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HORROR CREATURES IN THE SPOTLIGHT
Dark tourism from an alternative perspective

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<p>This thesis was commissioned by Raili Häggblom, a lecturer of tourism from Centria University of Applied Sciences. The subject of this thesis was to examine dark tourism and focus on horror creatures, such as vampires, werewolves, witches and ghosts. The objective was to map out how well people know about dark tourism and how well people know the real histories behind these creatures.</p> <p>The research method used for this thesis was a quantitative survey done with a questionnaire. The survey was conducted in various places between the 4th and 28th of May 2014, but mainly in the lobby of Campus Allegro. The questionnaires were in three languages, Finnish, Swedish and English and the majority was in Finnish, with 27 respondents, 25 in Swedish and 10 in English. Altogether 62 questionnaires were collected.</p> <p>The survey showed that two thirds of the respondents were female and the majority of the respondents were between the ages 21 to 30. Most of the people were interested in history and more than half of them had not heard of dark tourism before. A few respondents had not answered the questions about the creatures. It was possible that people had guessed many of the answers in the questionnaire. the vast majority did consider the subjects interesting and more than half thought the questionnaire was easy to understand.</p>		
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<p>Opinnäytetyön toimeksiantajana toimi Raili Häggblom, matkailun lehtori Centrian ammattikorkeakoulusta. Työn aiheena oli tutkia pimeää matkailua ja keskittyä kauhuolentoihin, kuten vampyyreihin, ihmissusiin, noitiin ja kummituksiin sekä liittää nämä olennot pimeään matkailuun. Työn tavoitteena oli kartoittaa ihmisten tietous pimeästä matkailusta sekä miten paljon he tiesivät kauhuolentojen oikeasta historiasta.</p> <p>Työssä käytettiin tutkimusmenetelmänä kvalitatiivista tutkimusta kyselylomakkeella. Kysely suoritettiin monissa paikoissa 14.-28. Toukokuuta välisenä aikana, mutta pääosin Campus Allegron aulassa. Kyselylomake oli saatavilla kolmella eri kielellä; suomeksi, ruotsiksi ja englanniksi. Suurin osa vastaajista täytti suomenkielisen lomakkeen (27), 25 täytti ruotsinkielisen lomakkeen ja 10 täytti lomakkeen englanniksi. Yhteensä 62 lomaketta kerättiin.</p> <p>Kysely osoitti että kaksi kolmasosaa vastaajista oli naisia ja monet vastaajista olivat iältään 21-30 vuotiaita. Monet vastaajista olivat kiinnostuneita historiasta ja yli puolet heistä ei ollut kuullut pimeästä matkailusta aiemmin. Muutama vastaaja oli jättänyt vastaamatta kysymyksiin jotka koskivat kauhuolentoja. Oli mahdollista, että monet vastaajista olivat arvanneet vastaukset kyselyssä. Hyvin suuri osa ajatteli kyselyn olevan mielenkiintoinen ja yli puolet oli sitä mieltä että kyselylomake oli helppo ymmärtää.</p>		
Avainsanat Ihmissudet, kauhuolennot, kummitukset, kuolema, kvantitatiivinen tutkimus, kyselylomake, noidat, pimeä matkailu, vampyyrit		

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1 INTRODUCTION

The latin phrase “Memento mori” reminds us that we are nothing but mortals. Death has surrounded us since the beginning of time. People travel to different events to witness death happenings or to regard the aftermath of an event by visiting its memorial. These kinds of events were the gladiator games in the ancient times and the public executions in medieval times. Today people visit grave yards, war memorials and roadside memorials. This thesis dwells into the concept of dark tourism and more specifically into horror creatures.

This thesis is commissioned by Mrs. Raili Häggblom, a lecturer of Tourism from Centria University of Applied Sciences. The aim of this thesis is to bring out the real histories behind mythical horror creatures we know today and connect dark tourism with them. The second chapter outlines the concept of dark tourism. The third chapter starts with the history and real events of the horror creatures, real and fictional. It is important to know the history behind the creatures in order to understand why they existed and still exist today. The fourth chapter finds out how popular culture has affected these creatures and how they have changed during the years. The fifth chapter introduces examples of places to visit that were in connection to horror. The sixth chapter opens the survey conducted on the subject. The seventh chapter reveals the results of the survey. The last chapter comes with conclusions. The appendices in the end are the survey in three languages.

The thesis has delimited the chapter of dark tourism to include only the categories of dark tourism with two different names for the niche. Also some examples have been given. For the thesis to start analyzing all aspects of dark tourism, the thesis itself would become too long.

The horror aspect of this thesis concerns vampires, werewolves, witches and ghosts. Most of the time people have misunderstood a normal process of events or blamed something supernatural if the events were unexplainable. Superstition has also been a strong motivator also. In order to understand why people feared these

creatures, histories for each creature have been made up. Also since the perspective on these creatures has changed during centuries, a look through the popular culture of these creatures is taken.

The research done on the subject was varied and the survey that was done gathered both positive and negative comments. The majority of the answerers were women and also most of the respondents were between the ages 21-30, young adults that were the target group for this research. The age range of the respondents varied with all the age groups represented. Some people had not answered the questions about the creatures. Only 10 people had responded in English and the rest were almost equally divided between Finnish and Swedish speakers.

However, a word of caution, this thesis contains real histories about horror creatures, real events that happened to people who were thought to be these kinds of creatures. The cruelty of humans can be seen from these pages, sometimes explicitly. Continue on your own risk!

2 DARK TOURISM EXPLAINED THROUGH EXAMPLES

Death interests people. As a matter of fact, it has interested people for centuries. These kinds of happenings were the gladiatorial games in Ancient Rome and public executions in the medieval times to name a few. People are tempted towards locations and incidents or happenings that have something to do with death, devastation or torment. Even though this phenomenon has been around for a long time, it has had many names, the most recent 'dark tourism' by Malcolm Foley and John J. Lennon in 1996. (Sharpley & Stone 2009, 4-6.)

This chapter introduces two ways to categorize dark tourism. It will also give some examples of places that could be in the niche dark tourism. These places will then be categorized according to the two methods.

2.1 Thanatourism

Thanatourism is another name for dark tourism. It has been named with many names in the past meaning horrible, macabre and so on. As established above, dark tourism is a name that has stayed to describe this niche of tourism. This sub-chapter gives five categories of a behavior of a visitor.

Sharpley quotes Seaton, who defined thanatourism: "travel to a location wholly, or partially, motivated by the desire for actual or symbolic encounters with death, particularly, but not exclusively, violent death" (Sharpley & Stone 2009, 15). Sharpley lists behavior according to Seaton in visiting dark tourism or thanatourism sites. Seaton proposes five categories. They will start from the most morbid and continue to milder ones. First category would be traveling to see a public execution. The second would be traveling to visit sites where one or many people lost their lives. This category contains death sites of famous people, concentration camps, or visiting the houses of killers, or murder sites that were made public. The third would be to travel to a memorial of war, cemetery and so on. This category includes also

the graves of famous people. The fourth category is viewing death in a place that is not connected to the site itself. This category includes museums. The fifth category considers the performances of death. (Sharpley & Stone 2009, 15-16.) The events like public executions are such that can be seen in movies today.

Despite the long history dark tourism has had, it has become more and more popular in the past 200 years. There is a chance that people who travel to a place considered to be part of dark tourism might not travel there because of death itself as a motivating factor. For example visiting the grave of a famous person might be driven by his or her life or life's work. (Sharpley & Stone 2009, 16-17.)

2.2 Shades of dark tourism

Dark tourism is not self-explanatory. As considered in the last subchapter you can find behavioral patterns of how a certain dark tourism site is categorized. What drives a person to visit a dark tourism site? In dark tourism one can find different shades of darkness from pale to black tourism. This categorization is from Sharpley and it resembles the one done by Seaton on thanatourism. (Sharpley & Stone 2009, 15-18 & 23-25.)

Paler tourism is a shared experience used as play. This shade includes the commemoration of a death of one person or several people. This shade is consumed with a group or alone but the main point is that the experience will be shared with someone, whether he or she was there before you, with you or after you. Many people before, with and after will share the experience. This shade includes one-time affairs like celebrity funerals or commemoration of a death of a celebrity that is celebrated each year in a certain place. (Sharpley & Stone 2009, 17-18.)

Another shade of pale tourism is the traveling for status, having traveled somewhere and for example buying a T-shirt to prove this. The motivator for traveling is not death itself, but classifying yourself as having traveled to a certain place thus meriting a status. (Sharpley & Stone 2009, 18.)

Dark tourism can be viewed as an experience for the tourist. Places are visited because the tourist wants to find out why this person or these people died. Even though it is not about how the person or people died, this shade is darker than the first two. This shade includes attractions or museums in relation to war, war memorials and cemeteries, assassination sites, sites of disaster and battlefields. (Sharpley & Stone 2009, 17.)

There are two shades of black tourism. In both traveling is about becoming one with death, either by pretending and experiencing it, or in its blackest form, actually becoming one with death. Pretending or experiencing death means that the tourist gets to be in the same situation as a person who really died many years before and understanding all the aspects of the situation. The blackest shade is becoming one with death. The tourist witnesses premature and traumatic death by traveling to a murder site. The tourist might also travel to a place knowing death will await there. People with an incurable disease who travel to Switzerland to get aided euthanasia is an example of this. (Sharpley & Stone 2009, 18.)

Shades of dark tourism can be distinguished and, as it has been said above, many people might have different motives in visiting some places connected to dark tourism other than the obvious death. Then again some people might have strong motivation to experience and become one with death. Of course this shading, brought on by Sharpley, is only one way to categorize this niche of tourism.

2.2.1 Museums, exhibitions and tours

There are museums that are dedicated to death. There are some exhibitions that depict something that has to do with death. This subchapter gives some examples of those.

Stone mentions Body worlds, a show which depicts humans. More specifically, real dead human bodies. The bodies have been donated to the show, they have been plastinated and positioned in different poses. Plastination is a technique with which decaying material, in this case a human body, is first embalmed with forma-

lin that is pumped into the veins (Institute of plastination 2014; Sharpley & Stone 2009, 23). This kills bacteria and stops the body from decaying. After this the body is anatomically dissected. In order to remove fat and water from the body, it is submerged in a liquid solvent. To replace the solvent in the body, it is placed in a solution of polymer and the solution is then placed in a vacuum. When the polymer is everywhere in the body, it is positioned in a wanted pose and the last step is to harden the polymer by placing the body in heat, light or gas (Institute of plastination 2014a). This exhibition is originally German but it goes around the world showing people what we look inside our bodies. (Institute of plastination 2014b).

This exhibition has had a controversial reception. Some people visit, but others oppose. Even though the exhibition lets people know that all the bodies are donated, there are some who doubt this. Stone states however that there is a reason why people visit the exhibition; death. It is close and you can look upon it. The detachment and comparison with life and death is an interesting concept to the visitors. (Sharpley & Stone 2009, 24-25.)

Regarding museums, Chicago Field museum has an exhibition that can be considered a dark tourism site (Archive.fieldmuseum.org 2007). In Eastern Africa in 1898 the rail road was under construction. Two male lions with no manes started to prey on the workers in Kenya, claiming many lives during 11 months. They tried to trap the lions and keep them away, but nothing worked. Lieutenant John Henry Patterson shot one of the lions many times in the beginning of December. Three weeks later he caught the second lion with several shots. He found the cave supposedly belonging to the lions, filled with human bones. He kept the skins and the skulls of the lions and eventually sold them to Chicago Field Museum. There they were stuffed. The Tsavo man-eaters can still be found there. Another maneless killer lion killed people in a Zambian village in 1991. It killed 6 people. This lion was shot by Wayne Hosek after three weeks of hunting for it. (Ocker 2011c.)

There are many guided tours for London. One category is Jack the Ripper tours. On these tours you will be taken to places where his victims were found. (Jacktheripperwalk.com 2007.) Jack the Ripper was a murderer who terrorized the Whitechapel district in London in 1888. The number of his victims is unclear, but it

is accepted that there are at least five victims. He killed prostitutes, mutilated their bodies and even removed organs. It is said that the precision with which he performed the acts he would have knowledge of anatomy. The name “Jack the Ripper” comes from a letter, the writer claiming to be the murderer himself. The fact of who was the killer is still a mystery, which is speculated even today. (Jones 2013.)

Some museums are dedicated to anatomical anomalies. One of these museums, Mütter museum, as first donated the collection of doctor Thomas Mütter and other donations after that have been made to the museum. Today the museum is home to over 25000 artifacts. (Mütter Museum 2014.) Museums and tours with these kinds of themes are in category four of thanatourism and on the darker shade of dark tourism. People visit because they want to know why.

2.2.2 Graves and roadside memorials

In Isojoki, Finland a tragedy took place on the 17th of May 1953. Kyllikki Saari, age 17, was on her way home after saying goodbye to her friend. Her father was waiting for her, but she never came home. Her shoe was found on the 10th of October a kilometer from the place where her bicycle had been found three months earlier. The next day the swamp grave of Kyllikki was found by accident. The murderer had left a branch to mark the place of her burial. A volunteer from a search group was about to fall when he took hold of the said branch and found it was not actually growing from the ground, thus stumbling onto the grave. The murder investigations ensued, but to this day the murderer has not been found. The forensics was not as developed then as it is today. (Hagert 2013a, 6-9.)

Many people were suspected in the Saari murder and many were exonerated. No one was ever prosecuted or convicted. Some of the people in Isojoki have had their suspicions of who the culprit is. Even though miss Saari is buried in the cemetery, the place where she was found, the swamp grave, is a popular place to visit. They have constructed a parking place in 2006 near the swamp grave due to the fact that many people visit the place. The confirmation school in Isojoki used to make a trip to her place of discovery and had an evening prayer there. Because

many relatives of the deceased and people who lived at the time of her death and investigation are still alive, the matter is kept silent. However, there is a signpost guiding to the place of her swamp grave and people in Isojoki will guide others there, if asked. (Hagert 2013a, 6-9; Hagert 2013b, 10-13; Latva-Mantila 2013, 14-17.) Also the last home of where a famous person spent the last days of his or her life is popular. People might be touched by the life or the life's work of the celebrity. (Leppänen 2010, 94-97.)

Another example is that there is a tour in Arlington National Cemetery, Virginia, USA. There are many stops such as the graves of the crew of the space shuttle Challenger and president John F. Kennedy's grave to name a few. The bus tour on the cemetery is narrated and people are given a certain amount of time to visit each grave. (Foley & Lennon 2010, 88). Christa McAuliffe was one of the crew members on the Challenger on the 8th of January 1986. She was a teacher who was chosen to go to space. She never got there. Her grave is in Blossom Hill Cemetery in Concord. (Ocker 2013b.)

It has become a widely spread phenomenon that when an accident happens, friends and family of the deceased bring flowers, candles and pictures of the people who died to the place of their death. This place can be on the side of the road or in front of a building (Hs.fi 2009.) This might be followed by other people commemorating the death of the people. They might not know them personally, but they bring items used to commemorate a loved one. This person can also be a celebrity. People might travel from afar to remember the said person. These "roadside memorials" are becoming more and more popular. (Remembermemorials.org 2011.)

This kind of behaviour falls in the category two and three of thanatourism and on the paler shade of dark tourism. This experience is shared by many, individually or alone. Roadside memorials are a rather new phenomenon compared to cemeteries. The memorials are becoming increasingly popular.

2.2.3 Sites connected to the Nazis

Foley and Lennon dive into the concept of dark tourism. They have visited the holocaust sites brought on by the Nationalist Socialistic party in Germany and other parts of Europe, where sites connected to the party are (Foley & Lennon 2010, 23.) In central Berlin there are some remains of Gestapo and the late SS headquarters. They were bombed heavily by the Allied forces in the end of the Second World War and many wrecked buildings were dismantled by city authorities in fear of late SS or the Nazi sympathizers using the buildings to honor the Nazis. (Foley & Lennon 2010, 33.)

Movies and other adaptations of the real events have been made in hundreds. Steven Spielberg's adaptation "The Schindler's List" produced a tour after the release of the movie through the empty filming sites, cemeteries and synagogues. This made tourism grow in the region during 1993-94. The filming sites were smaller than the real camps that require more time to go through. However, after two years the tour was disassembled. (Foley & Lennon 2010, 30, 64.)

In Washington DC the US Holocaust Museum can be found. This museum was built with American funding in 1993. It contains many artefacts such as photographs, letters and uniforms. They also have shocking and explicit material that can be viewed, but is hidden away from the public, so children do not see them and people are not forced to see this material. (Foley & Lennon 2010, 145-151.)

Attraction related to wars falls in the darker shade of tourism again people visit wanting to know why. In thanatourism this is category two, sites of mass death after their occurrence. World War II has produced many sites that are visited by many people. The memorials related to Nationalist Socialistic party mostly commemorates the victims of the party.

2.2.4 Media

Foley and Lennon consider the media in connection to the spreading of dark tourism. They mention the assassination of John F. Kennedy to be the first news event that came into the knowledge of everybody with a television in 1963 immediately through media. They also bring up the sinking of Titanic in 1912 as the first global event, but this news did not spread through the world as fast as the assassination of the president. This is because the media existing in 1963 was not available in 1912. (Foley & Lennon 2010, 16-17.)

Thomas Edison promoted his invention of the electric current by killing an elephant on Coney Island in 1903. The elephant had killed her keepers and they had decided to execute her. They came to the decision of killing her with electricity. When Topsy the elephant died from 6000 volts coursing through her body, 1500 people watched. Edison also filmed the death of the elephant. A memorial for Topsy was developed at Coney Island Museum. The film Edison shot that day can be viewed in the Coney Island Museum (Sharpley & Stone 2009, 118.)

Today, media can instantly bring “breaking news” to our knowledge. Foley and Lennon argue that by filming the funeral of President Kennedy, the media set a model for a reportage of a famous person’s funeral. They mention Princess Diana’s death, how the matter was dealt with and her funeral. Since the media had created an effect around death and happenings dealing with death, it can keep the public interested. (Foley & Lennon 2010, 16-17.)

2.3 Conclusions

Since the ancient times dark tourism has touched the population. People then watched the gladiator games and in the medieval times the public executions were the place to be. Today these kinds of events are in movies, used as entertainment. But still visiting massacre sites, graveyards and war memorials are something that intrigue people even today and these places are visited.

Dark tourism exists and many people take part in it, sometimes even without knowing it. Death does intrigue people, but there are occasions when one visits a place like a cemetery where a loved one is buried or a roadside memorial of a famous person or a friend. These sites are very familiar to us and people might not call them dark tourism, but they are still there. From gladiator games to roadside memorials, media assistance dark tourism is coming closer to the lives of each and every one.

Dark tourism can be connected to museums exhibiting something to do with death. The detachment between life and death is intriguing to people, since it can be regarded from a safe distance. Also, the media plays their part in spreading dark tourism. For example the roadside memorials are increasing and one reason can be the media exposure. Dark tourism is here. It has always been here, but we have not always called it dark tourism. Death, the most essential part of dark tourism, is something that draws people towards itself.

3 REAL HISTORIES AND FACTS BEHIND HORROR CREATURES

Everything that is horrifying, like vampires and werewolves, they all have a factual history behind them. All the creatures introduced in this chapter are somehow related to death, some more gruesomely than others. This chapter will enlighten the history behind the horror stories that have been shaped through time into these mythical, powerful creatures. It is important to know the history of these creatures. Only then can we understand why they exist, why they were feared, how they were treated and fought against sometimes even after death.

3.1 Exploring the mystery of death

We all know at least one vampire story, the one about Count Dracula. But vampire lore is more complicated than that. Through centuries the lore has taken the shape we know today. Some legends behind these vampire stories have happened in real life. Even the word vampire entered the English vocabulary in 1734 (Barber, 2008, 6). Other sources claim that the word would have emerged earlier, in 1732 (Beresford 2008, 8). Below the most common legends and actual events connected to vampires are presented.

Barber notes in his work that in the modern world we expect a handsome man to appear as a vampire. This is the image the entertainment has brought on. The real vampire would be a poor peasant; he would have a stubble of a beard, long nails on his fingers, his mouth and other eye would be open and he would wear a linen cloth. (Barber 2008, 2.)

Vampirism was a current topic a few hundred years ago. When someone was suspected to be a vampire, people in those days had characteristics with which they could identify a vampire. (Barber 2008, 7-8.) Vampirism appeared epidemically and the first person to die was blamed for the deaths that occurred after him or her. People who were infected with vampirism would die suddenly and unexpect-

edly, sometimes after an odd disease. Some folklores recognizes vampires as a transient type that strangles or drinks blood from their victim. The corpse looks fresh, nails, hair and beard have grown and new skin can be distinguished under the old. Some folklores notes that the body has no odor after it is exhumed whereas others describe the smell of the corpse as repulsive. The blood of the corpse was not congealed, as normal bodies would have. Staking the vampire was a common way to kill it. The vampire would bleed excessively and the body would be disposed of by burning it. (Barber 2008, 7-8.)

In Transylvania, Romania, lived a prince called Vlad III The Impaler of Wallachia. He lived approximately 1431-1476. His father was Vlad II Dracul. The name Dracul can mean either a dragon or a devil. (Bos 2011.) Vlad III liked to call himself Dracula (Snell 2013), which derives from Draculea, the direct meaning of Son of a Dragon or Son of a Devil (Bos 2011). He furiously defended Wallachia from the Turks (Snell 2013). He used different kinds of torture methods on his victims, who were his enemies and their allies, but also their families, from scalping, boiling or roasting people alive, skinning et cetera. He sometimes forced the family members to eat parts of their relatives. (Bos 2011.)

He found his favorite means to torture and kill his enemies: A stake would be forced into the body and then the stake was hoisted up. The victim would slowly be impaled by gravity of his/her own weight. He did not care if the victim was a man or a woman or even a child. (Bos 2011). He adapted the impaling method from Turkey when he was held there as a hostage in 1442-1448. The first people he killed were the boyars of Tirgoviste. They had not been loyal to his father. Punishment for any crime, big or small could be impalement. He tested this by placing a golden cup on the square of Tirgoviste. Anyone could drink from this cup, but it was never to leave the square. According to history, the cup remained unstolen, crime and corruption came to an end and culture and business flourished. (Leblanc 2000; Romaniantourism.com 2014.) This merited him the name Vlad the Impaler (Vlad Tepes). Bram Stoker found his surname for his book about vampires and named the character 'Count Dracula'. (Bos 2011.) Even though he was a cruel prince, he was not a vampire, nor did he live like the vampires we have heard of

(Snell 2013). He was cruel, but he was also honest and even today people in Romania think of him as a hero (Romaniantourism.com 2014).

Numerous people have heard about a woman who bathed in virgins' blood. Her name was Erzsébet (Elizabeth) Báthory and she was born in Hungary in 1560 (Zsolt 2013). She was born to nobility and she was engaged at the age of 11 and married her husband in 1575. A legend surrounds the start of Erzsébet's unimaginable story: when a servant was combing her hair, Erzsébet twitched and hit the servant. She started to bleed, some of the blood dropped on the hand of Erzsébet and she found that the skin looked brighter and she thought this was the secret to eternal youth. The girl was killed and Erzsébet bathed in her blood. (Harmat 2011.) She would torture her victims by whipping, cutting the skin after hanging the girls from their ankles and in other unthinkable ways. (Fischer 2013).

According to some sources Erzsébet was introduced to satanic rituals by her uncle, and her aunt Klára taught her to torture servants. If a servant did a mistake she was whipped and needles were stuck under her nails or she was burned with hot coals. Her mother-in-law did not approve of her torture and thus Erzsébet did it behind locked doors. She tortured and killed 40 women while her mother-in-law was alive but after her death she killed another 610 women and children. Count Thurzó according to some sources walked into a torture scene and caught Erzsébet. Her servants were killed and she herself was moored in a room and she would receive food from a small opening in the wall. She stayed there for four years, until her death. (Ofakht 2012.) She became insane and died on the 21st of August 1614 at the age of 54 (Harmat 2011).

Some sources claim that the cruel torturings done by Erzsébet would only be stories that have no base in history. For example, the actual bathing in blood is physically impossible due to the fast coagulation of blood. Also Erzsébet was never accused, but sentenced without a trial. The scientists who have studied her life have come to the conclusion that she acted no different to another noble woman who was widowed and lived alone. (Harmat 2011; Fischer 2013.)

Stories from Europe about vampires are numerous. One of the most well-known vampire was Peter Plogojowitz. He had died and after him nine people had perished. They had had an illness that lasted 24 hours. These people had claimed that Plogojowitz had appeared in their dreams and tried to strangle them. His body was dug out of his grave, looked for signs of vampirism, such as nail and hair growing, and an undecomposed looking body. He had all the attributes people looked for from an alleged vampire that was recently exhumed, even the blood trickling from his mouth. When he was pierced with a stake through the chest, blood flowed out. The corpse was burned to stop the vampire. (Barber 2008, 5-7.)

The reason why people would think another person was a vampire can be explained when a few diseases and corpse decomposition are taken into account. First there is rabies. It spreads from a bite of a sick animal and can lead to encephalitis or problems with the nervous system. The person suffering from rabies becomes aggressive and easily agitated. They are oversensitive to light, sounds, draft in a room and sometimes to smells. When the disease advances, the patient starts to have episodes of fear, anxiousness or hallucinations, as well as muscle cramps and in the end sometimes paralysis. Rabies might explain how a vampire can turn a human to a vampire with biting. There is also a belief that vampires can change into animals, mainly to a wolf or a bat, since a rapid animal can infect a person with rabies. (Genzmer & Hellenbrand 2013, 174-175; Johnson 2011.)

Porphyria is a genetic blood disease. It is caused by the defective way to produce heme. Heme is part of hemoglobin that binds iron ions to the erythrocyte, red blood cell. Hemoglobin, due to the iron, creates a bond with oxygen molecules and carries it to the cells in the body. (National Library of Medicine 2013). The porphyrias that might have been connected to vampires are Porphyria cutanea tarda (slow skin porphyria) which causes sensitivity to light and blisters that might burst and cause slow healing scars and the other is Erythropoietic protoporphyria, because it causes, itching and burning sensation on the skin. This is because the amount of protoporphyrines, that forms many substances in the body, is elevated. Protoporphyrines react to sunlight, which causes the symptoms. (National Library of Medicine 2014, Mustajoki 2013.) Tuberculosis is also connected with vampirism

(Pringle 2013). The infected cough, have fever, feel weak, have night sweating, chest pains, weight loss and sometimes they cough blood (WHO 2014).

People who were suspected to be vampires were buried in different ways from what was considered to be normal. The burial sites can be found all over the world. In Poland the remains of a man was found who was decapitated and the head was placed on top of the legs. Another male was found in Lesbos, an island belonging to Greece. Long iron pikes were protruding from his pelvis, ankle and neck. He was also buried in a strong wooden coffin. On the Italian island Lazzaretto Nuovo a female skeleton with a brick in her mouth was found. In Connecticut the skeleton of a male was found. His skull and femurs were placed in a familiar pattern; skull and crossbones. (Pringle 2013.)

Body decomposition was not at this time known to people to the degree it is now. A person believed to be a vampire was not buried face up because it was feared that the vampire would dig itself out and prey on other humans. This is why they buried the person face down. In Serbia, in January 1732, there was a case of forty persons being exhumed under the impression that they were vampires. Thirteen were confirmed. One famous autopsy performed on a female who was believed to be a vampire was written down by Dr. Johannes Flückinger. The woman had been buried two months earlier but there were no signs of decomposition. Blood could be seen dripping from her mouth, nose and from the chest where the stake had been driven through. The blood was not coagulated, her organs and skin looked fresh. The cavity on her chest and her stomach was full of blood that did not seem to have come from her own veins. This was interpreted to mean vampirism, especially if the person died violently or otherwise unnaturally. The bodies were then decapitated and burned in a ritual way. (Johnson 2011.)

Anthropologist Eric Michael Johnson describes in his article the process of normal putrefaction of a human corpse and compares it to the findings of the vampires. Decomposition of a body is attached to temperature and the lower the temperature, the slower the decomposition. In a colder environment the corpse can preserve itself, in some cases, for months. The exhumation of the alleged vampires happened in January which means it was cold. There are bacteria that use the

proteins in the blood as food and thus aid the putrefaction. Dying violently causes hemorrhage which slows down the work of the bacteria which in turn slows down the putrefaction. The lungs fill up with dark red fluid that looks like blood and brains turn into fluid. Gravity removes the liquid from the body and since the vampires were buried face down the fluid would drip out from the mouth and nose which creates the impression that the person has fed on human blood. Since some fluid is still in the lungs and gases that form during decomposition accumulates in the torso, driving a stake through the chest can cause the fluid to burst out with a groan or a scream emitting from the gases that are released. Because this was not understood a few hundred years ago, the missing pieces came from the imagination only fueling the vampire legends more. (Johnson 2011.)

Even though the legends and stories of vampires date back centuries and they were simple in the beginning, stories of vampires are shaped to fit the culture of the country they are found in. Misinterpretations about diseases and normal decomposition fueled the vampire hysteria. Due to *Dracula* by Bram Stoker the vampire lore started to unify and this is why we now have the existing vampires the way they are.

3.2 Cruelty, fear and misunderstanding

Just as vampires, also werewolves have been present in our history. There has been actual hunting of werewolves in the past. They have origins in many countries. Stories of these shape shifters go as far as the ancient times.

One ancient story tells about King Gilgamesh, written in Ancient Sumeria on clay tablets (Academy of ancient texts 2001a.) Goddess Ishtar asked King Gilgamesh to marry her. However, King Gilgamesh knew of many previous suitors of goddess Ishtar. He noted that one shepherd, who had killed for Ishtar and brought her bread every day, had been turned to a wolf by Ishtar. He was now hunted. (Academy of ancient texts 2001b.)

Another ancient story comes from Ancient Rome. Ovid, a Roman poet, wrote *Metamorphosis* and in one of his stories he told about the transformation of a werewolf. King Lycaon was known for his horrible ways and cannibalism. Jupiter came to earth in a human form to see if the rumors of the viciousness of mankind were true. He came to the household of King Lycaon, introduced himself as a god and this made everyone worship him. King Lycaon did not believe this and said he would expose the god as fraud. He killed a hostage, boiled and roasted him and offered the meat to Jupiter. Jupiter became furious; he destroyed the house of King Lycaon which made the king flee. He was said to howl, he had foam on his mouth and he turned to kill the sheep. "His clothes became bristling hair, his arms became legs. He was a wolf but kept some vestige of his former shape". (Kline 2000.)

There are folklores about werewolves in Germany where a wolf belt, when put on, would turn the wearer into a werewolf. One notorious man called Stubbe Peeter was caught and executed for murders and cannibalism. He might have been a savage and a killer, but Sidke notes that a wolf might have been in the area increasing the body count and meriting him his title. He was tortured, decapitated and burned. (Sidky 2004, 234-237.)

Werewolves were hunted and tried during the witch hunt in the 16th century. It was believed that witches changed into wolves because they craved human blood and flesh. Also the greed from within, wanting to do horrible matters and cruelty were considered to be reasons. (Sidky 2004, 215.) During that time werewolves were believed to be human who could turn their skin over revealing wolf fur. This is why if a person thought to be a werewolf was caught, the skin was cut and peeled back as an interrogation technique to reveal the wolf fur. (Fiebag, Gruber, Holbe 2003, 145.) There was one case in 1685 in Ansbach, Germany where a real wolf, whose snout had been cut off and was dressed in human clothes, was brought to be hanged (Genzmer & Hellenbrand 2013, 177).

After the plague, the population of wolves grew and attacks on people started to increase. Many stories of men changing shape to a wolf come from many places in Europe. In Ansbach, Germany, animals, children and women had been killed. A

wolf was caught and killed. In Gévaudan, France 60 to 100 people lost their lives to two wolves. The wolves were hunted and over a thousand wolves were killed until the pair was caught and killed, nine months apart. Gilles Garnier is one of the famous cases of werewolf-linked stories. Two farmers heard the cry of a girl and found her under attack of a wolf which ran away after seeing the farmers. Disappearance of a boy, killing of two girls and another boy killed increased the fear of the potential werewolf. When Garnier was found, he was dragging a body of a young boy and among other attributes he had one characteristic that is connected to werewolves; bushy eyebrows that had grown together. He confessed lycanthropy under torture and was burned. (Sidky 2004, 223-227.)

There is a medical condition called the congenital hypertrichosis or sometimes referred to as the werewolf syndrome. In this condition hair grows excessively on the body and everywhere on the face. The gene is thought to be carried by the X chromosome and affects men. The gene is rather rare, there are 19 known cases and all of them come from the same family in Mexico. (Glausiusz 1996.) The behavior of people accused of being a werewolf might also have been caused by a mental disorder or rabies (Genzmer & Hellenbrand 2013, 177.) Dissociative hysterical neurosis, manic-depressive psychosis, schizophrenia, psychotic depressive reaction, porphyria, psychosis and organic brain syndrome and psychotic depressive reaction could also be diseases that would have been counted as lycanthropy (Sidky 2004, 239).

Wolves that are healthy do not attack a human often. But as Sidky notes, a wolf with rabies acts as we expect a wolf in general to act. In France and in Turkey there have been incidents of rabid wolf attacks. In France a rabid wolf bit 46 people and attacked a cattle herd of 82. In Turkey the wolf attacked 128 humans and 85 sheep. Both occasions happened on one day and many died from rabies. (Sidky 2004, 242-244.)

A question is raised when in the trials of werewolves the accused have said they had rubbed a lotion on their skin and after this they had turned into a werewolf. These lotions could have contained psychoactive substances and other added materials such as shellfish. Different combinations would create different kinds of

effects, such as a person might believe himself to be a fish or a goose. (Sidky 2004, 248.)

3.3 Persecuted women

Women were feared in the Medieval times. Since women were closer to the nature, they had vision and they could tell your future, others started to believe they were witches. Women who could conjure were considered dangerous, but later also women without a spouse were put to the same category. They were free and they could explore their sexuality more freely than a married woman. The church would not accept free women or sexuality and thus being an independent woman was demonized. Some men were also accused of being witches, especially if they did not meet the societal standards. (Fiebag et al. 2003, 144-145.)

Sidky considers the Black Plague being the beginning to the witch-hunts. The Black Plague took hold of Europe with three outbreaks in the 1300s and killed millions of people. People needed someone to blame for this and Jewish people were attacked, tortured and burned. Sidky notices similarities in the way these two hunts were executed. Even though it is now known that the cause for the plague were the fleas of black rats that carried the microbe, this was not considered 700 years ago. It was believed that Jewish people were poisoning the water in wells. (Sidky 200, 77-89.)

Sidky notes that torture had rules by which a person could be tortured. Restrictions were that: the torture must not last longer than half an hour, it must not endanger life and the person must not be injured. However, with witches these rules were stretched. Witches were tortured many times with each question giving the torturer a new 30 minute or an hour period to torture the person accused of witchcraft. Sidky mentions some men and women being tortured 18-20 times. A witch was tortured to get names of accessories to the crimes. Sidky states that some witches were tortured until they had given up more than one hundred names. It did not matter whether these people were innocent. With each witch giving more names the hunt expanded. Witches were believed to bear the mark of the Devil, which

was a spot on the skin that felt no pain. A needle would be pushed deep in the mark and this would tell the torturers that the person was a witch, even though the person might tell otherwise. (Sidky 2004, 118-112.)

Water was a way to detect a witch. If he or she floated, it was a sign of a witch. If the person drowned or sunk, they were innocent. The accused was tied up with the thumbs tied to the opposite big toe and a rope around the waist. Two people would hold the end of the ropes on different sides of the lake with the accused in the middle of the lake. With the rope the torturers would control the floating or sinking of the alleged witch. (Sidky 2004, 125-126.)

People feared others with supernatural skills, and church used this fear to their advantage. Everything that could not be explained was marked as the Devil's work. This led to 200 years of gruesome persecution against witches; women were accused of worshipping the Devil and of practicing magic. The witches were to be identified by torture after which they were to be killed. Women were cruelly tortured and abused to get them to admit to being a witch. Everyone would admit to being a witch after this and it only fuelled the already existing mass hysteria. They used tests with fire, water and blood to reveal the innocence or guilt of the person. Some had the notion that witches could turn into werewolves, people who could turn their skin around revealing the fur under their skin. Jean Bodin, a French law scholar who lived in 1530-1596, gave this theory in his book. This led to horrible tortures of the accused werewolves, where pieces of their skin were cut off and even though no fur could be found under the skin, it did not mean an acquittal. (Fiebag et al. 2003, 144-145.)

Sidky cites that witches were discovered everywhere, every city, town and village. The witches found were first arrested and then tortured. They were burned after they had been convicted. Witches were feared because they were thought to be in league with the Devil. People were killed during three hundred years without mercy. After the year 1500, the witch-hunts took a turn to the worst. People accused of witchcraft were being convicted and destroyed by hundreds. When year 1630 came, people convicted of witchcraft were found in all positions of life, such as

lawyers, judges and priests. Even children were killed during this period. (Sidky 2004, 23-31.)

Witches were blamed for almost everything that went wrong in life, such as crop failures, various pests, male impotence, sacrificing children and eating the hearts or drinking the blood of their own children. Consuming human flesh and making lotion of the fat was thought to be the reason why witches could fly. (Sidky 2004, 33-36.)

Free women were feared in the past. Also bad times and diseases were blamed on many innocent people. This led to stories which led to prosecutions and eventually hunts and thousands of deaths of women and also some men. People were cruel in the old days; there were no rules when it came to hunting witches.

3.4 Ghosts, hauntings and their most common types

Ghosts intrigue and bring fear to some. Some have seen them, some do not believe in their existence. There are evidence to prove their existence and explanations to prove the evidence rationally wrong. Some people are more sensitive to the paranormal world than others. The experiences in haunted places vary.

Ghosts are first mentioned in the epic of Gilgamesh. King Gilgamesh and his friend Enkinu had killed The Bull of Heaven which goddess Ishtar had asked for to kill King Gilgamesh after he refused her marriage proposal. Now the gods were angry and they decided Enkinu would die for this killing. Enkinu says he must now become a ghost. (Academy of Ancient texts 2001b; Academy of ancient texts 2001c.)

Ghosts are considered to be spirits of dead people. There are four types of hauntings; residual, intelligent, demonic and poltergeist. Even though they all have their characteristics, sometimes it is not easy to put certain types of hauntings to a specific category. (The Paranormal MD 2014.)

Intelligent hauntings and ghosts are a rather rare type. These ghosts used to be humans and keep the characters they had as humans; kind are kind and mean are mean. The ghost will try to get the attention of human beings by moving objects or hiding them, turning machines or such on and off and other things that people find irritating. They can communicate with people and they notice people. Some experts consider these types of ghosts to be unaware of the fact that they are ghosts. Some think they cannot move on and are trapped. Some have come to the conclusion that they do not want to move on. (The Paranormal MD 2014.)

Residual hauntings can be found in places where something powerful has happened in the past. Higher energy is released when a traumatic or emotional event happens in a location. These types of places are for example the battlefields. However, this type of haunting might not be related to ghosts at all. Phenomena linked to residual hauntings are sounds or images that can be heard and seen to do the same things over and over again. They do not try to make contact and they do not notice people. It is energy that is causing the phenomena, not ghosts. Experts have given one possible explanation for example to haunted staircases: people go up and down several times, footstep after footstep. This releases energy that is stored by the staircase and is then again released at a random time. And we hear footsteps that have no body, even though they might be our own footsteps that we hear. (The Paranormal MD 2014.)

Poltergeist hauntings happen usually inside a house and household items might get scattered, noises of tapping and knocking might be heard, furniture move with no corporeal body moving them and such. Even though it is easy to blame a ghost for this, the culprit might be a young girl or boy who is in an emotional or sexual confusion. They are using psychokinesis (moving objects with energy created in the brain) to produce these phenomena unconsciously. This will eventually fade away and things go back to normal. (The Paranormal MD 2014.) Hans Bender (1907-1991), a German professor, was studying ghosts and he linked this kind of poltergeist phenomena to young adolescents. To prove this he used questionnaires and tests that use picture association. (Fiebag et al. 2003, 108.)

The fourth type of haunting is the demonic haunting. It starts discreetly and reminds of the poltergeist type of haunting, but the phenomena are more intense. The presence of a demon is evil and there might be more than one presence in one location. Demons are very clever and should never be challenged. They dislike humans. They can appear to be good spirits to gain trust or appear to have disappeared only to appear again in moment that is vulnerable. Demons are intelligent, very powerful supernatural entities. They can attach themselves to things and torture a person emotionally and/or mentally by invading or attacking a human body and they can invade homes. They can take any shape they want, human or inhuman, to turn into the moment they want and whatever they might need to use at a certain time. Demons can be seen as masses that are black standing in a corner of a room or in a doorway. (The Paranormal MD 2014.)

There is an island in Italy, which has merited the title "Italy's most haunted island". The history of the island called Poveglia begins in 421 when it was used as a sanctuary when Italy was invaded. It is situated near Venice. The people who fled there lived happy for a few hundred years but had to leave the island when their population grew. In 1348 the plague reached Venice and sick people were sent to Poveglia to prevent an epidemic and the dying people were burned. Another wave of the plague came in 1630 and the same treatment was used. Napoleon used the island as ammunition and explosive storage afterwards. A badly built mental hospital was founded on the island in the end of the 1800s and the mentally ill lived there. According to rumors a doctor in the 1930s performed peculiar experiments on the patients. He eventually went mad and leaped off the bell tower of the mental hospital. The bell tower has since been removed. In the 1950s a center for old people was founded, but it was closed in 1975 and the island has been abandoned ever since. People are not allowed to enter the island. (Travelchannel.com 2014; Zannoni 2013.)

Haunted places and odd occurrences go hand in hand. Physics and parapsychologists have studied these for decades. In haunted places the reports of cold places in a room, someone pulling clothing, touching lightly, footsteps, strange sounds and apparitions to name a few are nothing new. (Fiebag et al., 107; BBC News 2005.)

3.5 Conclusions

Things that could not be explained were given a supernatural explanation a few hundred years ago. Diseases roamed on earth killing people in epidemics. Since the real culprit was not known, the person who happened to die first was blamed for this, buried differently, exhumed and killed again to prevent things happening again.

Certain diseases were connected to certain horrible creatures, hygiene was not at its best and how a disease transmitted from a person to another person was not even considered. Consumption (tuberculosis) and rabies were most commonly connected to vampires and the transmission to another person was almost the same; both of them contaminate with bodily fluids, the first by droplet infection the other through saliva, for example via bite.

Stories and legends of horror creatures were an invention of fear, misunderstanding and superstition. What could not be explained was blamed on a person with a medical condition or a mental illness. People were killed, mutilated when alive or posthumously (after death). Due to evolved medicine and technology, these unexplained events have gotten a logical explanation.

Witches have had their share of human cruelty in the past. The witch hunts attacked mostly women that were different. The torture that was performed upon them increased the number of victims and on most occasions the tortured and killed may have been innocent to the crimes they were accused of.

4 THE AFFECT OF POPULAR CULTURE ON HORROR

Knowing the history helps us understand how these creatures have developed from evil killers to idolized stars. There are many movies and books about horrific creatures. Many different creatures have been introduced since people invented writing. The popular culture has taken their share of the horror and created idolized creatures which are not scary but intriguing.

4.1 From cause of hysteria to idols

Bram Stoker wrote the novel 'Dracula' during 1890-1897 (Bramstoker.org; Scarborough 2008). He came across the real Dracula while reading William Wilkinson's 'An Account of the Principalities of Wallachia and Moldavia' during the research and writing process of his novel and changed the name of the novel. The title of the book was supposed to be 'The undead'. (Scarborough 2008.) This is why people connect this book to Vlad the Impaler, the real Dracula. He researched folklore of Eastern Europe and also travel guides, the most famous one being 'The Land Beyond the Forest' written by Emily Gerard in 1888 (Scarborough 2008). Stoker borrowed a lot of the attributes of a modern vampire from the Slavic folklore of vampires. (Johnson 2011.) And most of them are in use today.

Since the discovery of Count Dracula, the 'population' of vampires has risen. The old scary Nosferatu (Murnau 1922), and Count Dracula (1897), are the starting point for this creature. The popular culture tells us how to recognize vampires: They have no reflection, they shun away from crosses and garlic, they cannot move from their castles without the desecrated ground, they cannot move during the day, since the daylight is fatal to them, they can be killed with a stake through the heart, by decapitation (cutting the head off) or fire. Dracula's bite and drinking his blood will turn another person into a vampire and he can turn into animals, mostly to a wolf and a bat. He drinks human blood. These are attributes we have learned from Bram Stoker and as discussed in the previous chapter regarding fact

about vampires, they are characteristics he borrowed from Slavic vampire legends. (Johnson 2011.) The characteristics have been almost unchanged for over a century, but modern authors and movies are adding and evolving the known vampire image.

People have better knowledge of vampires and they are idolized especially after modernized vampire love stories have emerged, such as *Twilight* (Meyers 2007), *Vampire diaries* (Smith 2010), and the movies and series linked to these novels. New attributes have been given to these creatures, reducing their weaknesses and increasing their strengths. Creatures so deeply feared a few hundred years ago have gotten an idolized position in our modern world.

We have come a long way from the fear we once had and embrace vampires today. On Halloween different kinds of creatures circle from door to door almost in every country asking for treats. Movies are depicting more and more horrifying scenes and we have become numb to them.

4.2 Restrained werewolves

Werewolves can be found in many folklore stories. They were feared and hunted. But the movies have brought this fear to the modern world. Nowadays werewolves are considered a myth, but they still intrigue people.

What was discussed in the previous chapter, lycanthropy or turning into a werewolf is transmitted through a bite. As established also in the previous chapter concerning werewolves, diseases and medical conditions, uncertainty and not knowing the pathophysiology of a disease led to fears. This feature has been adopted by the movies. One of the first movies to take on the werewolves was the *Wolf Man* in 1941. In this movie the man who was bitten by a werewolf transformed into a wolf every night during the autumn, when the wolfsbane was in bloom. The next movie tied to the previous movie brought the full moon into the picture. Because of this, every movie thereafter depicting werewolves, turn into one only during the full moon. They have superhuman strength. (Wilson 2014b.)

Movies also tell us that there is no cure to lycanthropy. If you are bitten, you turn into a werewolf for the rest of your life during every full moon. Werewolves can be killed with a silver bullet. (Wilson 2014a.) Death brings out the human form of the werewolf, if killed as a wolf. Also every injury inflicted upon the wolf, can be seen in the human form (Ashliman 2010). However, some movies brought on cures: *Ginger snaps* shows us that infused wolfsbane injected to the body will cure lycanthropy (Fawsett 2000). However, wolfsbane in real life is poisonous and should not be eaten or in any other way consumed. It can get through skin and can kill within six hours of consumption. It may have been used to repel and/or poison wolves. (Urban dictionary 2011.) Also in *Harry Potter*, Professor Lupin can be a calm wolf if he drinks wolfsbane potion (Cuarón 2004).

The twilight saga introduced the Quileute native tribe and their ability to transform themselves to wolves when a vampire was in the vicinity. They could transform without a bite or belts. They had it in their blood. They can transform effortlessly and without much pain. In wolf form they can hear each other's thoughts and the alpha male of the group is the one everyone listens to, no matter what. (Weitz 2009.)

From the ancient world, these ferocious creatures have been turned in some cases into gentle beings that will not hurt humans. Horror movies instead follow the old pattern bringing the darker side of werewolves out. The weaknesses of these creatures were also reduced like that of vampires and the strengths were increased.

4.3 Desirable witches and wizards of popular culture

Today witches are accepted and witchcraft is understood as a religion that honors nature, they are proud of their own spirituality and respects other people's rights. They do not believe in the devil, but believe in the good and positive aspects of life. Their beliefs go far back into ancient times. Witches today are perceived to

have broomsticks, black cats and pointy black hats. The real witches want to reverse these stereotypical attributes. (Salemwitchmuseum.com 2012.)

Harry Potter is a young wizard who is in a school called Hogwarts and he is destined to fight the notorious Lord Voldemort. Diagon Alley is an alley everyone, who has seen the movies or read the books, knows. However, people can now really visit Diagon Alley, on Google maps (Williams 2013).

There is a story of a nanny that acts like a witch, or a fairy godmother, Nanny McPhee. She arrives when you most need her.” As long as you do not want her, but need her, she stays. But when you want her, but no longer need her, she must leave”. She arrives with a walking stick she conjures spells with, she is patient and she teaches children and the parents lessons they need to learn. She has distinctive appearance: a mole on her cheek, an out grown tooth and such. However, after every lesson one by one, these appearances disappear. (Jones 2005.) Mary Poppins is another story of a nanny that can be thought to be a witch or a fairy godmother. But she is a good witch. She means no harm and she teaches the children and the whole family some valuable lessons. She uses her umbrella to fly and you can find anything in her bag, no matter how large it is. (Stevenson 1964.)

Not all movies about witches show the good witches and wizards. Even in Harry Potter there is a villain, Lord Voldemort. But some movies are filmed in real locations connected to witches. Disney’s Hocus Pocus was filmed almost entirely in Salem (Ocker 2013a.)

4.4 Ghosts through the lenses

Ghosts have been reported by many and investigators of the paranormal come into picture. In the following chapter some hints on how to take a picture or video of a ghost are given.

There is a term “Ghost photography”. Balzano defines it as a picture or video that is taken either accidentally or purposefully and it contains an image that seems to

be a ghost or something other unexplained. There is a possibility of “false positives”, which means that even though you have taken a picture of a ghost with your camera, it turns out to be something that is not a ghost at all. One must not think that everything is of ghostly origin but one must not think everything is completely normal either. Another term connected to ghost investigations is “the intention argument”. Shortly explained it means that the ghost appears and does what it wants and it does it at its own convenience, when it wants to. Balzano gives an example of a ghost appearing for an old Polaroid camera and maybe not appearing for a modern digital camera. Also sometimes paranormal investigators are mean to the ghosts; they shout and say things that make the ghosts irritated. They do this to get a response out of them which sometimes works. (Balzano 2009, 3-8.)

Pictures of ghosts do not appear only in places that are told to be haunted. Sometimes places that look like they should be haunted are not. Pictures can be taken in your own home during a day. Ghosts do not run with time like we humans do. As explained earlier, residual haunting is energy that is stored and released when it is triggered by the environment. The poltergeist type of hauntings was studied by the parapsychology and it concerns the possibility of connections between telekinesis and human mind. Even though scientists have studied ghosts in the past, it is now being continued by people taking the investigations as a hobby. (Balzano 2009, 9-10.)

Phenomena expected to be found in photographs or recordings of a haunted place are orbs in the picture, electronic voice phenomena or EVP to name a few (Balzano 2009, 14-15). In the past ever since the photography was developed, spirits have been seen in pictures. However, sometimes these pictures were manufactured to trick people believing it was a real ghost. (Balzano 2009, 19-24.) October 2004 brought ghost hunting to the television. Many shows with different ways to capture ghosts on film have surfaced since. One should have a critical eye for the shows since some may manufacture evidence of the paranormal. (Balzano 2009, 26.) Sometimes manufacturing a ghost picture is done to show people what something like an orb or mist looks like in a picture, how they can be produced so people will learn to avoid them and thus avoid accidental or deliberate fake pictures.

Balzano encourages people to make these fake pictures to learn how their own camera works and keep the pictures near, compare them to the ones taken for real and thus ruling out the accidental or deliberate fake ones. (Balzano 2009, 29-30).

It is claimed that the human eye cannot see the frequencies in which the ghosts appear. Digital camera can catch the frequencies and thus see what the human eye cannot. (Balzano 2009, 36.) People who have similar interests are more likely to gather together. They want to rationalize their enthusiasm. (Balzano 2009, 12.) This means that people who have an interest to go hunt ghosts, or play board games (for example) gather together and hunt ghosts in a group or play a board game in a group.

Many groups have travelled to places that have been reported to have ghosts. They go there to find an explanation for these phenomena that are paranormal. (Simply Ghost 2008.) This became popular in the 21st century.

4.5 Conclusions

Creatures that were feared have gone through a transformation and become something people look up to. Vampires that a few centuries ago were feared and then killed and mutilated after death have gone through a transformation from a decomposing corpse of a peasant to a handsome and rich aristocrat. This creature has been adapted to many novels and movies in the recent years and it gets new attributes with new writers. Werewolves were also feared in the past and even hunted with witches. They are also a popular subject in the entertainment and many movies give these creatures new attributes, just like to the vampires.

Witches that had to endure torture and were eventually killed have also been raised to a pedestal in the modern world. Witches are not feared as much as in the old days. Male impotence or crops lost are not blamed on witches anymore. Movies and novels have transformed them into a desirable position. They are not depicted anymore as devil worshippers but good and kind. Of course for the sake of

entertainment some archenemies have been created and they are on different sides; those being good and evil.

Ghosts have intrigued people a long time and people have tried to make contact with them. Since the development of film and cameras, people have been able to take accidental and deliberate photos of ghosts. Since the new Millennium has started, filming sites where hauntings have been present have become popular. Ghost hunters travel to a place and take photos, film and use all equipment available to find evidence of ghosts.

5 TYING HORROR TO DARK TOURISM

Horror intrigues people, and since some horrific characters are based on real events and on real persons that existed a few hundred years ago, there are places you can visit. Literature and media in its various ways promote this and bring tourism to certain regions that have a history and roots with creatures that brought fear to so many in the past. Horror can easily be linked to death and from there to dark tourism.

5.1 Cities

It has been established in the previous chapters that Prince Vlad Tepes, even with his cruel and sadistic ways of torturing, was not a vampire. Due to Bram Stoker Dracula has gained the fame of the one vampire you can and should visit. Bram Stoker's Dracula was translated into Romanian in 1990. Also real places connected to the real Dracula are available for visitors. (Romaniantourism.com 2014.) Leblanc took part in one of the many tours available in Romania. This tour contained the historically important places to Vlad Dracula, such as his palace Curtea Domneasca, his birth town Sighisoara and Snagov Monastery where according to legends he was buried. The novel of the vampire Dracula has been brought along: one can eat the same meal Mr. Harker eats in the novel. (Leblanc 2000.) The hotel Golden Crown and Castle Dracula Hotel have been built after the novel; they did not exist when Stoker wrote his novel over 100 years ago (Romaniantourism.com 2014.)

Witches are popular these days. Salem is a famous town for witches due to the Salem Witch Trial in 1692. This year 14 women and 5 men were hanged for witchcraft and one man was crushed to death for not cooperating. Later apologies for the victims' families were issued. Where the victims' are buried is not clear. The Salem Witch Museum was founded to remember the people who lost their lives because of fear and prejudice in 1692. (Salemwitchmuseum.com 2012.)

Many people have heard of Sleepy Hollow and the ghost without a head who rides with a black horse in search for his head. The story, "Legend of Sleepy Hollow", is written by Washington Irving in 1919-20 and it was published in a book called: "The Sketch book" (Merriam-Webster.com 2014b). The town Irving based his story on as New York. His grave can be found in Tarrytown. Since some landmarks that are depicted in the short story "Sleepy Hollow" actually do exist for real, a town called Sleepy Hollow has been founded. Even though the story of the headless man is invented, real tragedies have happened in this town. (Ocker 2012b.)

5.2 Graves and ghosts

In Bulgaria there has been a grave found with a skeleton that has been pinned down with iron spikes. This was one way to keep alleged vampires in their graves. The discovery has brought on public interest about vampire tourism. The tourism board has announced an increase in people asking about "vampire vacations". The skeleton is planned to put on display in a museum in Sophia. (Huffingtonpost.com 2012.)

In USA one can find many graves of vampires. In Exeter, Rhode Island, the Grave of Simon Whipple can be found with an engraving revealing he was thought to be a vampire (Ocker 2011b.) In Jewett city, Connecticut, the Ray family was thought to be under the grip of a vampire. They had five sons. The father and the two eldest sons died first and a third fell sick with consumption or tuberculosis. To get rid of the vampire the deceased sons were exhumed and burned. They are now known as the "Jewett City Vampires" and they can be found in Jewett City. (Atlas Obscura 2014.) The last vampire in New England, Mercy Brown, is buried in Exeter, Rhode Island (Ocker 2007).

An alleged werewolf grave can be found in Western Latvia. The place has many ghosts stories and legends. The grave itself is covered with big stone blocks and it is very old. (Latvia.travel 2012.) Warner Oland was a Swedish born actor who

played the world's first werewolf in a movie called "Werewolf in London" in 1935. He is buried in Southborough, Massachusetts. (Ocker 2011a.)

Ghost hunters travel to cities where there are haunted places and try to get contact with ghosts. They use different methods and machines to measure and record the existence of ghosts. (Simply Ghost 2008.)

The popularity of horrible creatures has increased in the past years. People may want to know more about these creatures today and become a monster to feel how it is to be a monster. Halloween is a good example of this. The once feared creatures have conquered the hearts of modern men.

6 RESEARCH ON THE DARK TOURISM AND HORROR

To find out what people know about dark tourism and horror tourism, a questionnaire was designed. The questionnaire asks questions about dark tourism in general and horror creatures in more detail. Also some personal details are asked, such as age and gender.

The aim is to find out what the level of knowledge is people have on creatures that bring fear and death. The answers to specific questions can be found in this thesis. Also opinions about the questionnaire were asked. The target group was young adults, who might be interested in horror and dark tourism, but everybody who took part in the survey were more than welcome to do so and all opinions are appreciated.

The questionnaire was conducted partly in the lobby of the Campus Allegro, which is also the home of Centria University of Applied Sciences. Also some friends and relatives were included in the survey. These were conducted away from Centria. Every time people were asked if they want to take part in the survey, no one was forced to do so. The questionnaire has a movie ticket package as an award for those that give their contact information. There were two movie tickets to the local cinema. It will be raffled amongst the people who filled in their contact information in the end of the questionnaire. People wrote (if willing) their contact information on a separate slip reserved for it and they could put it in a special box brought for that purpose only. This is how the questionnaire and the answers stayed perfectly anonymous. The expected number of filled in questionnaires was about 50. The slip was in three languages. This way when the raffling has been done, the language on the slip will reveal what language to speak to the person when informing him or her about the win.

The questionnaire was conducted in three languages; Finnish, Swedish and English. The answers to the questionnaires were run through a statistical program called Statistical Package for the Social Sciences, or SPSS for short, and some

graphs and tables were chosen, presented and explained. From the lobby of Campus Allegro I could get answers from people with many backgrounds, languages and age groups since not only students walk through there. The research was done on different times and also friends and relatives of different ages were asked to get a broader perspective on the subjects and also so the representativeness of the group would be wide enough and the survey would not be biased.

Random sampling was used to conduct the survey. It means that everyone had the chance to take part in the survey and also that it was optional to everyone and no one was forced to take part in it. This was done also so the sample would not be biased. The sample is the group that took part in the survey. (Veal 2006, 284.)

TABLE 1. Age distribution

		Frequency	Percent	Valid Percent
Valid	20 years or younger	7	11,3	11,3
	21-30	25	40,3	40,3
	31-40	6	9,7	9,7
	41-50	5	8,1	8,1
	51-60	9	14,5	14,5
	61-70	3	4,8	4,8
	71 years or older	7	11,3	11,3
	Total	62	100	100

For example there were seven age groups in the survey and all the age groups were represented as can be seen in Table 1. The frequency shows us how many people answered in each group and the valid percentage shows us how large in percentages each group is compared to the whole sample. The table shows us that the majority of the answerers are 21-30 years of age with 40,3% (25 answers) and the two next largest groups are 20 years or under and 71 years or older with 11,3% (7 answers) each. The next largest group was 51-60 years with 14,5% (9 answers). The last three groups were less than 10% each. Altogether 62 people answered the survey.

TABLE 2. Language distribution

		Frequency	Percent	Valid Percent
Valid	English	10	16,1	16,1
	Finnish	27	43,5	43,5
	Swedish	25	40,3	40,3
	Total	62	100	100

Something that also shows that the group was not biased was the distribution of language. Since the questionnaire was translated into three different languages, English, Swedish and Finnish, it also gave people equal opportunity to participate. Many people asked if they could do the survey in Swedish and were pleased to find out it was possible. Table 2 shows that 16,1% (10) were English speaking, the majority were Finnish speaking with 43,5% (27) and many of the answerers were Swedish speaking with 40,3% (25).

TABLE 3. Gender distribution.

		Frequency	Percent	Valid Percent
Valid	Female	40	64,5	64,5
	Male	21	33,9	33,9
	No answer	1	1,6	1,6
	Total	62	100	100

The genders were also represented. Table 3 displays the gender distribution. 64,5% (40) were women and 33,9% (21) were men. The “no answer” means that the person who answered the questionnaire had not given an answer to this question. He or she might have disregarded the answer by accident. Since it cannot be known which gender the answerer was, it is called “no answer”.

These are examples of what made the survey random and unbiased. The survey was conducted in order to get at least 50 answers and the result was 62. This exceeded expectations.

7 RESULTS OF THE RESEARCH

The research was conducted partly in the lobby of Campus Allegro and partly elsewhere. Centria University of Applied Sciences is located in Campus Allegro which houses also other institutions and a concert hall. Being in the lobby of Campus Allegro gave an opportunity to get random sampling from the population (all the people who had a chance to take part in the survey), of schools and also people visiting the campus from outside. The majority of the people who answered in the lobby of the campus were Swedish speaking.

In this chapter the opinions of the answerers are revealed. Also the behavior of the respondents is observed. The whole questionnaire is analyzed thoroughly but only a few of the questions has a graph or table to visually present the answers to the questions.

7.1 Observations

A table was placed in the lobby where the box for the lottery tickets was placed and fliers marketing the survey were taped around the table telling people that there is a survey and when you fill one out you can take part in a lottery. Many people came in pairs and seeing someone with a survey made them circle the table from afar.

Then the next step was taken. The survey was advertised to the people who walked past. This resulted at first in some people stopping and listening to what was being said and then walking away, not answering. Some people were talking to a friend and as they heard the advertisement, they quickly stopped and walked past not even looking and starting to talk again after a safe distance. Some walked past not even listening, which might mean they could have been busy and some people stopped, got interested, answered and took part in the lottery also. Some people said they cannot take part now, but will do so later, but they did not come.

When it was told that this survey is conducted for a thesis, people were more willing to participate.

Observations were made after the survey also. Some people came and talked to the person conducting the survey and showed their interest in the subject. Some said these kinds of surveys should be done more. Some did not say anything and looked bored and glad to have the questionnaire over and done with. Some people were polite.

7.2 Opinions

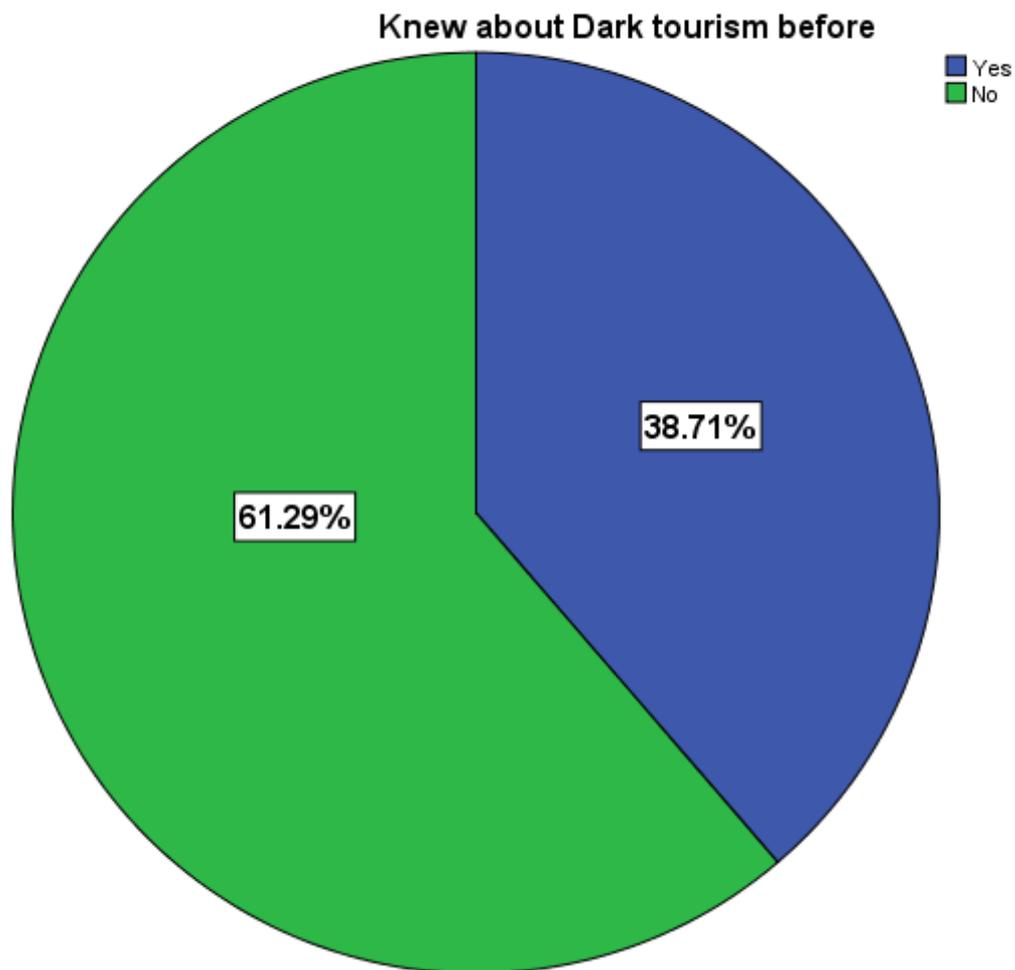
This chapter shows some of the opinions gathered through the survey. The questions regarding their interest, knowledge and visitations to certain places, like cemeteries.

TABLE 4. Cross tabulation between age and interest in history

Interest in history		Yes	No	Total
Age	20 years or younger	4	3	7
	21-30	24	1	25
	31-40	6	0	6
	41-50	3	2	5
	51-60	8	1	9
	61-70	3	0	3
	71 yrs or older	7	0	7
Total		55	7	62

Table 4 portrays the cross tabulation between age and interest in history. Each age group shows how many of them answered yes or no to the question if they were interested in history. In the group 20 years or younger, 4 people had an interest in history, whereas 3 had no interest. Out of 21-30 years old only 1 had no interest in history and 24 were interested. In the group 41-50 years 2 had no interest and 3 were interested in history. Among the 51-60 years old out of 9, only 1 had no interest. Among the 31-40 years old, 61-70 years old and 71 and older all had an interest in history. Out of 62 people who answered the survey, 55 were

interested and 7 were not interested. Most of the answerers were young adults, the target group this survey was aimed for.



GRAPH 1. Knowledge of Dark Tourism before answering the survey

As can be seen from graph 1 38,71% knew about dark tourism before answering the questionnaire and 61,29% had not heard about it. The questionnaire had an additional question to those who answered yes. They were asked where they have heard about dark tourism before answering the survey. The answers were as follows: the internet, many from school, media (in its many forms), literature, theses, from different countries, home, from a friend, some from the author of this thesis and some had even been a dark tourist.

TABLE 5. Have visited a famous grave

		Frequency	Percent	Valid Percent
Valid	Yes	31	50	50
	No	29	46,8	46,8
	No answer	2	3,2	3,2
	Total	62	100	100

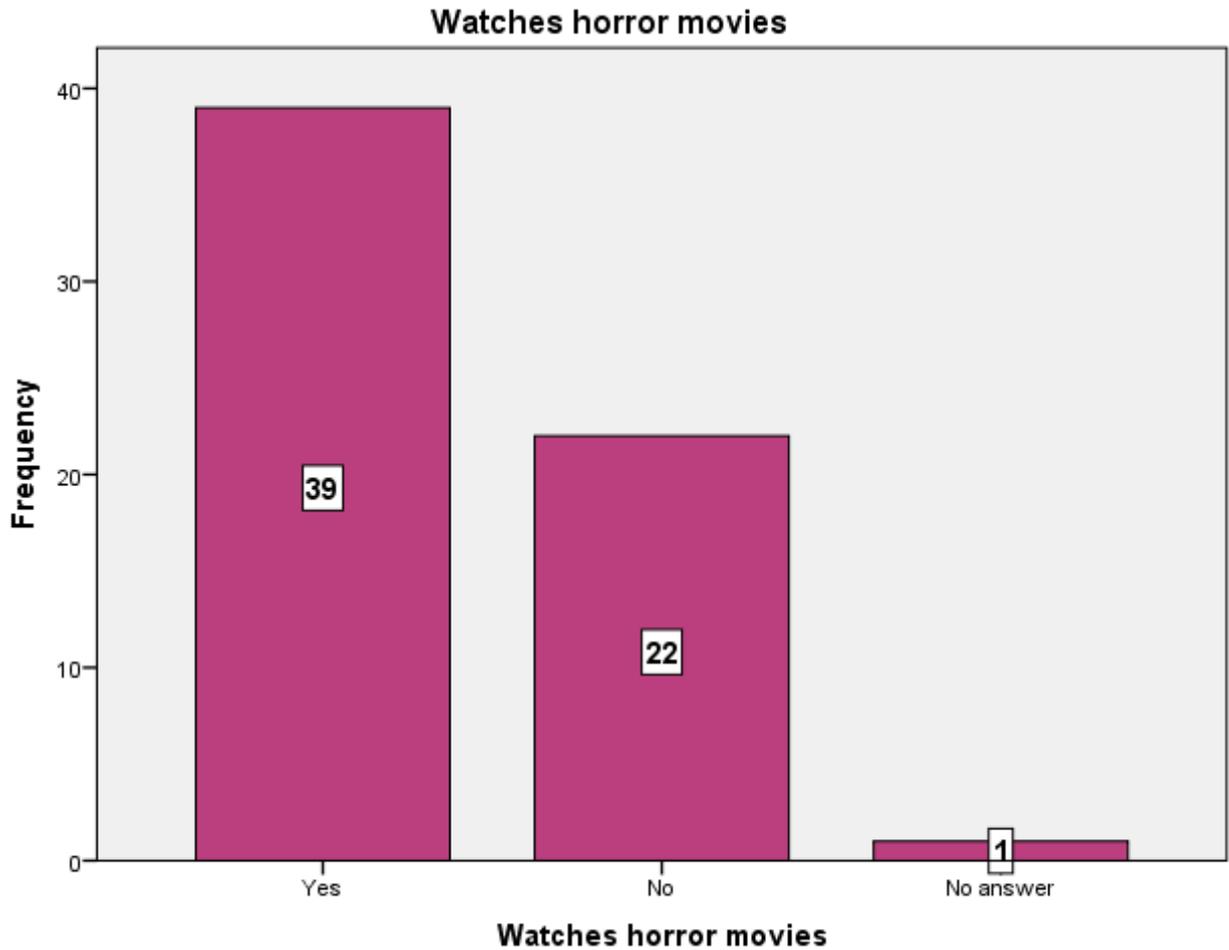
TABLE 6. Have visited Body Worlds

		Frequency	Percent	Valid Percent
Valid	Yes	3	4,8	4,8
	No	57	91,9	91,9
	No answer	2	3,2	3,2
	Total	62	100	100

TABLE 7. Knew that Body Worlds and visiting graves is Dark Tourism

		Frequency	Percent	Valid Percent
Valid	Yes	11	17,7	17,7
	No	48	77,4	77,4
	No answer	3	4,8	4,8
	Total	62	100	100

As table 5 shows 50% (31) of the answerers had visited a grave of a famous person and 46,8% (29) had not. 3,2% (2) left this question without an answer. The people were also asked if they had visited Body Worlds, an exhibition depicting real dead people. Table 6 presents the results for this question. 4,8% (3) had visited the museum, 91,9% (57) had not visited the museum and 3,2% (2) people had not answered this question. Another question that was posed was if people knew that visiting graves and the museum were part of Dark Tourism. Table 7 shows answer to this. 17,7% (11) knew that these were counted as dark tourism. 77,4% (48) did not know this. 4,8% (3) did not answer the question.



GRAPH 2. Watching horror movies

Since this thesis is focusing on horror creatures a question if people watch horror movies was posed. GRAPH 2 depicts the answers to the survey. 39 people watch horror movies and 22 do not. Someone did not answer this question.

TABLE 8. The questions were easy/hard/other

		Frequency	Percent	Valid Percent
Valid	Easy	15	24,2	24,2
	Hard	27	43,5	43,5
	Other	16	25,8	25,8
	No answer	4	6,5	6,5
	Total	62	100	100

In the end of the questionnaire people were asked to give their opinion about the questionnaire, questions, subjects and the amount of the questions. Table 8 depicts the people's opinions about the questions in general. 24,2% (15) had the opinion that the questions were easy. 43,5% (27) thought that they were hard. 25,8% (16) had chosen the choice other. On the line given they had written: "unknown" and "useless information. One might be interested but one must be a specialist to know the answers for example to questions 11 and 23". "Interesting" 3 answers, "positively challenging and interesting". One had put their mark between the answers "hard" and "easy". One had written in such an incomprehensible way that only the other word "hard" was distinguishable. "Weird", "I feel stupid", "fun", "interesting, kind of hard", "average", "strange", "semi", "some of these questions..." and "satisfying" were some of the opinions given on the questions. 6,5% (4) had not answered anything.

TABLE 9. The subjects were interesting, boring or other

		Frequency	Percent	Valid Percent
Valid	Interesting	54	87,1	87,1
	Boring	2	3,2	3,2
	Other	1	1,6	1,6
	No answer	5	8,1	8,1
	Total	62	100	100

The next question regarded the subjects. Table 9 expresses that 87,1% (54) thought the subjects were interesting. 3,2% (2) had the opinion that the subjects were boring. 1,6% (1) had another opinion: "fun" was the only word written on the line given. 8,1% (5) had chosen not to answer this question.

TABLE 10. The amount of questions

		Frequency	Percent	Valid Percent
Valid	Too many ques- tions	4	6,5	6,5
	Just enough ques- tions	54	87,1	87,1
	Other	2	3,2	3,2
	No answer	2	3,2	3,2
	Total	62	100	100

Table 10 shows people's opinion about the amount of questions. 6,5% (4) considered that there were too many questions. 87,1% (54) mentioned that there were just enough questions. 3,2% (2) answered other with "strange questions, sometimes even stupid answers" and the other "nicely". 3,2% (2) had not answered this question.

TABLE 11. The questionnaire was easy/difficult to understand or other

		Frequency	Percent	Valid Percent
Valid	Easy to unders- tand	43	69,4	69,4
	Difficult to un- derstand	13	21	21
	Other	5	8,1	8,1
	No answer	1	1,6	1,6
	Total	62	100	100

Table 11 gives an idea of how the questionnaire was perceived by the respondents. 69,4% (43) thought that the questionnaire was easy to understand. 21% (13) considered it to be difficult to understand. 8,1% (5) had other thoughts such as "some easy, some difficult", "weird", "nicely enlightening", "unknown", "factual terms?". 1,6% (1) had not answered to this question.

It is clear from the answers that not everybody liked the subject of horror creatures. Not everybody can be pleased. Negative feedback given in this case was

sometimes blunt and sometimes constructive. It is also nice to see that some people gave positive feedback and were interested in the subject.

Some people had included their opinions in the end. Someone had added a smiley face at the end. Someone had expressed their opinion writing “hard questions, if one does not know about these kinds of things. Also some unserious answers?” Someone had a more positive comment with a smiley face and writing: “best thesis subject I’ve ever heard”.

7.3 Creatures

All the questions are gone through in this section to give the answers to the questions. Only for some of the questions a table or a graph is included to aid visually.

The survey had four questions for each horror creature. Even though the questionnaire looked like a quiz, these sections were devised to find out how much people knew about the horrible creatures and their real histories before answering the survey. The hope was, that many people thought about the questions before answering.

TABLE 12. Visited Count Dracula’s castle

		Frequency	Percent	Valid Percent
Valid	Yes	1	1,6	1,6
	No	59	95,2	95,2
	No answer	2	3,2	3,2
	Total	62	100	100

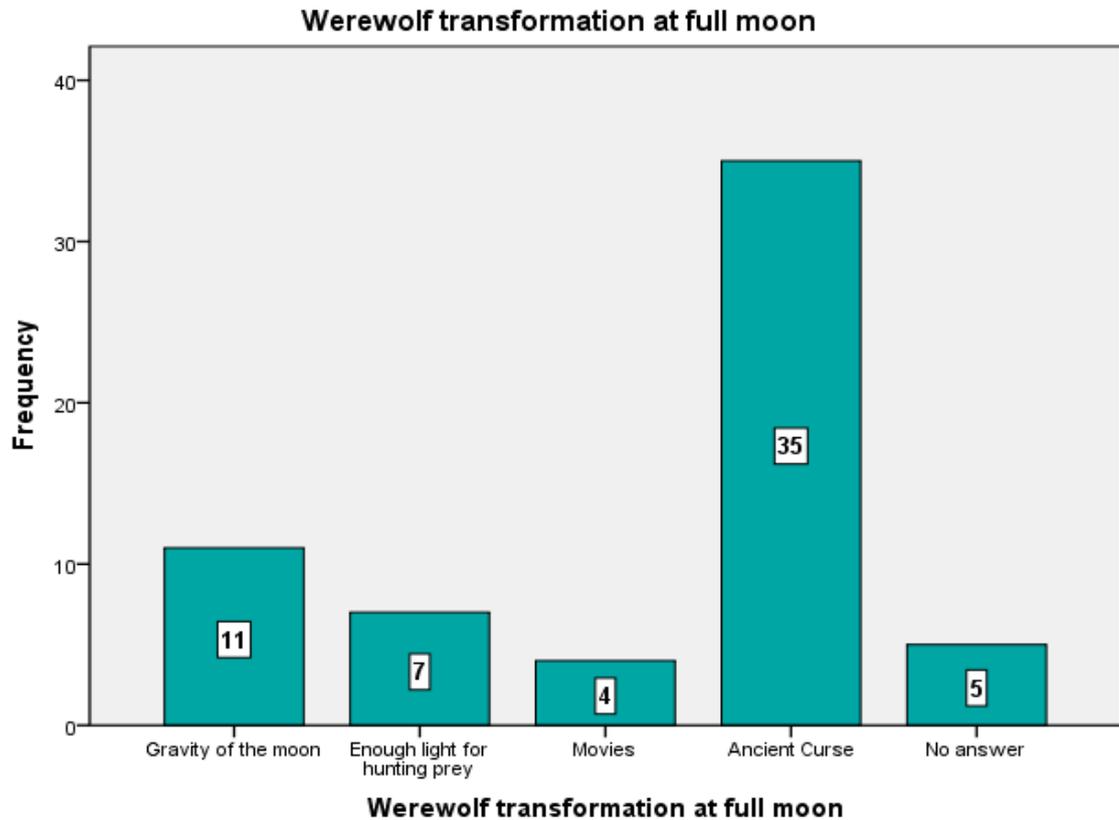
Table 12 shows that one of the questions about vampires was if people had visited Count Dracula’s castle in Transilvania. 1,6% (1) had visited the castle of Count Dracula. 95,2% (59) had not visited and 3,2% (2) did not answer this question.

Another question about vampires was about the exhumation of real alleged vampires and what was done to them after that. The question had been given four op-

tions; “they were burned”, “the head was cut off and they were buried again”, “a stone was placed in the mouth and the person was reburied”, or “all of the mentioned”. The questionnaire should have mentioned how these people were found in the grave in the modern world. Some clichés were left out of the survey, such as driving a stake through the heart. One answerer had disregarded the options given and made herself her own answer about staking a vampire through the heart. The right answer to this was the last one; all of the mentioned ways were used to dispose of a vampire. All the options got answers. Some had not answered this question.

The question about Erzsébet (Elizabeth) Báthory was asked about why she was linked to vampires. The options for this were that “she was a vampire scholar from ancient times”, “she was bitten by a bat” or “she was the Blood Countess”. Even though all the options got answers, the Blood Countess was the most popular one and also the right answer. Some had not answered this question.

The question “Which disease made people think the person with this disease was a vampire?” had four options: “tuberculosis”, “porphyria”, “rabies” and “all of the mentioned”. The option stating “all of the mentioned” were linked with vampirism. Porphyria and rabies got the most answers, but the right answer is all of them were linked to vampirism. Some had not answered this question.



GRAPH 3. Werewolf transformation at full moon

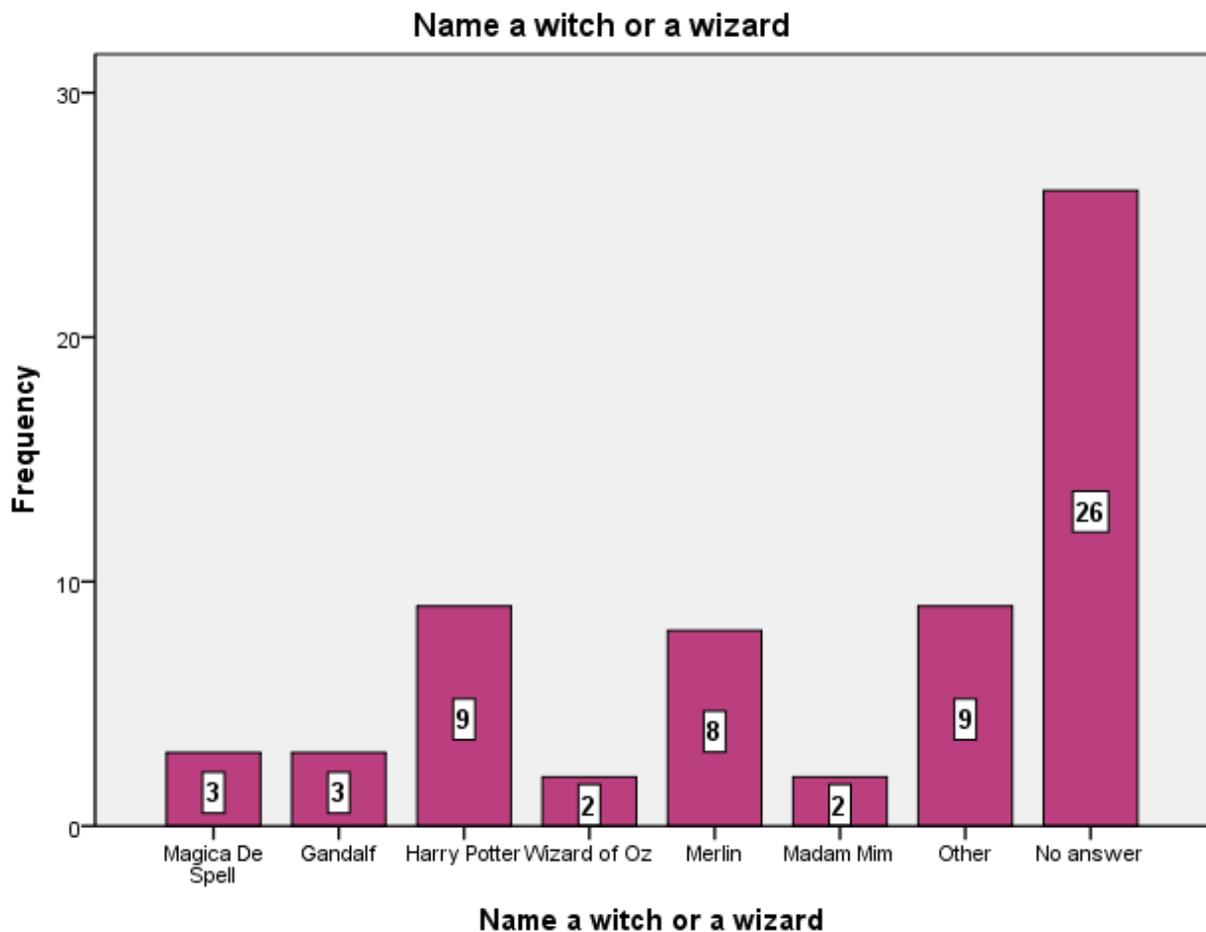
There were also four questions on werewolves. The question of why people turned into a werewolf only during full moon got the following results as shown in Graph 3 (previous page): 11 people thought that the gravity of the moon has something to do with it, 7 people had the impression that there is enough light to hunt prey during full moon. 4 people had the idea that movies might be the reason. 35 people were sure it must be an ancient curse and 5 had not answered the question. The reason why a person is said to turn into a werewolf only on full moon is because of movies. In legends people could turn into a werewolf either by will whenever or by using a belt made from wolfskin.

To the question of who used lycanthropy, or being turned to a werewolf, as a punishment, the options were: “witches”, “The god Jupiter”, “shamans” and “parents”. Witches and shamans got the most answers, Jupiter was third and parents had also got some answers. Also some people did not answer this question. The right answer to this is God Jupiter. He punished King Lycano.

The question was “what is congenital hypertrichosis?” Even though congenital hypertrichosis sounds like a fancy word, it is excess growth of hair on the body and face, the so called werewolf syndrome. The majority answered this question correctly and some did not answer at all.

Werewolves were hunted “during the witch hunts”. This was the second option for the question when were the werewolves hunted. “Being hunted in the ancient times” was more popular and “never” had also gotten some answers. Again, some people did not answer the question.

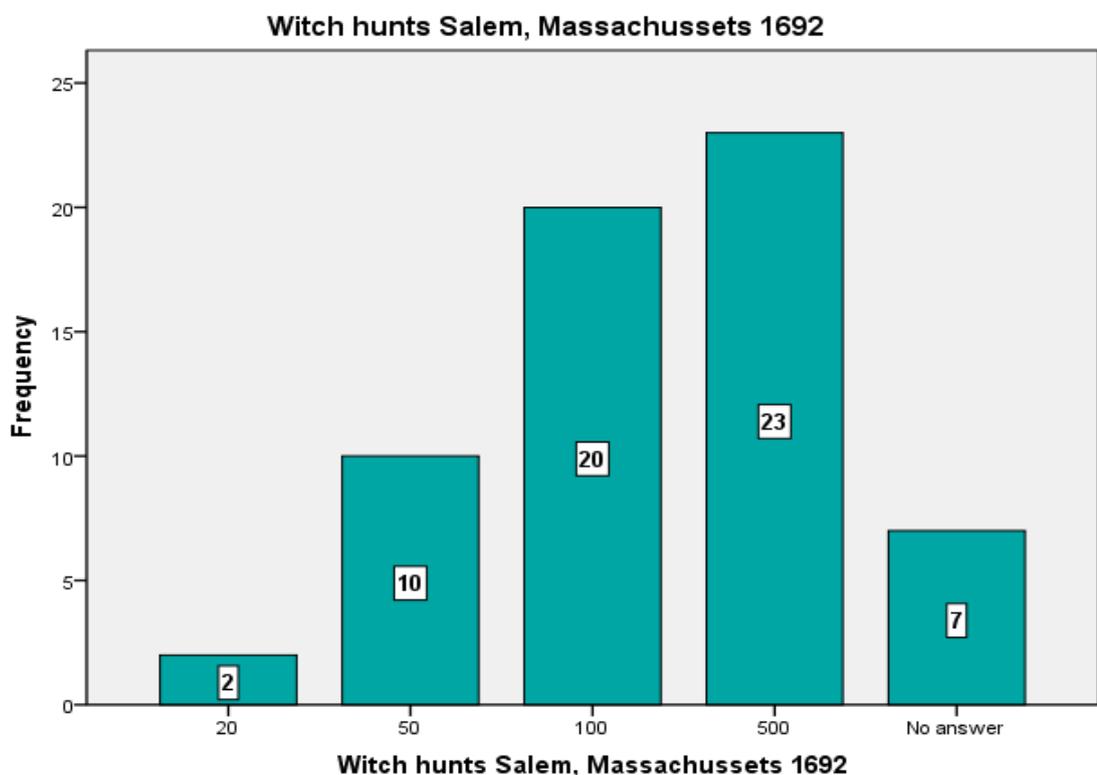
Witches were tortured with “all the methods mentioned”. This was the most popular answer and the second most popular was “drowning”. The options for this question were chosen to depict the milder ways to torture an alleged witch. Some much more sicker ways had been left out.



GRAPH 4. Name a witch or a wizard.

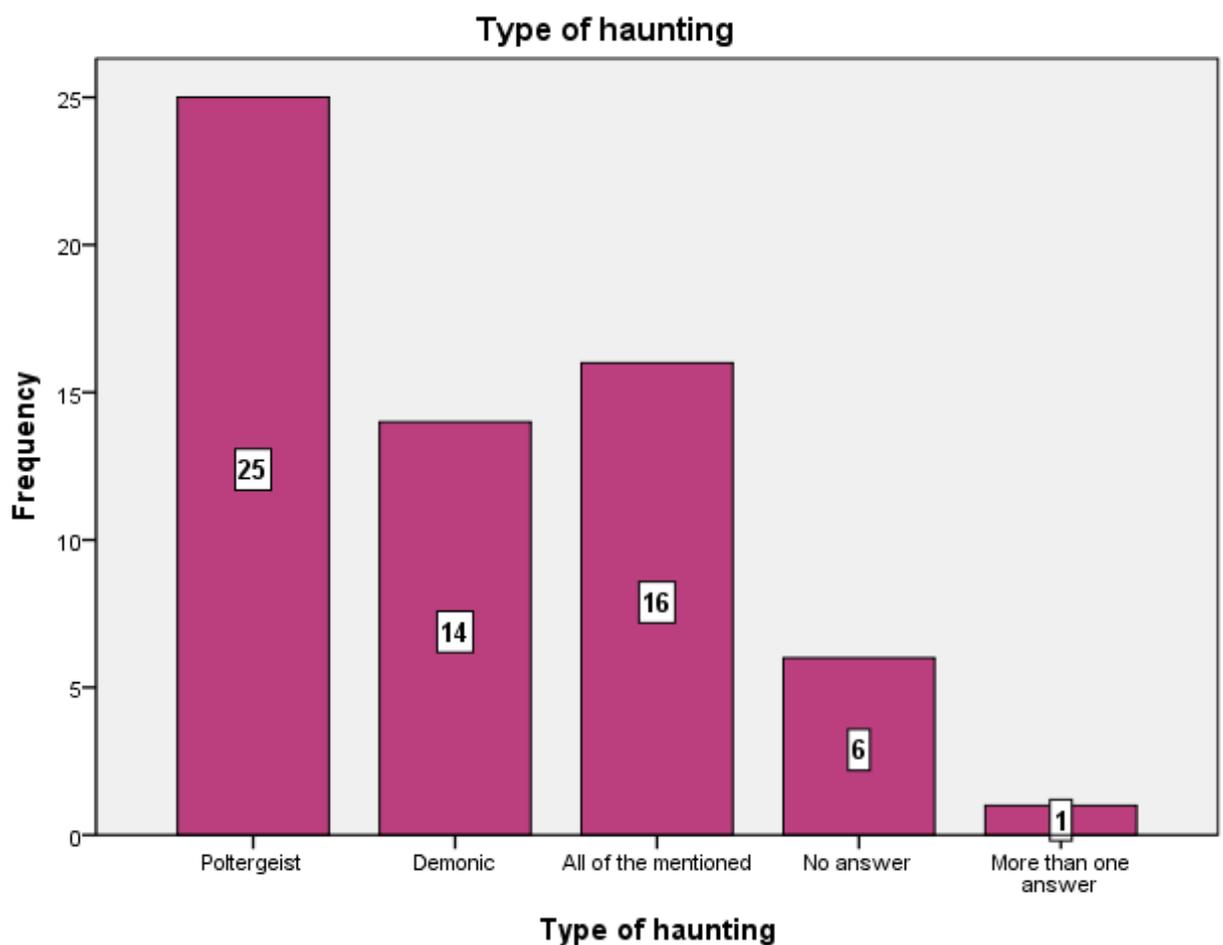
People were asked to name a witch or a wizard. People were allowed to think of an answer, no options were given. Graph 4 (previous page) shows the most popular answers to this question. Harry Potter and Merlin were the most popular answers that were come up with. Magica De Spell, Gandalf, Wizard of Oz and Madam Mim gathered almost the same amount of answers. 9 people mentioned other witches or wizards, but since nine different were named they fall in the same category. They were Hermione Granger, Morgana, Paracelsus, Witch, David Copperfield, Dumbledore, Gothel, the witch from Snow White and Dracula. 26 had not answered this question.

The question on what kind of people were considered to be a witch showed that “independent women” had gotten only a few answers, “people who could tell the future” had gotten a little more answers, “people who acted differently from the mainstream” had also gotten some answers. Most answered “all of the mentioned”, which was also the right answer. Also some people had not answered this question.



GRAPH 5. Salem witch hunts

In regard of the question “how many men and women in total were killed in Salem as witches, Massachusetts in 1692”, Graph 5 (previous page) depicts that seven people had not answered this question. 23 thought that 500 people were killed as witches and 20 people suspected it was 100 people. 10 had the opinion that that 50 people were killed and only two people had the idea that 20 people were killed. 20 people is the right answer with 14 women and 5 men hung and one man was crushed to death.



GRAPH 6. Types of haunting.

The next question regarded ghosts. People were asked, which of the following is a type of haunting. In graph 6 only three options can be seen, even though there were five options. The options were residual, poltergeist, demonic, intelligent and all of the mentioned. The options residual and intelligent are missing, because no one had answered those. However, poltergeist was the most popular one with 25

respondents and all of the mentioned was the second most popular with 16 answers. This was also the right answer. Demonic had gotten 14 answers and 1 person had chosen two options, with demonic and poltergeist. Six people had not answered this question.

There might be a reason why the option poltergeist was so popular; the next questions regarded poltergeist type haunting. It asked who is the culprit for this type of haunting. Three options were given. The option, and also the right one was “a young boy or a girl in sexual or emotional turmoil”. This had gotten only a few answers. The next option, “evil spirit”, had gotten the most answers. The third option, being “ghost who wants attention”, had gotten a little less than the previous one. Also some people had chosen not to answer this question.

There was also a question about the island Poveglia in Italy. It was asked, why it is forbidden to go to this island. Four options were given. The first option “it is too far” had gotten only a few answers. The next option “it does not belong to Italy” had also gotten only a few answers. The third option “it is the most haunted island in Italy” had gotten more than half of the respondents’ opinion. This option was the correct one. The fourth option “it is not forbidden” had gotten about $\frac{1}{4}$ of the respondents’ opinion. Also on this question some people had chosen not to answer.

TABLE 13. Peoples’ opinion about believing in ghosts

		Frequency	Percent	Valid Percent
Valid	Yes	22	35,5	35,5
	No	33	53,2	53,2
	Own added answer	3	4,8	4,8
	No answer	4	6,5	6,5
	Total	62	100	100

TABLE 14. Hunting for ghosts in a group

		Frequency	Percent	Valid Percent
Valid	Yes	21	33,9	33,9
	No	36	58,1	58,1
	Own added answer	1	1,6	1,6
	No answer	4	6,5	6,5
	Total	62	100	100

The last question about ghosts was in two parts. This question if people believe in ghosts gave interesting answers. In table 13 it can be seen that 35,5% (22) believed in ghosts. 53,2% (33) did not believe in ghosts. 4,8% (3) had added their own answer, either by writing "I do not know" or adding their mark in between options "yes" and "no". 6,5% (4) had chosen not to answer. Table 14 (previous page) depicts the answers of the respondents regarding hunting for ghosts with a camera in a group. 33,9% (21) would go and hunt ghosts with a group with a camera. One had written next to their answer "in a safe group". 58,1% (36) would not go and hunt ghosts. 1,6% (1) had added their own answer (see description on table 15.). Also to this question, 6,5% (4) had not answered anything.

TABLE 15. Cross tabulation between believing in ghosts and going out to hunt them

Would you hunt ghosts?		Yes	No	Own added answer	No answer	Total
Do you believe in ghosts?	Yes	10	12	0	0	22
	No	10	23	0	0	33
	Own added answer	1	1	1	0	3
	No answer	0	0	0	4	4
Total		21	36	1	4	62

This cross tabulation on table 15 shows the above given information from a different view. Out of the 22 people who had answered yes to the question on believing in ghosts, only 10 of them would go out hunting them in a group with cameras.

And on the other hand, 12 would not. Of those who had answered no to believing in ghosts, 23 would not go out to hunt ghosts and on the other hand 10 of them would. Someone who had answered yes to going out and hunt the ghosts had given their own added answer on the question on believing in ghosts. The answer that was given was a cross marked between “yes” and “no” on the answering sheet. The same goes for someone who had answered no to hunting and added their own answer on believing. The answer was that both answers “yes” and “no” were marked and a line was drawn between them and written “yes & no”. Someone had also given their own added answer on both questions. On the believing he had added “I do not know” and on the hunting part he had added “Blair Witch Project –Bring it on!” Four had not answered either question.

More than half did not believe in ghosts and also more than half would not go hunting for them with a camera. But in both cases, more than 30% did believe and also would go hunting for them. Of course this does not mean that the only believers would go hunting. The answers varied. Sometimes the believer would not go hunting and sometimes the skeptic would go hunting.

Many people perhaps did not know the answers that were about the horror creatures and guessed many of them. In an early version of the questionnaire there was an option of “I do not know” but that was given up, since many would have placed their mark there and there might have been the danger that they would not have even bothered to read the question. If this had happened, the questionnaire would have been useless. This way it was interesting to see what people might think is the answer and also to “force” people to think what the right answer could be.

8 CONCLUSIONS

Writing this thesis has been fun and also time consuming. Finding information about dark tourism and finding out what is counted as such has surprised even the author of this thesis. To be able to do a thesis about a subject that is interesting is rewarding.

Horrible creatures have histories behind them and these histories were briefly opened. All the creatures and stories about them would have been enough to fill a book, one for each. This is also why only some of the stories were chosen for this thesis, to keep the subjects brief.

Dark tourism is a broad subject and it has aspects from many other niches of tourism, like heritage tourism. Visiting war memorials are heritage tourism but since the death aspect is there it is also counted as dark tourism. To prevent the chapters and the length of this thesis from getting too long, only the categorization has been taken into account from two different perspectives and some examples what kind of places could be counted as for example pale or black tourism.

This thesis focused on the horror creatures we find in horror movies today. Vampires, werewolves and witches, they have all been feared, hunted and all of them have been mutilated either before death or after death. The method has been with vampires to vanquish and end the vampirism and done post mortem (after death). With werewolves they were mutilated before death as a method of torture and the same goes for witches too, their torture methods were sometimes the most appalling and downright sick. The author's opinion on who can be seen as a witch or a fairy godmother might be shared by some and then some might not think that way at all. But people have the right to their opinions.

Ghosts are told to be spirits of dead people wandering on earth. Some people believe in their existence and some do not. Also some would go hunting for ghosts in a group and majority would not. As stated before in chapter four, people with same interests gather together and do what they like to do together. In this case the in-

terest is hunting for ghosts. But as the questionnaire shows, not all people share this interest.

The questionnaire proved to be interesting to most of the respondents and also it was understood correctly to some extent. But as the analyzing process went on it was noticeable that where only one answer was to be marked, some people had marked more than one answer. Also some people had written down their own answers to some of the questions. Perhaps some of the questions should have been comprised differently and some with more info added, like the exhumation of vampires. There should have been a mention about how the “vampires” were found after the graves were dug up in modern time, and how they had deduced they were vampires after all the mutilations had been done to them. Also many people had opinions about the questionnaire, both negative and positive. One last question should have been an open one, asking people to give free feedback and they could have written their opinion on the lines given. More pilot tests should have been done to fish out the problems with the questions. It is sad to hear that in people’s opinion the questionnaire lacked factual terms, was stupid or was too hard.

The goals or aims that had been set before starting this analysis of the survey were met. There might be that the validity might not be perfect, since most of the answers to the questions about the creatures were perhaps guessed, but the result is acceptable. It was found that this thesis is needed to bring out the histories about the horror creatures and also about dark tourism. Also through the references used to construct this thesis, hopefully people will get inspiration and start reading those books about the creatures and what really happened to them and why.

The movie ticket package, that was used to attract more respondents, was raffled out with the commissioner on the 28th of May 2014. The lucky winner was informed and the tickets were mailed to the person.

The thesis process that has lasted a year has taught the author a lot about time management, delimitations of a subjects and also that not all information is needed. Before making the decision to write the thesis about dark tourism and horror

creatures, another subject was considered. However dark tourism as a subject sounded interesting and it has proved to be that during this whole time writing this thesis. Also the subject about the creatures interests the author a lot so linking them with dark tourism was fun. Of course someone might not share the author's view on the subject.

It was good to find a commissioner to the thesis, Raili Häggblom. With her as commissioner, writing the thesis included much more freedom. Even though the subject might be scary or not liked by some, hopefully this thesis will help her to open the subject on dark tourism in a broader way.

Writing the theoretical framework about dark tourism and horror creatures has been the largest part of the whole thesis. The databases, and books found that way about these creatures, have proved to be very helpful and enlightening. However there were problems to access those databases from home so the school's computer room was a great help reading the databases and writing paragraphs for the thesis. Sometimes the computer room was used during the night to escape the noise during the daytime.

Doing the survey was fun and it was nice to hear from people after they had done the questionnaire that they were interested and more such questionnaires should be devised. At first it was depressing to see that some people had not liked the questionnaire, but after some thought it became clear that it was these people's opinion. An opinion was shared with them backed up by references, but it perhaps was not the subject they were interested in.

The analyzing process of the survey was done with the SPSS statistical program. Graphs and tables made that way were used to visualize some of the answers gotten from the survey. Even though all the questions were opened and the right answers were given and the answers the respondents had given were presented, only for those questions with a graph or a table, numbers were included. Submitting the numbers to the statistical program took a while, but there were only 62 answers to submit to the program so it did not take too long. Choosing what to

cross tabulate with each other took a longer time and then to modify the graphs and tables also took time.

However, the thesis process has come to its end and working with it took a long time. Sometimes weeks, maybe even months went by without writing and then the inspiration came. One month writing almost day and night produced many pages. In the early version, aliens and sea monsters with various real and mythical creatures were featured, but they were removed because linking them with dark tourism seemed to be very difficult. It was interesting to see how much history and information all the creatures have behind them. Hopefully this thesis works as an inspiration to many who read it.

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Pimeä Matkailu ja Kauhuolennot

Tämän selvityksen tarkoitus on kartoittaa tietoutta pimeästä matkailusta sekä kauhuolentojen tietämyksestä. Pimeä matkailu tarkoittaa vierailua paikassa, jossa kuolema on ollut mukana, kuten Auschwitzin keskitysleirit ja nähdä se, miten ihmiset elivät natsi-invaasion aikana. Kuitenkin tässä kyselylomakkeessa keskitytään kauhuolentoihin, kuten vampyyreihin, ihmissusiin, noitiin ja kummituksiin. Vastanneiden kesken, jotka antavat yhteystietonsa kyselyn lopussa, arvotaan 1 elokuvalippupaketti (2 lippua) paikalliseen elokuvateatteriin. Vastaukset käsitellään niin, että kaikissa analysoinnin ja raportoinnin vaiheissa vastanneiden henkilöllisyys pysyy täysin luottamuksellisena. Selvitys tehdään osana Centria Ammattikorkeakoulun lopputyötä. Kyselyyn vastaamiseen kuluu aikaa noin 5-15 minuuttia. Käyttäkää vastatessanne rastia 'X'. Lisätietoja antavat:

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1. Kuinka vanha olet?

- 20 tai alle 21-30 31-40 41-50
 51-60 61-70 71 tai yli

2. Sukupuoli

- Nainen Mies

3. Mistä olet kotoisin?

- Eurooppa Afrikka Aasia
 Pohjois-Ameikka Australia Oceania
 Etelä-Amerikka

4. Mikä on elämäntilanteesi tällä hetkellä?

- Opiskelija Työelämässä Eläkkeellä Työtön

Pimeä matkailu:

5. Oletko kiinnostunut historiasta?

- Kyllä En

6. Oletko koskaan kuullut pimeästä matkailusta ennen tätä?

- Kyllä En

Missä/mistä? _____

7. a) Oletko käynyt kuuluisan ihmisen haudalla?

- Kyllä En

b) Oletko käynyt museossa nimeltään 'Body Worlds', jossa on oikeita kuolleita ihmisiä?
Kyllä En

c) Tiesitkö haudoilla käymisen ja yllämainitussa museossa käymisen olevan myös pimeää matkailua?
Kyllä En

8. Katsotko kauhuelokuvia?

Kyllä En

Vampyyrit:

9. Oletko käynyt Kreivi Draculan linnassa Romaniassa?

Kyllä En

10. Mitä väitetyille vampyyreille tehtiin ylöskaivamisen jälkeen?

Heidät poltettiin Kaula katkaistiin ja hänet uudelleen haudattiin
Kivi ujutettiin suuhun ja hänet uudelleen haudattiin
Kaikkia näitä metodeja käytettiin

11. Erzsébet (Elizabeth) Báthory on liitetty vampyyreihin. Miksi?

Hän oli vampyyritutkija entisaikoina Lepakko puri häntä
Hän oli verikreivitär, joka kylpi neitsyiden veressä

12. Mikä tauti sai ihmiset uskomaan että taudin sairastaja oli vampyyri?

Tuberkuloosi Porfyria Raivotauti
Kaikki yllämainitut

Ihmissudet:

13. Mikä saa ihmissudet muuttumaan ihmissusiksi vain täydenkuun aikaan?

Kuun vetovoima On tarpeeksi valoisaa saalistamiseen
Elokuvat Muinainen kirous

14. Lykantropiaa, tai muuttumista ihmissudeksi, pidettiin rangaistuksena. Kuka käytti tätä rangaistusta?

Noidat Jumala Jupiter Shamaanit Vanhemmat

15. Mikä on synnynnäinen hypertrikoosi?

Karvojen liikakasvu keholla ja kasvoilla, niin sanottu ihmissusi syndrooma
Hieno sana

16. Milloin ihmissusia vainottiin?

Antiikin aikoina Noitavainojen aikaan Ei koskaan

Noidat:

17. Miten noitia tavallisesti kidutettiin keskiajalla?

- Hukuttamalla Kynsien pois repimisellä Ihoa pisteltiin neulalla
 Kaikkia näitä metodeja käytettiin (muiden lisäksi...)

18. Nimeä noita tai velho.

19. Minkälaisia ihmisiä pidettiin noitina?

- Itsenäisiä naisia Ihmiset jotka ennustivat tulevan
 Ihmiset jotka käyttäytyivät eri tavalla kuin valtaväestö kaikkia edellä mainittuja

20. Kuinka monta ihmistä tapettiin noitina Salemissa, Massachussetsissa 1692

- 20 50 100 500

Kummitukset:

21. Mikä seuraavista on kummittelutyyppi?

- Jäännös- Poltergeist- Demoninen- Älyllinen-
 Kaikki yllämainitut

22. Syy poltergeist tyyppiseen kummitteluun on...

- Nuori poika tai tyttö emotionaalisessa tai seksuaalisessa myllerryksessä
 Paha henki Kummitus joka haluaa huomiota

23. Miksi on kiellettyä mennä Poveglian saarelle Italiassa?

- Se on liian kaukana Se ei kuulu Italialle
 Se on Italian kummittelevin saari Se ei ole kiellettyä

24. Uskotko kummitusten olemassaoloon?

- Kyllä En

b) Lähtisitkö ryhmän kanssa jahtaamaan kummituksia kameran kanssa?

- Kyllä En

Anna mielipiteesi kyselylomakkeesta:

25. a) Kyselylomake oli...

- Helppo Vaikea
 Muu, mikä? _____

b) Aiheet olivat...

- Mielenkiintoisia Tylsiä
 Muu, mikä? _____

c) Kysymyksiä oli...

- Liikaa Tarpeeksi Muu, mikä? _____

d) Kysymyslomake oli...

Helppo ymmärtää Vaikea ymmärtää Muu, mikä? _____

Suurkiitos osanotostanne ja ajastanne!

Dark tourism and horror creatures

The purpose of this survey is to map out the knowledge of dark tourism and horror creatures. Dark tourism is by definition visiting a place where death has been present, such as the Polish concentration camp Auschwitz and seeing what people had to endure during the Nazi invasion. This questionnaire, however, focuses on the fictional aspect of horror creatures such as vampires, werewolves, witches and ghosts. A set of two movie tickets to the local movie theatre will be raffled among the respondents who fill in their contact information at the end of the questionnaire. All the answers will be handled with absolute confidentiality throughout the process. The survey is conducted as a part of thesis project for Centria University of Applied Sciences. The questionnaire will take about 5-15 minutes to fill out. Please mark your answer with a cross 'X'. Your participation is highly appreciated. For further information, please contact:

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General Information:

1. How old are you?

- 20 years or under 21-30 years 31-40 years 41-50 years
 51-60 years 61-70 years 71 years- or over

2. What is your gender?

- Female Male

3. Where do you come from?

- Europe Africa Asia
 North America Australia Oceania
 South America

4. What is your life situation at the moment?

- A student In working life Retired Unemployed

Dark Tourism:

5. Are you interested in history?

- Yes No

6. Have you ever heard about Dark tourism before this?

- Yes No

If yes, where? _____

7. a) Have you visited the grave of a famous person?

Yes No

b) Have you visited a museum called "Body Worlds", depicting real dead people?

Yes No

c) Did you know that visiting graves and visiting the above mentioned museum are counted as dark tourism?

Yes No

8. Do you watch horror movies?

Yes No

Vampires:

9. Have you visited Count Dracula's castle in Romania?

Yes No

10. What was done to the alleged vampires after exhumation (digging out of the grave)?

- They were burned
- Their head was cut off and the person was reburied
- A stone was placed in their mouth and the person was reburied
- All of the mentioned

11. Erzsébet (Elizabeth) Báthory is connected to vampires. Why?

- She was a vampire scholar from ancient times
- She was bitten by a bat
- She is the Blood Countess, who bathed in virgins' blood

12. Which disease made people think the person with this disease was a vampire?

- Tuberculosis
- Rabies
- Porphyria
- All of the mentioned

Werewolves:

13. What caused werewolves to transform only at full moon?

- The gravity of the moon
- Movies
- Full moon gives enough light to hunt prey
- Ancient Curse

14. Lycanthropy, or being turned to a werewolf, was considered a punishment. Who punished people in this way?

- Witches
- Parents
- The God Jupiter
- Shamans

15. What is congenital hypertrichosis?

- Excess growth of hair on the body and face, so called werewolf syndrome
- A fancy word

16. When were werewolves hunted?

- In ancient times
- During the witch hunts
- Never

Witches:

17. What were the popular ways to torture a witch in Medieval times?

- Drowning Pulling off fingernails
 Poking the skin with a needle
 All of these methods were used (among others...)

18. Name a witch or a wizard.

19. What kind of people were considered witches?

- Independent women People who could tell the future
 People who acted different from mainstream All of the mentioned

20. How many men and women in total were killed in Salem as witches, Massachusetts in 1692?

- 20 50 100 500

Ghosts:

21. Which of the following is a type of haunting?

- Residual Poltergeist Demonic Intelligent
 All of the above

22. Culprit for poltergeist-like haunting is a...

- Young boy or a girl in emotional or sexual turmoil An evil spirit
 Ghost who wants attention

23. Why is it forbidden to go to the island Poveglia in Italy?

- It is too far It does not belong to Italy
 It is the most haunted island in Italy It is not forbidden

24. a) Do you believe in ghosts?

- Yes No

b) Would you go out with a group and hunt ghosts with a camera?

- Yes No

Give your opinion on the questionnaire:

25. a) The questions were...

- Easy Hard

Other, what? _____

b) The subjects were...

Interesting Boring

Other, what? _____

c) There were...

Too many questions Just enough questions

Other, what? _____

d) The questionnaire was...

Easy to understand Difficult to understand

Other, what? _____

Thank you for your participation and your time!

Mörk turism och skräckvarelser

Syftet med undersökningen är att kartlägga kunskapen om mörk turism och skräckvarelser. Den mörk turismen kan definieras om att man besöker en plats där döden har varit närvarande, till exempel polska koncentrationslägret Auschwitz och se vad folk fått utstå under den nazistiska invasionen. Den här enkäten fokuserar dock på skräckvarelser som vampyrer, varulvar, häxor och spöken. En uppsättning av två biobiljetter lottas ut till den lokala bio bland de medverkande som fyller i sina kontaktuppgifter i slutet av enkäten. Alla svar kommer att behandlas med absolut sekretess genom hela processen. Undersökningen görs som en del av ett examensarbetet för Centria yrkeshögskola. Enkäten tar cirka 5-15 minuter att fylla i. Märk dina svar med ett kryss "X". Ditt deltagande är mycket uppskattat. För ytterligare information, vänligen kontakta:

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Allmän information:

1. Hur gammal är du?

- 20 eller yngre 21-30 31-40 41-50
 51-60 61-70 71 eller äldre

2. Vad är ditt kön?

- Kvinna Man

3. Varifrån kommer du?

- Europa Afrika Asien
 Nord-Amerika Australien Oceanien
 Syd-Amerika

4. Vilken är din livssituation just nu?

- Studerande I arbetsliv Pensionerad Arbetslös

Mörk turism:

5. Är du intresserad av historia?

- Ja Nej

6. Har du någonsin hört talas om Mörk turism tidigare?

- Ja Nej

Om ja, var? _____

7. a) Har du besökt någon känd persons grav?

Ja

Nej

b) Har du besökt ett museum kallas "Body Worlds" och skildrar verkliga döda människor?

Ja

Nej

c) Visste du att "Body Worlds" och gravarna räknas som mörk turism?

Ja

Nej

8. Tittar du på skräckfilmer?

Ja

Nej

Vampyrer:

9. Har du besökt greve Draculas slott i Rumänien?

Ja

Nej

10. Vad gjordes med de påstådda vampyrerna efter uppgrävning?

De brändes

Huvudet blev avskuret och personen begravdes på nytt

En sten placerades i munnen och personen begravdes på nytt

Samtliga av de nämnda sätten användes

11. Erzsébet (Elizabeth) Báthory sammankoplas med vampyrer. Varför?

Hon var en vampyr lärd från antiken

Hon blev biten av en fladdermus

Hon är Blood Countess, som badade i oskulders blod

12. Vilken sjukdom gjorde att folk trodde att personen med denna sjukdom var en vampyr?

Tuberkulos

Porfyri

Rabies

Alla de nämnda

Varulvar:

13. Vad är orsaken till människorna omvandlas till varulvar endast vid fullmåne?

Allvaret i månen

Fullmåne ger tillräckligt med ljus för att jaga bytesdjur

Bio

Gammal förbannelse

14. Lycanthropy, att förvandlas till en varulv, ansågs vara ett straff. Vem straffade personerna?

Häxor

Guden Jupiter

Shamaner

Föräldrar

15. Vad är medfödd hypertrikos?

Överskott av hårtillväxt på kroppen och ansiktet, så kallat varulvssyndrom

Ett finare ord

16. När jagades varulvar?

I forna tider

Under häxjakt

Aldrig

Häxor:

17. Vilka var de populäraste sätten att tortera en häxa på medeltiden?

- Dränkning Att dra av naglarna Att sticka huden med en nål
 Alla dessa metoder användes (bland annat...)

18. Namnge en häxa eller en trollkarl.

19. Vilken typ av människor ansågs vara häxor?

- Självständiga kvinnor Människor som kunde se in i framtiden
 Människor som agerade annorlunda än andra Alla de nämnda

20. Hur många män och kvinnor dödades totalt i Salem, för att vara en häxa, Massachusetts år 1692?

- 20 50 100 500

Spöken:

21. Detta är en typ av spökande

- Residual Poltergeist Demonisk Intelligent
 Alla de nämnda

22. Orsaken till poltergeist-liknande spökande är en ...

- Ung pojke eller en ung flicka i känslomässig eller sexuell kaos En ond ande
 Ett spöke som vill ha uppmärksamhet

23. Varför är det förbjudet att åka till ön Poveglia i Italien?

- Det är för långtborta Den hör inte till Italien
 Det är den mest hemsökta ön i Italien Det är inte förbjudet

24. a) Tror du på spöken?

- Ja Nej

b) Skulle du gå ut med en grupp och jaga spöken med en kamera?

- Ja Nej

Ge din åsikt om enkäten:

25. a) Frågorna var ...

- Lätta Svåra

Annat, vad? _____

b) Ämnena var ...

- Intressanta Tråkiga

Annat, vad? _____

c) Det var...

För många frågor

Tillräckligt med frågor

Annat, vad? _____

d) Enkäten var ...

Lätt att förstå

Svår att förstå

Annat, vad? _____

Tack för din medverkan och din tid!