

## Abstract

People, especially nowadays are confronted with safety and security in every situation of life. Tourists go on vacations to fulfill certain desires, wants and needs therefore it is in their interest to reduce every single factor that might have an effect on the given safety. Every risk factor perceived by tourists could be a reason for replacing a destination with an alternative. As the communication these days is supported by the ongoing improvement of technology, not only the populace but also several external communication channels such as media have the possibility to spread information all over the world. For this reason, a harmful picture of a destination is easily created by these sources although it often differs from reality. Within several countries in the Sub-Saharan region crime-related incidents, limits to health care as well as poverty are common problems that might deter tourists from choosing such a region as holiday destination. As risk perception is an important issue within this context it often has a negative effect on the tourists decision making process. Within this thesis the author focuses on the importance of safety and security especially in connection with this particular region. In order to find out how these destinations are perceived by travelers and which risks they are willing to take, a questionnaire-based online survey was used to collect the relevant data. The outcome showed that tourists are aware of the fact that several hazards exist within these countries and although, safety and security turned out to be major concerns regarding the tourists travel decision, it does not really have a negative effect on the willingness of travelling to these countries. Furthermore the results point out the importance of certain communication channels who add to the overall perception of this region and therefore provide a basis for destination management organizations to develop proper strategies within the field perception management and risk reduction.