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Motivations Behind Traveling to Dark Tourism Destinations: A Qualitative Study for Future Marketing Campaign Targeting Dark Tourism to Chernobyl

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Motivations behind Traveling to Dark Tourism
Destinations: A Qualitative Study for a Future Marketing
Campaign Targeting Dark Tourism to Chernobyl

A Capstone Project Submitted in Partial Fulfillment of the
Requirements of the Renée Crown University Honors Program at
Syracuse University

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Honors Capstone Project in Marketing Management

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