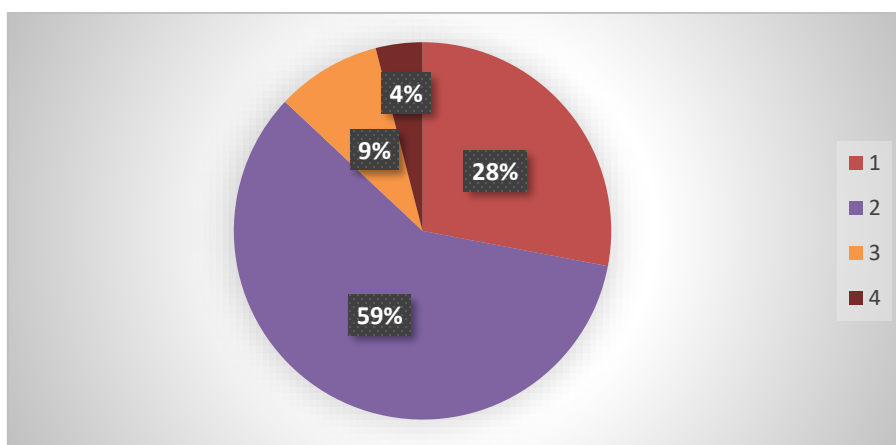


Figure 3. Pie chart of social media marketing is very useful for promoting dark tourism

Table 4. Frequency of Executives and Employee of Social Media Marketing is Profitable and Effective

	Frequency	Percent
“Strongly Agree”	24	24%
“Agree”	53	53%
“Neutral”	19	19%
“Disagree”	2	2%
“Strongly Disagree”	2	2%
Total	100	100%

Above this table frequency shows that 24% (n=24) of the respondents strongly agreed and 53% (n=53) of the respondents agreed that social media marketing is profitable and effective for Bangabandhu memorial museum because it helps increase tourists. This information proved that social media marketing is profitable for Bangabandhu memorial museum.

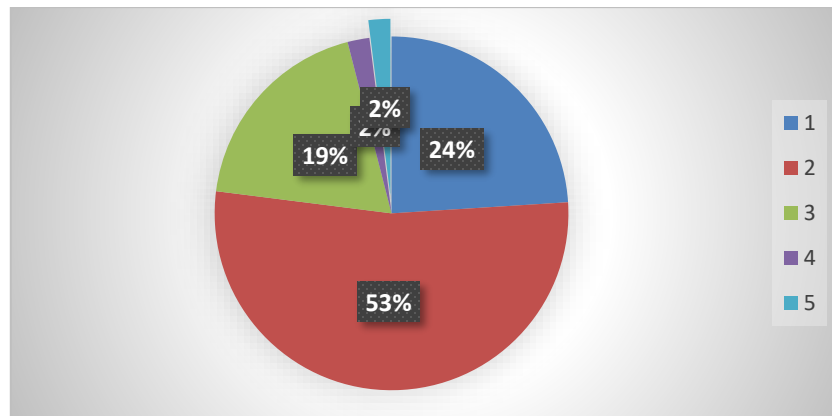


Figure 4. Pie chart of social media marketing is profitable for memorial museum

Table 5. Frequency Table of Executives and Employee of Social Media Marketing Can Easily Attract Dark Tourists For Bangabandhu Memorial Museum

	Frequency	Percent
“Strongly Agree”	26	26%
“Agree”	52	52%
“Neutral”	18	18%
“Disagree”	4	4%
“Strongly Disagree”	0	0%
Total	100	100%

26% (n=26) respondents strongly agreed and also 52% (n=52) of the respondents agreed with this statement from this given frequency table that social media marketing techniques can easily attract dark tourists for Bangabandhu memorial museum. This is evidence that social media marketing can easily attract dark tourists for Bangabandhu memorial museum.

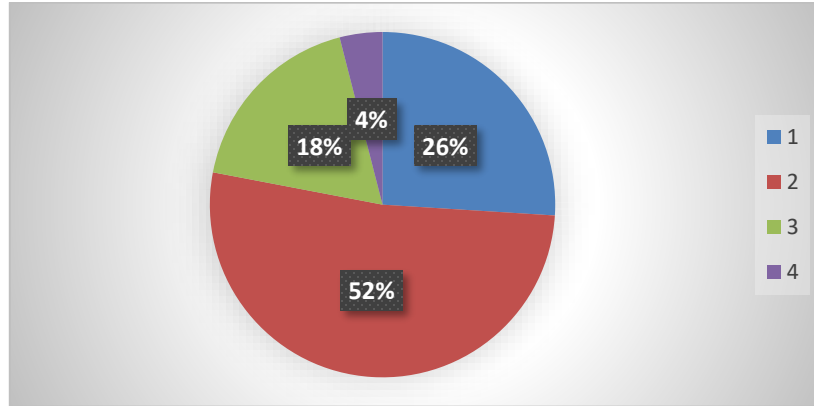


Figure 5. Pie chart of social media marketing can easily attract dark tourists for Bangabandhu memorial museum.

Table 6. Frequency Table of Executives and Employee of Bangabandhu Memorial Museum for Using Social Media Advertisements

	Frequency	Percent
“Strongly Agree”	14	14%
“Agree”	59	59%
“Neutral”	17	17%
“Disagree”	9	9%
“Strongly Disagree”	1	1%
Total	100	100%

Above this frequency table shows that 14% (n=14) respondents strongly agreed and also 59% (n=59) of the respondents agreed that social media advertisements are used more frequently by Bangabandhu memorial museum. By the information of this table, this is the evidence that social media can increase tourists.

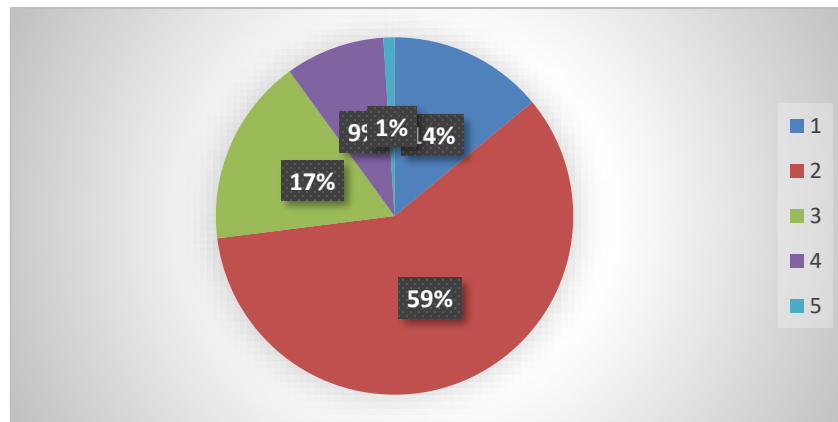


Figure 6. Pie chart of social media marketing are used more frequently by Bangabandhu memorial museum for online tourists.

Table 7. Frequency Of Executives and Employee of Bangabandhu Memorial Museum Needed Proper Planning for Using social media

	Frequency	Percent
“Strongly Agree”	39	39%
“Agree”	46	46%
“Neutral”	12	12%
“Disagree”	3	3%
“Strongly Disagree”	0	0%
Total	100	100%

This frequency table above shows that 39% (n=39) respondents strongly agreed & also 46% (n=46) respondents agreed that Bangabandhu memorial museum needed a proper planning for using social media techniques because it can be able to retain more tourists. This table is the evidence that Bangabandhu memorial museum need proper planning for attracting tourists’ attention for dark tourism sites.

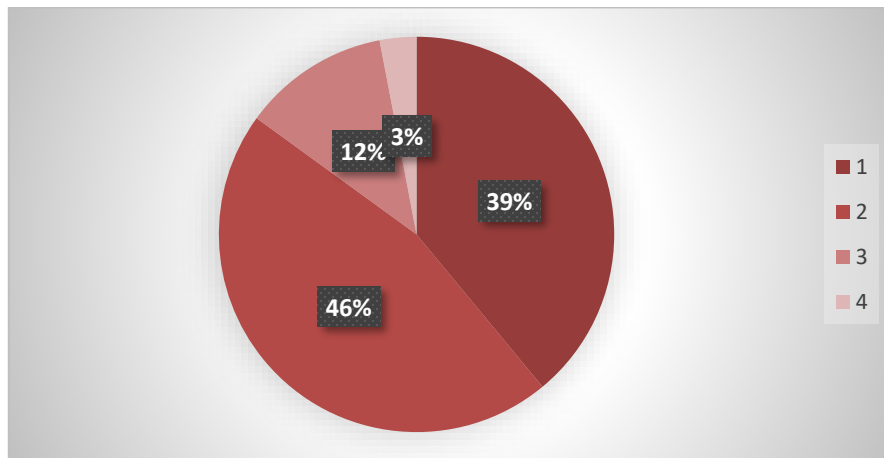


Figure 7. Pie chart of Bangabandhu memorial museum proper planning for using social media technique

Table 8. Frequency Table of Executives and Employee of Bangabandhu Memorial Museum Maintains Facebook Pages.

	Frequency	Percent
“Strongly Agree”	16	16%
“Agree”	50	50%
“Neutral”	26	26%
“Disagree”	6	6%
“Strongly Disagree”	2	2%
Total	100	100%

Over this frequency desk shows 16% (n=16) strongly agreed respondents and also 50% (n=50) respondents are agreed that Bangabandhu memorial museum maintains Facebook pages because it

provides information about mournful history. By the information of this table, Bangabandhu memorial museum maintains Facebook pages.

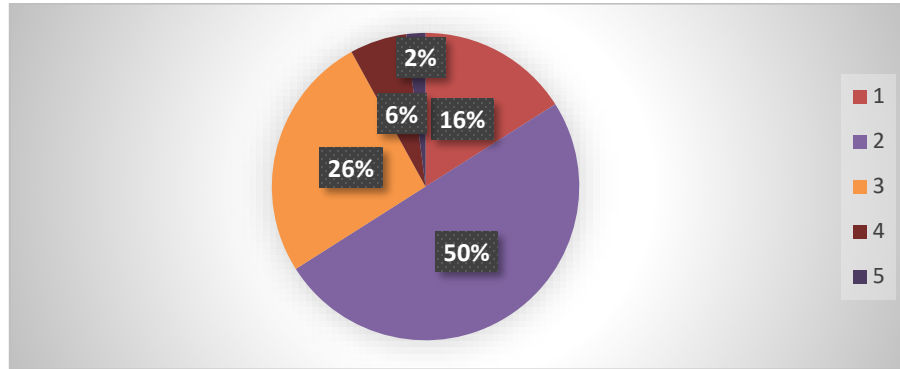


Figure 8. Pie chart of Bangabandhu memorial museum maintains Facebook page on social media

Table 9. Frequency Table of Executives and Employee of Bangabandhu Memorial Museum

	Frequency	Percent
“Strongly Agree”	41	41%
“Agree”	45	45%
“Neutral”	12	12%
“Disagree”	2	2%
“Strongly Disagree”	0	0%
Total	100	100%

This frequency desk shows that respondents of the statement 41% (n=41) strongly agreed and respondents agreed which percentage is 45%(n=45) that Facebook marketing is a very effective social media platform for dark tourism sites cause Facebook easily grab customers attention. So, giving table proved that Facebook marketing is very effective social media platform.

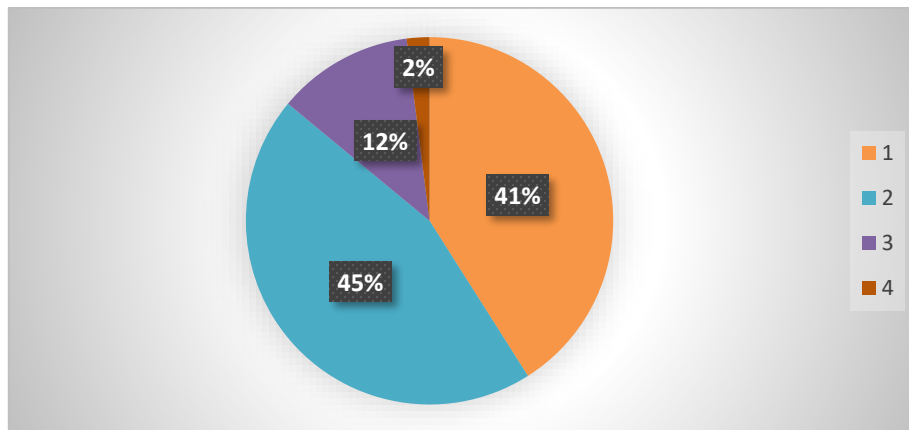


Figure 9. Pie chart of Facebook marketing is very effective social media platform for dark tourism

Table 10. Frequency Table of Executives and Employee of Useful of Facebook on Bangabandhu Memorial Museum

	Frequency	Percent
“Strongly Agree”	37	37%
“Agree”	42	42%
“Neutral”	13	13%
“Disagree”	8	8%
“Strongly Disagree”	0	0%
Total	100	100%

Above the frequency shows as 37% (n=37) respondents of the table strongly agreed and also 42% (n=42) of the respondents agreed that Facebook is more useful than any other marketing techniques in Bangabandhu memorial museum. This frequency table proves that Facebook is more useful than any other social media marketing technique.

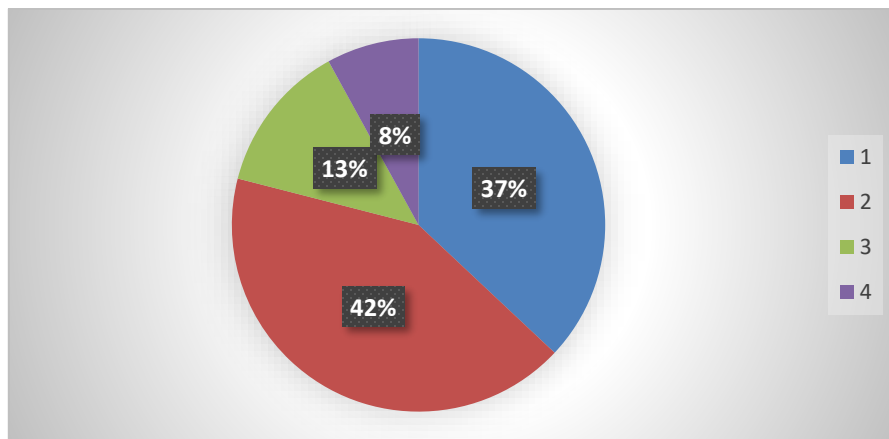


Figure 10. Pie chart of Facebook is more useful than any other social media marketing techniques in Bangabandhu memorial museum.

Table 11. Frequency Table of Executives of There is a Big Opportunity to Promote Dark Tourists

	Frequency	Percent
“Strongly Agree”	27	27%
“Agree”	51	51%
“Neutral”	16	16%
“Disagree”	5	5%
“Strongly Disagree”	1	1%
Total	100	100%

The frequency chart shows that 27% (n=27) respondents strongly agreed of the table and also 51% (n=51) respondents agreed with the statement that there is a big opportunity to promote dark spot because it is related with our nations mournful past and all over the world people uses social media. So, it proved that uses of social media techniques can increase tourists.

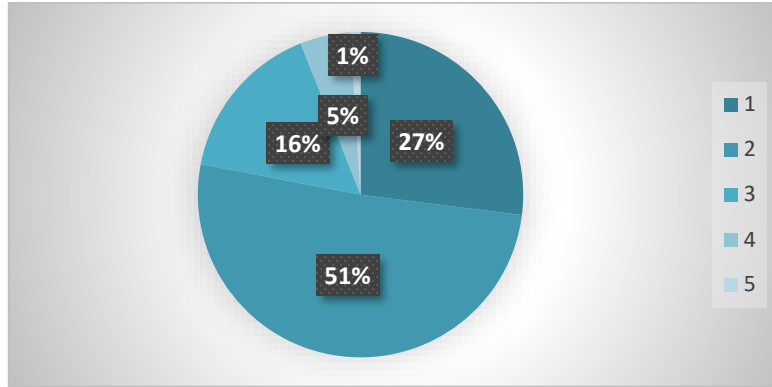


Figure 11. Pie chart to promote dark spots through Facebook

Table 12. Frequency table of executives of Facebook is very popular marketing for promoting Bangabandhu memorial museum

	Frequency	Percent
“Strongly Agree”	30	30%
“Agree”	56	56%
“Neutral”	13	13%
“Disagree”	1	1%
“Strongly Disagree”	0	0%
Total	100	100%

Above this frequency table suggests that 30% (n=30) of the respondents strongly agreed and also 56% (n=56) of the respondents agreed that Facebook is very popular social media marketing techniques for promoting dark spots because it can attract tourists attention. So, it can be said that Facebook marketing is very popular marketing techniques for promoting Bangabandhu memorial museum.

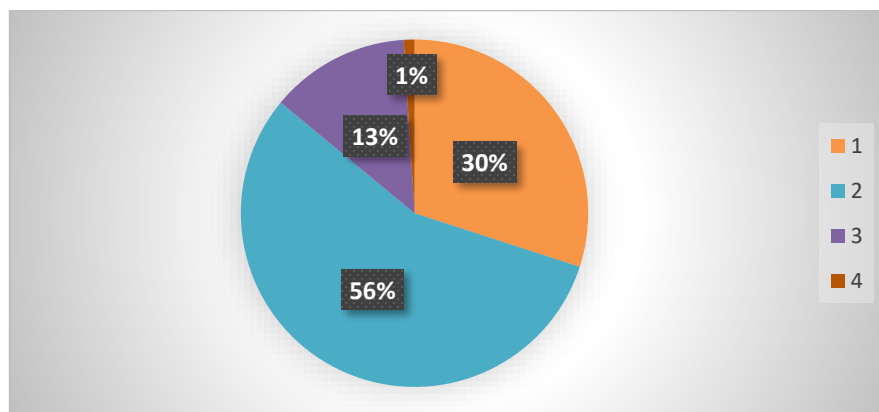


Figure 12. Pie chart of Facebook is very popular social media marketing techniques for promoting Bangabandhu memorial museum

Table 13. Frequency of Executives and Employee of Facebook Marketing Gives Us Greater Control Over Dark Tourists

	Frequency	Percent
“Strongly Agree”	8	8%
“Agree”	54	54%
“Neutral”	26	26%
“Disagree”	11	11%
“Strongly Disagree”	1	1%
Total	100	100%

This frequency desk shows that 8% (n=8) respondents strongly agreed and also 54% (n=54) of the respondents agreed that Facebook marketing gives us greater control over dark tourists for Bangabandhu memorial museum because it can grasp tourist attention than other social media. So, above this statement, this is the evidence that Facebook marketing gives us greater control over dark tourist.

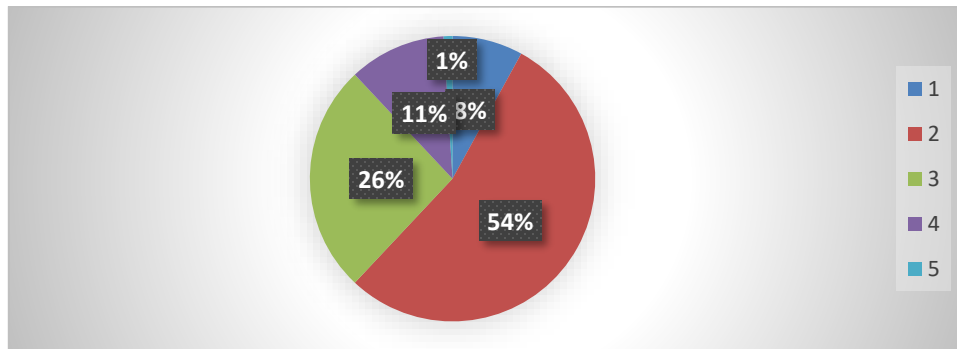


Figure 13. Pie chart of Facebook marketing gives us greater control over dark tourists for Bangabandhu memorial museum

Table 14. Frequency of Executives and Employee of Bangabandhu Memorial Museum

	Frequency	Percent
“Strongly Agree”	0	0%
“Agree”	0	0%
“Neutral”	0	0%
“Disagree”	73	73%
“Strongly Disagree”	27	27%
Total	100	100%

This frequency table show that 73% (n=73) of the respondent strongly disagreed and 27% (n=27) disagree with those statement because Facebook marketing are not used by Bangabandhu memorial museum for business purpose. By the information of this table, this is the evidence that Facebook marketing are not used for business purpose, it used for knowing people about mournful history.

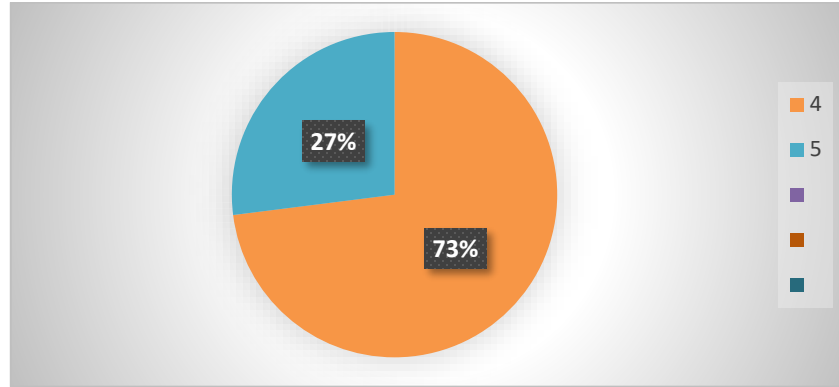


Figure 14. Pie chart of Facebook marketing are used by Bangabandhu memorial museum for business purpose

Table 15. Frequency of Executives and Employee of Bangabandhu Memorial Museum

	Frequency	Percent
“Strongly Agree”	37	37%
“Agree”	51	51%
“Neutral”	9	9%
“Disagree”	3	3%
“Strongly Disagree”		0%
Total	100	100%

Above the frequency table shows that 37% (n=37) respondents strongly agreed and 51% (n=51) agreed that Facebook is a very popular social media marketing platform to inform people about Bangabandhu memorial museum. So. It can be proved that Facebook can more attract people than any other social media.

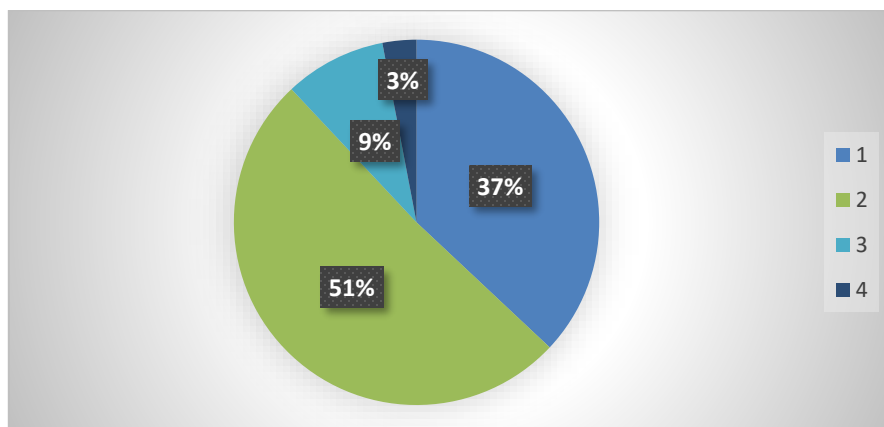


Figure 15. Pie chart of Facebook is very popular media platform to inform people about Bangabandhu memorial museum

Table 16. Frequency Table of Executives and Employee of Bangabandhu Memorial Museum Provide Information And Image On Social Media

	Frequency	Percent
“Strongly Agree”	18	18%
“Agree”	64	64%
“Neutral”	1	10%
“Disagree”	7	7%
“Strongly Disagree”	1	1%
Total	100	100%

Above this table of frequency shows that 18% (n=18) respondents strongly agree, 64% agree, 10% neutral, disagree 7% and 1% strongly disagree that Bangabandhu memorial museum provide information and image in social media through Facebook. Whereas 82% respondents agreed with this statement. So, it can be said that Facebook is able to attract attention and provide information properly.

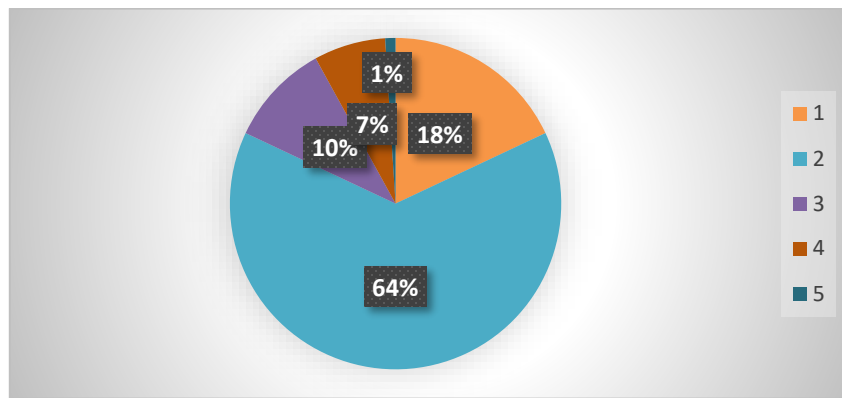


Figure 16. Pie chart of Bangabandhu memorial museum provide information and image through social media

After the face-to-face interview with the dark tourists, the researcher got the following information from them:

Yes, All the respondents know about social media marketing techniques. Specially student of school, college and university, they know about the importance and beneficial of social media techniques. They also believe that social media techniques like Facebook, Instagram, Twitter, linked in, snapchat are very popular media for publishing information and connect with people. Because in the technological and modern era people cannot think anything without social media. They believe that social media techniques especially Facebook marketing is more popular and many businesses, company and organization maintains social media pages for knowing about their products and organizational information. They also said that they get more information and past history from social media and by using social media platforms, any organization achieves their goals. So, they are aware of using social media marketing techniques for any kinds of fulfilling their need.

Maximum respondents didn't know about dark tourism. There are very few people who knows about dark tourism. Only university student and some others people know about dark tourism. The respondent knows about Bangabandhu memorial museum mournful past but they didn't know about the word dark tourism. I told them dark tourism is industry that represents a black chapter in history. The “Father of the nation” Bangabandhu Sheikh Mujibur Rahman’s whole family was tragically killed and

it remains as a black chapter in history that is why it has been named dark tourism. Most of the tourists said that they didn't know about dark tourism but when I told them about dark tourism, they knew it. In short, it can be said that very few people know about dark spots. So, we should take initiative to know it. Maximum respondents answer is "no" but some respondents answer is "yes". Maximum people know about Bangabandhu memorial museum but they didn't know about the uses of social media marketing techniques on Bangabandhu Memorial Museum. They know about museum and social media marketing techniques but didn't know about the uses. But university student and job holders they know about the social media techniques uses by Bangabandhu Memorial Museum and their Facebook pages. But some people was happy for using social media techniques in Bangabandhu memorial museum.

Tourist answer was "no" and some respondents answer was "yes". They went Bangabandhu Memorial Museum for visiting Bangabandhu house and saw Bangabandhu bloody Panjabi, glass, using furniture and others. Some tourists said that they knew Facebook page but never visit memorial museum by influenced it. But some university student said that they are interested to visit memorial museum by seeing social media pages. So, they are influenced by social media for visiting Bangabandhu Memorial Museum. If Bangabandhu Memorial Museum do make more marketing and advertising about their uses of social media marketing tourists will be more attracted, especially student and school student will be more attracted to it. When I asked the respondents that, Will the uses of social media marketing techniques help the next generation to know about Bangabandhu Memorial Museum? Their answer was "yes" because next generation's all task will be technology based. Nowadays, people are more used to social media and they are dependent on social media for their everyday life. For this reason, they believe that social media marketing will help the next generation to know about social media marketing. Many people went Bangabandhu memorial museum for knowing their children about the mournful past of the father of our nation. When I asked whether the respondents get reliable information on Facebook about Bangabandhu memorial museum, 15% respondents answered "yes" but 80% answered that they didn't get reliable information from Facebook. But they also told that they got more information about Bangabandhu memorial museum from google. They normally knew information about the Bangabandhu memorial museum and I told them about Facebook pages of Bangabandhu memorial museum, they were interested about it. Maximum respondents answer was "yes", they knew about dark tourism from Facebook. Dark tourism is a tourism sector which represent the dark spot through different media. Nowadays, Dark spot start promoting business by social media. These promoting aims to make people know people about tragedy of our nation and a tragedy image of the places that will entice short time tour arrival or stable steps to personal alike. Organization is beginning to use Facebook for uploading information and images as they try to draw visitors. Now virtually dark spot, area, or region considers place branding. Countries branding to rise appeal to tourists is also a grow phenomenon. Today tourists are dependent on Facebook for tour. So, they said that they knew about dark tourism from Facebook media.

Most of respondent answer was "yes", social media impact their decisions to visit Bangabandhu memorial museum. Normally tourist spots attract people because social media retain respondents' attention. When respondents saw about Bangabandhu memorial museum in social media, they felt they want to visit this place. People normally visit Bangabandhu memorial museum for seeing the house of father of nation but at present after social media promoting, they impact their decision to visit Bangabandhu memorial museum.

Respondents said that they never share their friends about the uses of Facebook marketing in Bangabandhu memorial museum but some respondents said that they went memorial with some friends to see Bangabandhu house at Dhanmandi-32. They also said that they discussed about Bangabandhu tragic death and it's a black history for our nation. But, they said that uses of Facebook marketing in

Bangabandhu memorial museum is very effective to know about the past new generation. Maximum respondents respond was “yes”, though they visited before but after knowing Facebook marketing, it attracted their attention to visit Bangabandhu memorial museum at Dhanmondi-32. Some respondents answer was no, because they visited Bangabandhu memorial museum before. People normally visit memorial museum to see the Bangabandhu house. According to respondent opinion use of Facebook in Bangabandhu memorial museum is able to increase tourists. The influence of Facebook on tourists a time taking into a tour, respondents were asked for to agreement of degree with some representation: the first statement is that Facebook shared videos and photos of tourists place to attract them for visiting. Another positive Facebook comment also influence their decision to visit Bangabandhu memorial museum. By this statement, we can say that Facebook can influence tourist decisions when considering a trip and also can able to increase tourists.

Some respondents answered “yes”, and some answered “no”. Tourists go visiting tourists’ spots as an enjoyable moment to spend time. Most of the respondents had before experience with Bangabandhu memorial museum. After seeing photos and videos from Facebook, they were more attracted to the museum. Social media are more popular sites for influencing tourists to visit and make interested. But some respondents said that they were curious about Bangabandhu memorial museum before because it was connected with the tragic past of the father of our nation. They also said that after some years people will be interested in visiting Bangabandhu memorial museum being influenced by social media. Facebook marketing attracted their attention to visit Bangabandhu memorial museum at Dhanmondi-32. Sharing photos and videos on Facebook attract tourists for visiting Bangabandhu memorial museum. Facebook is viral media of social media techniques for promoting a business because it quickly catches tourist attraction. I asked them a direct question whether they have been manifested to visit tour related terms, which is generated by Bangabandhu memorial museum. So, respondents 75% answered was yes, and the rest of the answer was no. But in future, Facebook marketing will be the most popular promotional tool for attracting customers.

DISCUSSION

In the modern age, social media marketing techniques, “specially” Facebook marketing, is the more popular social media techniques for promoting the tourism industry and play a significant role. Therefore, the research paper tried to identify and analyze the use of different social media marketing techniques applied by dark tourism spots to attract the attention of dark tourists: a study on various social media marketing techniques of Bangabandhu memorial museum and also tried to recommend some guidelines for Bangabandhu memorial museum authority regards the proper utilization of social media marketing techniques.

The study's first objective was to analyze the uses of different social media marketing techniques applied by the Bangabandhu memorial museum to attract dark tourists. Whereas observational research method, the researcher found that Bangabandhu memorial museum uses Facebook marketing to attract dark tourists among social media marketing techniques. Nowadays, Facebook is the most popular social media that shares photos, videos, and information so that tourists easily attract and influence travel. Facebook also raises the power of individuals by approving people to communicate whatsoever they want to share on social media. Facebook is the most popular social media among social media marketing techniques, and its also able to grab consumers attention among different social groups. Facebook marketing and tourism business are connected because with the help of Facebook, people know about the destinations place. Hence, people have little knowledge about dark tourism, and Facebook media plays a vital role in promoting dark tourism. People know about Bangabandhu memorial museum, but attracting and influencing Facebook marketing is essential.

Therefore, Facebook marketing is applied by Bangabandhu memorial museum to attract dark tourists. First, the benefits of social media techniques on the Bangabandhu memorial museum are excellent because they can grasp people attraction. Most of the employee and executive opinion is that social media marketing is used by Bangabandhu memorial museum. Second, for the cause of attracting people, Bangabandhu memorial museum uses social media for promoting its place and increase tourists. So, it can be said that social media marketing is beneficial for promoting dark tourism places; Bangabandhu memorial museum.

Thirdly, it can be said that social media marketing, i.e. Facebook marketing is effective for Bangabandhu memorial museum because Facebook provides the chance to share information and photos for attracting tourists to the Bangabandhu memorial museum. Forth, social media marketing techniques, especially Facebook, can easily attract dark tourists to Bangabandhu memorial museum. Fifth, according to findings, researchers get that social media marketing techniques are frequently used by Bangabandhu memorial museum to attract and influence decisions. Sixth, Bangabandhu memorial museum needs proper planning for using social media techniques because the memorial museum does not provide information and do not take initiatives to share more photos and videos and maintain only Facebook marketing, among many other social media techniques. So, the Bangabandhu memorial should do proper planning about social media techniques for attracting dark tourists. Seventh, according to finding researcher, Bangabandhu memorial museum maintains Facebook pages to promote Bangabandhu memorial museum. According to research findings, eight proved that Facebook marketing is a very effective social media platform for dark tourism sites like Bangabandhu memorial museum. Because all classes of people use Facebook than any other social media. So, it can be said that Facebook marketing is more effective for Bangabandhu memorial museum. Nine, Facebook is more used than any social media marketing technique in Bangabandhu memorial museum. Ten, according to research findings, researchers get a result that promoting Bangabandhu memorial museum through Facebook is more effective. It is a great opportunity to promote tourist spots through social media. Eleventh, in modern era Facebook is very popular media for promoting any kind of business, organization and place. Because Facebook provide information with photos that are attracting people. So, Facebook is a very popular medium for promoting Bangabandhu memorial museum is another finding and a very popular social media platform for informing people about Bangabandhu memorial museum. Twelve, Facebook marketing gives us greater control over dark tourism for Bangabandhu memorial museum. Thirteen, Facebook marketing are not used by Bangabandhu memorial museum for business purpose. Fourteen, Facebook is a very popular social media platform to inform people about Bangabandhu memorial museum. Lastly, by analyzing data, Bangabandhu memorial museum provides information and image on social media. According to the frequency and research findings, it can be said that Bangabandhu memorial museum uses Facebook marketing among social media marketing techniques and it's able to attract the attention of dark tourist. Finally, findings suggest that social media platform plays an important role and guides travellers to find spots in Bangabandhu memorial museum visit and things something does at the tourists' sites.

CONCLUSION & RECOMMENDATION

According to findings, it can be narrated that social media marketing techniques, especially Facebook marketing, can attract the attention of dark tourists of Bangabandhu memorial museum. Social media marketing techniques are more effective for promoting Bangabandhu memorial museum. There is an ample opportunity for promoting Bangabandhu memorial museum for attracting dark tourist. Bangabandhu memorial museum is a tourism spots where a tragedy for our nation occurs. Social media marketing can able to know next generation about the mournful past. From the study, it can be said that

most people use social media marketing for these reasons and social media marketing techniques can attract tourists for Bangabandhu memorial museum.

The recommendations for Bangabandhu memorial museum marketing executives who should be seen as a consultation use various social media marketing techniques. Not only Facebook marketing but also Instagram, email, linked in, snapchat for grab people attention for visiting Bangabandhu memorial museum.

- Bangabandhu memorial museum should do more advertising and share more photos on Facebook about their place.
- Bangabandhu memorial museum should be more conscious about promoting their places.
- Not only Facebook but also other social media marketing techniques should be used by Bangabandhu memorial museum to attract dark tourists.
- Bangabandhu memorial museum should organize a proper planning and others way which normally attract consumer further visiting this place.
- Marketing executive should give more information about the mournful past of “The Father of our nation”.

Presents a lot of information about uses of different social media marketing techniques for attracting tourist on Bangabandhu memorial museum. The research topic acted by this projects study is a foremost consideration. In order to findings of a research, the researchers suggest for further research or study. This research paper could be better though if directed enough time.

The researcher gives some following suggestions or recommend for further research or study:

- Researchers recommend that future researchers explore the conclusion on a larger random sample collecting to be aware of more proper result about the uses of social media marketing techniques on Bangabandhu memorial museum.
- Researcher conducted observational research to investigate, but future researchers should investigate whether Bangabandhu memorial museum actually uses social media marketing techniques.
- To visit tourist place so that they can get more accurate information.

Nowadays, the world has turned into digital world and social media marketing in particular world specially tourist destinations or places marketing has become essentials. This study served up that recommendation that Bangabandhu memorial museum not only creates awareness of people to consider social media marketing but also gives proper training about how to utilize social media marketing techniques properly. Bangabandhu memorial museum make them comprehend potentiality in social media where they integrated these new marketing techniques in the places marketing process.

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CONFLICT OF INTEREST STATEMENT

The authors declares that they have no competing interests.

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