

Safety and Security in Tourism

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Bachelor of Business Administration
Tourism and Hospitality Management

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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.

Declaration of Authorship

I declare that this dissertation is my own unaided work. I have not included any material or data from other authors or sources, which are not acknowledged and identified in the prescribed manner. I have read the section in the exam regulations on plagiarism and understand that such offences may lead the Examinations Board to withhold or withdraw the award of Bachelor of Business Administration.

Date

Signature

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Introduction

1.1 Background of the Thesis

As Pizam and Mansefeld (2006) argue, the key to a favorable and satisfying development of tourism are the three basic principles called peace, safety and security. As the travel and tourism industry is among the largest and fastest growing industries in the world, it is not easy to maintain these principles (Floyd et. al., 2003). Santana (2003) as well as Valencia and Crouch (2008) argue that the tourism industry, especially nowadays, is more susceptible and fragile to any incidents related to safety and security than ever. They argue that events, such as natural disasters, terrorist attacks, all crime related activities as well as epidemic plagues often have a rapid and straight impact on the industry. The very fact that people all over the world are interconnected through the world wide web, makes it possible to easily exchange, gain and spread information. This constant and easy access to all kinds of media and news, does not only change the image of several destinations, it also changes the consumer's attitudes and perceptions towards these regions and finally influences the consumption behavior (Valencia and Crouch, 2008). As it is the way, people perceive risk that influences their behavior, the importance of this issue should not be underestimated. (Weinstein, 1988 and Sjöberg, 2000) Especially developing countries, where the economy is less industrialized and high rates of poverty are common, have problems in controlling potential risk factors and therefore developing their tourism sector. (Third World Traveler, 2011) As Ayoob (2001) argues it is the existence of all the factors related to security appearing within developing countries that harm the internal security system as well as the development of the countries economy. Particularly the Sub-Saharan region, including countries like South Africa, Namibia, Zambia and several more, is plagued by hazards such as epidemic diseases, limited health care as well as high crime rates. Ashley and Mitchell (2005) argue that particularly in the case of Africa, tourism is one of the main providers to a successful development of the countries economies as well as an important issue for poverty reduction. As safety and security are important aspects for the consumers of tourism services, any kind of threat related to the verification of theses aspects present significant obstacles to the destination image, the tourist arrivals as well as the host communities and therefore it is

extremely important to ensure and maintain a secure and safe environment for travelers. (Pizam and Mansfeld, 2006)

1.2 Aims & Analytical Procedure

As the above mentioned hazards often deter tourists from travelling to these countries, the aim of this thesis is to find out if safety and security plays a major role in the tourists' decision making process and in connection with the Sub-Saharan region. The outcome should not only demonstrate how tourists perceive risks within this specific region, it also focuses on the external communication channels that have the most influence on shaping the tourists' risk perceptions. Furthermore the study should demonstrate what kind of risks tourists are willing to take in order to fulfill their desire of travelling to these countries.

Within this thesis the author uses secondary data in form of literature review from websites, books, articles and online publications to provide the basis for this topic. Within the first two chapters both general facts and problems within developing and the role of safety and security in this context are discussed. Furthermore the different types of safety and security incidents as well as the impacts and reactions they trigger are pointed out. Within the last two chapters the topic of risk perception and the different consumer behavior model within the travel and tourism industry are discussed. Based on the literature review the problem is defined and the research questions are formed. In order to answer the research questions a questionnaire based online survey is conducted to collect the relevant data.

2 Literature Review

2.1 Tourism in Developing Countries

2.1.1 General Facts

When people talk about developing countries, they talk about „countries or nations with an average income that is relatively lower than in highly industrialized countries, and are in the process of change toward economic growth.” (Biology-online, 2010) These countries are in comparison to industrialized countries, less developed regarding health care, literacy and income. (Biology-online, 2010)

Countries like Asia, Africa, Oceania and Latin America are often designated as “Third World Countries” by the media nowadays. However this definition is not appreciated worldwide. People use synonyms ranging from underdeveloped countries and developing countries to non-industrialized countries or basically “the South”. (Third World Traveler, 2011)

In comparison to developed countries such as Austria, Germany, the United States of America as well as Japan and Canada, also called “the North”, developing countries are less industrialized. (Business Dictionary, 2011) Many of these developing countries share the same characteristics, like for example high rates of poverty, rural social structures and moderate lifestyles as well as high population growth and birth rates. However not all characteristics apply to all developing countries due to the fact that they are working on several different levels of economic development.

Since the Western countries are dominating powers in our economy, developing countries are highly dependent on them. This means that the few economic activities that exist within these countries are regulated and monitored by foreign firms. (Third World Traveler, 2011)

Unfortunately the above mentioned problems represent only a few problems that exist within the developing world.

2.1.2 Problems within Developing Countries

Asides the above mentioned problems that many undeveloped countries face, problems like the trade of manufactured goods, water pollution, epidemic diseases and delinquency are critical points too. (Water Encyclopedia, 2011; Scalloway, 2011; FCO, 2011)

Especially in many African countries in the Sub-Saharan region poverty as well as crime, health care and water pollution are main concerns. (Chudi, 2010)

When you take a closer look at the southern part of the Sub-Saharan region including countries like South Africa, Mozambique, Namibia, Botswana, Zimbabwe, Zambia, Malawi, as well as Tanzania, Uganda and Kenya you will see that they all share similar characteristics. All of these countries suffer from relatively high crime rates ranging from petty street crime like theft, pick-pocketing and bag-snatching, to more severe crimes like armed robberies and car-hijackings, muggings, banditry and within some parts of these countries the Foreign and Common Wealth Office (2011) warns of kidnappings, rape and murder in some parts of these countries. The risk from terrorism is also a critical point in some of these countries. While the southern countries only face a relatively low threat from terrorism, except the country South Africa, in countries like Tanzania, Uganda and Kenya, the threat from terrorism is higher. A serious problem that all of these countries have are the limited medical facilities. In bigger cities or capital cities the health supply is pretty good but in rural areas or smaller countries the facilities are very poor and drugs and clean needles are not available everywhere. The fact that people within these countries regularly come down with diseases like malaria, cholera and rabies and the existence of a wildlife environment brings a lot of risks with it. Wild animals, poisonous snakes and scorpions increase the problem of limited health care. (Foreign and Commonwealth Office, 2011) However the most serious and dangerous disease in these countries is aids, as more people are affected by this virus than anywhere else in the world. According to Avert (2011) the social and economic problem this disease brings with it does not only have an impact on the health sector but also on the people's education and on the human resources in these countries. Furthermore in countries like South Africa, Mozambique and Zimbabwe floodings are common during the

rainy season and countries like Malawi, Tanzania and Kenya are earthquake zones. (Foreign and Commonwealth Office, 2011)

Although a lot of potential risk factors exist within these Sub Saharan countries, travelling to many parts of these countries is considered to be “safe”. (Foreign and Commonwealth Office, 2011)

Due to the fact that these countries offer a vast range of sites and attractions that make it attractive for tourists, including wildlife, wetlands, mountains and coastal areas, the tourism sector within these countries has been improved in the last decade. (The Encyclopedia of Earth, 2008) Motives such as safari, gorilla trekking, the beautiful and exotic landscapes, its history and culture may be reason why several tourists want to travel to one of these countries.

Therefore the above mentioned problems are factors that may influence the security and risk perceptions tourists take into consideration when they plan a trip to a destination. Furthermore today’s influence of the media on a destinations image is overwhelming, especially when the public is concerned with problems like epidemic diseases, political instabilities and crime. (Beirman, 2003 cited by Valencia and Crouch, 2008)

According to Goeldner et al (2000, cited by Floyd et al, 2003, p. 20) “Travel and Tourism is the worlds largest industry and also represents the top three industries in many countries.” As a result it would be extremely important for third world countries to improve the tourism sector within their countries even more in order to enhance this source of income. Unfortunately this intention that many undeveloped countries already have can not be reached overnight, but one particular step forward could be community participation within these destinations. (Tosun, 2000)

Community participation in developing countries has become a major aspect especially concerning the tourism development process. According to Todaro,(1994, cited by Tosun, 2000) it is often the way wealth is distributed within a society, as well as the distribution of power that contributes to the emergence of the economic, social and political situation of a country.

As Linton (1987, cited by Tosun, 2000, p. 614) states “Third World tourism has been set up by agreements between foreign image-makers/investors and local elites.” This means, that the community does not have the right to take part in shaping the image of their country. Even though the will or interest to let the community

participate exists, there seem to be operational structural and cultural barriers in many undeveloped countries. In his article about “Limits to community participation in the tourism development process in developing countries” Tosun (2000) identified several aspects concerning operational, structural and cultural limitations. Limitations at the operational level may be in the form of “Centralization of public administration of Tourism”, which means that the planning and the organization of tourism is made at a national level and is directed by these nationals instead of involving the local governance in this management process. Another two important aspects in this context are the “lack of co-ordinations” and the “lack of information”. As tourism is a service that exist of several components working together to form one product, it is very important for the different sectors to work together in order to achieve the optimum outcome. In many undeveloped countries authorities are working against each other instead of working with each other although co-ordination and co-operation would improve reasonable strategies for the tourism development.

Furthermore the public is not kept up-to-date about any kind of activities concerning tourism development, which makes it impossible for the community to participate in the establishment of a successful tourism sector. (Tosun, 2000)

In the field of structural limitations Tosun (2000) found a lot of barriers that may hinder the development of tourism. For example the “attitudes of professionals” who are often not very confident of the local people as well as the “lack of expertise. The professionals working in developing countries were well trained to manage the tourism development but definitely have a lack of knowledge about community participation. They do not know how to cooperate with non-professionals and how to let them take part in tourism planning. Other hazards may be the “domination of the elites” who do not want to inform the rest of the populace about institutions and policies. Besides the operational and structural barriers there may be some cultural limitations like the “limited capacity of the poor people” within undeveloped countries, as well as the low level of interest demonstrated by them, that derives from their missing self-confidence. As a result they have to be highly motivated in order to contribute to the tourism development. Apparently there are several barricades that make it very difficult for developing countries to improve their tourism sector. (Tosun, 2000)

Tosun (2000) argues that many undeveloped countries are aware of the need for tourism planning but they face two main obstacles, the high costs that for the implementation and the missing financial resources in these countries. According to He furthermore point out that the participation of the community is important to present good tourism product and moreover a performance of a developed tourism system is the key driver for tourists to visit particular destinations. (Tosun, 2000)

2.1.3 The Role of Safety and Security

Although community participation may be a basic approach for the development of a tourism system, the importance of safety and security is rising constantly, especially in the last years it was a major concern. According to Olsen and Cassee (1996, cited by Chiang 2000) safety and security are one of overall “five global forces that would drive the tourism industry in the new millennium.” For the consumers of tourism services safety and security are probably part of the most important aspects within this industry. People are confronted with both issues not only in everyday life situations, like driving a car, going to work and doing sports, they are furthermore confronted with them in their social environment, in private and public surroundings as well as while going on vacations.

As security in the tourism sector has already been an important matter in the past decades, it is getting more difficult to control it due to the fact of economic growth and rising population (Hall et al. 2003). However the tourism sector is not the only industry that is affected by security issues, particularly because these risks do not only arise anymore just from actions like war, terrorism and other crime-related incidents but in recent years also from global issues including health, international and national crime, resource scarcity as well as sustainable development. (Butfoy, 1997, cited by Hall et al. 2003). Mansfeld and Pizam (2006) argue that every security incident such as war, civil unrest, terrorism or crime do not only have a negative effect on the destination itself but also to the local community, the tourists and its stakeholders. Moreover these incidents do not only affect the concerned destination but often also the surrounded regions and in the worst case the whole tourism system (Hall et al. 2003).

Especially in underdeveloped countries, where risks in various forms are common, it is important to reduce or try to control the risk factors in order to make the destination more attractive to tourists. As already mentioned above the development of a tourism sector, can not be achieved in a single day, it is a slow and time-consuming process that requires a lot of effort. However the improvement of a proper safety and security system may be the first step towards it.

2.2 Safety and Security

2.2.1 Definition & Differences

To get an overview of the whole topic, the most important aspect is to define the terms safety and security. Idso and Jakobsen (2000, cited by Albrechtsen 2003) from the Norwegian University of Technology and Science define safety as the protection from unintended incidents and security as the protection from incidents, where people act deliberately. In the new Oxford dictionary Pearsall and Hanks (2001, cited Albrechtsen 2003, p. 2) explain safety as “the condition of being protected from or unlikely to cause danger, risk or injury” and security as “the state of being free from danger or threat”.

Albrechtsen (2003) also says that the thought behind both of the terms is to take care of people by eliminating any hazards and threats and ensuring a safe and secure environment. Furthermore she states that the difference between them is that safety is concerned especially with the protection of human lives and health while security adverts to the protection against criminal activities.

As safety science involves the well-being of human people in every aspect of their lives it has its roots in high-risk industries such as nuclear plants where human caused and technological failures often occur. Nowadays this area is wide spread because of ongoing improvements within these sectors and international tourism may often be the carrier for catastrophes like outbreaks of epidemic plagues. Albrechtsen (2003) furthermore explains that safety incidents do not only endanger the overall level of humans’ well-being but also material objects as well as the environment might be affected. Moreover she argues that incidents within the field of safety are often unplanned criminal acts that derive from a thoughtless action. In this case, most people act deliberately without the intention to achieve a particular effect. Due to the fact that these hazards are often tangible and observable it makes it easier to get a general idea of the problem and therefore makes it easier to prevent or at least control them. (Albrechtsen, 2003)

The field of security is more complex and for that reason it makes it more difficult to control it. As Albrechtsen, 2003 states “today the field covers everything from personal to national security including financial crime, information protection,

burglary and espionage among others.” In addition Albrechtsen (2003) points out that any incident within the field of security is a planned act caused by the motivation of an individual or a group. In contrast to safety, security acts are malicious, criminal actions planned by people with the ulterior motive to achieve a wanted outcome. The high level of uncertainty on security threat is often created through interaction that cannot be foreseen, and is therefore difficult or impossible to predict. (Albrechtsen, 2003)

As this thesis is specialized on travel to developing countries, both issues are important aspects for people planning their trips.

In a study of Moreira (2007) he profiled the difference in risk perceptions as well as the evaluation of whether catastrophic or stealth risks are perceived more dangerous, among tourist and residents in Macau in China. Throughout his study he found out that the top three positions out of a ten-risk ranking were the outbreak of an epidemic disease on the first place followed by the increase in crime levels and terrorist attacks. Out of this ranking it is obvious that both security and safety are aspects that should not be underestimated and play a particular role in every tourist’s destination choice. In order to find out how people perceive different risks it is first of all necessary to identify the different safety and security risks that exist.

2.3 Incidents that influence Safety and Security in Tourism

In the book *Tourism, Security and Safety*, Mansfeld and Pizam (2006) have defined three major ideas to build the foundation for a general theory of security in tourism. The first concept describes the nature of tourism-related security incidents including the different types of incidents, the motives and the targets. The second conception is related to the impacts of such security incidents to the tourism industry, the tourists and the destination and the last idea deals with the reaction to tourism crises by its stakeholders.

2.3.1 Types of Security Incidents

Mansfeld and Pizam (2006) argue that “so far, the literature dealing with these interrelations identified four major types of security incidents that triggered some form of negative impact on the host communities, the tourism industry and the tourist themselves.” The four types in this context are “crime-related incidents, terrorism, war and civil/political unrest.” (Mansfeld and Pizam, 2006)

“Crime-related incidents can be in the form of 1) Theft; 2) Robbery; 3) Rape; 4) Murder; 5) Piracy; 6) Kidnapping.” (Mansfeld and Pizam, 2006,) They state that there are several possibilities in which these incidents can be carried out. The researchers came up with examples like “crimes committed by local residents against tourists, crimes committed by tourists against local residents, crimes committed by tourists against other tourists and organized crime against tourism enterprises”. (p. 4) Unfortunately any of these incidents will harm the image and will therefore lead to the absence of tourism in the concerned region (George, 2009). Moreover George (2009) states that the tourists particular vulnerability to be a victim of any crime-related act, leads to the fact that many of them do not even consider to take destinations with high crime rates into their choice set and will prefer travelling to safer destinations.

According to Mansfeld and Pizam (2006) “terrorism can be in the form of: 1) Domestic terrorism; 2) International terrorism; 3) Cross-border terrorism.” According to Sönmez and Graefe (1998) terrorism and political turmoil can be defined as the most meaningful obstacles in our time. Several researchers came to the conclusion that the problem of terrorism degenerated as terrorists realized that mass communication allows them to get even greater attention from the global audience. (Alexander 1971, Sandler and Lapan 1988, Schmid and deGraaf 1982, cited by Sönmez and Graefe, 1998). Richter 1983 (cited by Sönmez and Graefe 1989) believes that tourists might be the target group for terror attacks due to the fact that they symbolize the representatives of their country and as the media finds out that tourists are involved in such an attack, the whole situation escalates and attracts the attention of a broader international audience. Richter (1983, cited by Sönmez and Graefe 1989) explains this approach as the “usefulness of tourists to terrorists”. In other words, attacks on tourists are a used instrument to achieve advantages or to attain a certain political goal (Richter and Waugh, 1986, cited by Sönmez and Graefe, 1998).

“The types of wars that have been found to have an impact on tourism are: 1) Cross-border wars; 2) Trans-border wars; 3) Wars of attrition; 4) Civil wars.” (Mansfeld and Pizam, 2006) According to them wars have had a negative influence on tourism flows in the past years, not only on the affected country but also on the surrounding areas. They argue that it does not matter if the whole country or just some parts are affected, tourists try to avoid these places and in contrast to terrorism, the aftermath of these incidents are extremely long-lasting and affect wider regions.

“Civil and/or political unrest can be in the form of 1) Coup d’etat; 2) Violent demonstrations; 3) Uprising; 4) riots.” The word unrest may be defined as “a political situation in which people protest or behave violently.” (Longman Dictionary of Contemporary English, 2010) Such situations often occur when people within a country protest against political actions or representatives from the government. On the first sight terrorism and political instability do not seem to be associated with each other but sometimes terrorism may be the activator for a subsequent political crisis (Wieviorka 1994, cited by Sönmez and Graefe 1998). Although political unrest

in form of uprising and demonstrations might not be as severe as terrorism it represents an obstacle to tourism demand. (Sönmez and Graefe 1989) They furthermore argue that the “continuous media coverage of political rebellion, military coups, or regional wars can deter tourists from choosing to travel to specific destinations or even entire regions.”

Asides the above mentioned security incidents the EIU (1994) and Pizam (1999, cited by Cavlek 2002) have listed another two important factors that influence the negative impact of a destination which are:

“Natural Catastrophes in the form of 1) Earthquakes; 2) Floods; 3) Hurricanes; 4) Volcanic eruptions; 5) Outbreaks of an epidemic disease; 6) Fire.”

and

“Catastrophes caused by human or technical error: 1) Nuclear pollution; 2) Nuclear tests; 3) Oil spills.”

A study carried out by Plog (1999, cited by Valencia and Crouch, 2008) showed that people are more likely to cancel their trip or do not even consider to go to a destination which was hit by a human-caused disaster, such as war and terrorism, than by a natural disaster. He explained that this might be the case, because crime-related incidents are attempts against tourists. He moreover argues that tourists are afraid because they are aware of the fact that they display a political value for the people planning these attacks. He also argues that, in contrast to terrorism, natural disasters can not be foreseen as they are not planned.

Generally speaking each of the above mentioned incidents, no matter if crime-related occurrences, disasters caused by human beings, natural catastrophes, war or terrorism, had an enormous negative effect on tourism demand in several countries. The tsunami in December 2004 where thousands of people, including locals as well as tourists, got victims of a dramatic natural disaster caused a remarkable decline of tourism arrivals in all surrounding regions. (Tarlow, 2005).

The worst example of a human-caused tragedy was definitely the terror attack of 9/11. Floyd et al. (2003) state that the happening on the 11th of September caused mass cancellation and the approximate loss of this debacle was US\$ 10 billion, according to the International Air Transport Association. (World Tourism Organization, 2001, cited by Floyd et al, 2003) They furthermore argue that tourists as well as residents were not only scared to fly, they also lost their credibility in the safety and security system.

2.3.2 Motives and Targets

Most of the above mentioned incidents are planned violent acts, coming into existence because of a person's or a group's will (Albrechtsen, 2003). She argues that people planning such activities or contributing to them often have a certain goal they want to obtain. Specific intentions for conducted crime like terrorism, war and crime may be "political, religious, social and economic" motives but also "hostility to tourists, publicity seeking and destruction of an areas economy". (Pizam and Mansfeld, 2006, p.5)

In this context Pizam and Mansfeld (2006, p.5) have identified different types of targets:

- "Tourists on the way to and from their travel destinations
- Tourists vacationing in a given travel destination
- Tourism and hospitality installations and facilities
- Strategic and non-strategic transportation facilities serving tourists
- Public and private services and businesses serving tourists "

2.3.3 The Tourist as a Target

The above quoted examples point out that besides the tangible goods the tourist plays an important role in the wanted outcome of such occurrences. Several researchers came to the conclusion that tourists are the target group for victimization and definitely more vulnerable than local residents (Harper, 2001; Chesney-Lind and Lind, 1986; Pizam and Mansfeld, 2006). According to Harper (2001, cited by George, 2009) tourists possess special features concerning their behavior, their appearance and their status of being an "easy target". He argues that the fact that they stay in a foreign country in an unknown environment, makes them even more attractive for their offender. Moreover their look and behavioral patterns make them more visible and thereby more prone for any kind of illegal act, such as robbery, theft, and kidnapping. (Barker and Page, 2002).

Furthermore there are several theories that have concentrated on the phenomenon that some destinations may be more susceptible to iniquitous acts than other

(Crotts, 1996; cited by George 2009). The one that applies most to this study is probably “The Routine Activities Theory” by Cohen and Felson. (1979, cited by George 2009) As George (2009, p. 808) explains “the theory postulates that in order for a predatory crime to occur, three basic elements are required: a suitable victim or target, a motivated offender, and a relative absence of police and private security forces.” Crotts (1996, cited by George) furthermore adds that the absence of only one single factor can lead to the obviation of the incident. Especially in developing countries, where people live under poor conditions, tourists are even more visible to their offenders and as crime is often conducted in several areas of the country, makes it harder to control it and easier to occur. One step forward could be focusing on areas where a lot of crime takes place and enhance governmental control in these places to reduce crime levels or even prevent them.

However it is not always easy or even possible to protect tourists or tourist destinations from criminal activities, but it is a major theme that especially these developing countries should get under control, as the consequences of these issues are fatal for the tourism industry.

2.4 Impacts of Security & Safety Incidents

2.4.1 Impacts on the Destination

As Pizam and Mansfeld (2006) state it does not matter by what kind of crisis a tourist destination is hit, the outcome is definitely not positive and triggers an immediate crash in tourism demand to these areas. The researchers furthermore state that the occurrence of security incidents does not contribute to shaping a positive destination image. As Bolan and Williams (2008) argue, the consumer choice behavior is strongly shaped by a destinations' image and therefore it should not be underestimated regarding the competition in the marketplace. Furthermore Pizam and Mansfeld (2006) argue that the duration of a tourism crisis plays a major role. In other words, the negative effect will be more severe the longer the crisis lasts and therefore it adds to the overall negative picture. As most of the problems many undeveloped countries face are enduring over an unpredictable time span, tourists may be skeptic towards these regions. The researchers also argue that tourists reaction to a crisis defer extremely, while some may not be as responsive as others to the change of the safety situation and keep on travelling to the respective areas, others might cancel their vacations or choose alternatives. Pizam and Mansfeld (2006) point out that the fact that several businesses depend on earnings from the tourism sector, makes it even harder to suffer from losses.

2.4.2 Impacts on the Tourist's Behavior

No matter if security incidents are a permanent issue at a destination or a result of a sudden crisis, they always have a serious impact on the tourists risk perceptions and therefore the travel decision. (Pizam and Mansfeld, 2006) When we think of developing countries these risk perceptions are already higher from the beginning, due to the fact of several hazards that the tourist is confronted with. The researchers argue that one of the factors that contribute to the formation of risk perception is the "acceptable risk threshold of the traveler". (Pizam and Mansfeld, 2006, p.15) Consequently it can be assumed that exceeding this threshold would result in the avoidance of this destination. Once the tourist has decided to travel to a

destination, which is afterwards affected by a crisis, they might cancel their holiday or choose among any alternative destination that offers the same features. (Pizam and Mansfeld, 2006)

2.5 Reaction to Security & Safety Incidents

2.5.1 The Problem of the Destinations Behavior

As structured planning, is the key to keep a difficult situation under control, Pizam and Mansfeld (2006) point out that there are several Destination Management Organizations that have not elaborated effective plans they can hold on to in case of a major security or safety incident. The public is often only informed about the situation at the moment the happening occurs and once again when it is over, without keeping them continuously up-to-date. But not only the tourists are not well informed about the incidents, important tourism stakeholders such as travel agents, tour operators and the mass media are left behind. The researchers moreover argue that these organizations fret about the exaggeration of the incident by the media and other people, although it lies within their field of responsibility to control this negative image formation. (Pizam and Mansfeld, 2006)

2.5.2 Image and Perception Management

Unfortunately only a few destinations are aware of the fact that image management is not only an important tool to avoid and rebuilt a destinations image, it is also necessary for maintaining the destinations image. (Pizam and Mansfeld, 2006) Therefore image and perception management may also be an effective tool for developing countries. Pizam and Mansfeld (2006) state that it is the job of Destination Management Organizations and the government to provide constant and accurate information about the actual security situation at the respective region, in order to avoid the possible formation of negative risk perceptions formed by the media and other external communication channels like the travel trade as well as friends and relatives. Pizam and Mansfeld (2006, p.18) furthermore argue that "risk reduction strategies such as dissemination of positive communication, can influence the risk perception of not only potential tourists who are engaged in a destination-choice process, but also to those who have booked but not already

taken their trips, are in the process of visiting the destination and are returning from a recent trip”.

In order to invent and furthermore apply appropriate strategies that help destinations to control the risk and image perceptions it is important to understand and evaluate the contributing components of it.

2.6 Perception

2.6.1 Risk Perception

In order to give you an overview of this topic it is important to define the terms “perception, risk and perceived risk”. Lindsay and Norman (1977) define perception as “the process by which organisms interpret and organize sensation to produce a meaningful experience of the world.”

As risk displays the perception of a formidable situation in the future it will always be and has always been an important fragment concerning all decisions related to travel and tourism (Moreira, 2007). Slovic and Weber (2002, cited by Moreira 2007, p.16) explain, “The term risk is generally used to express hazard, probability, consequence, or a potential adversity or threat.” Moreira (2007) states that the two core measurements of risk are the probable outcome of a situation and its consequences. These measurements are displayed as estimations and perceptions of a person. Dowling and Staelin (1994, cited by George 2009, p.808) explain the term perceived risk as the “individual’s perceptions of the uncertainty and negative consequences of buying a product or service”.

In their study about “travel and risk” Roehl and Fesenmaier (1992, cited by George 2009, p.809) classified seven different types of risk in relation to travel decisions, which are “1) Equipment; 2) Financial risk; 3) Physical risk; 4) Psychological risk; 5) Satisfaction risk; 6) Social risk; 7) time risk, while George (2009) argues that they were not able to define a relationship between social risk and risk perception. They furthermore found out that tourists perceive risks in different ways and were able to identify three different types of tourists: “1) risk neutral; 2) functional risk; and 3) place risk.” (Roehl and Fesenmaier, 1992, cited by George, 2009) However in the case of this thesis, like in George’s (2009, p. 809) study, a connection can be

developed with place risk, which according to him “refers to tourists who develop a risk perception based on the risk factors related to the destination and its political social and security situation.” Several researchers (Lepp & Gibbson, 2003, Reisinger & Mavondo, 2005, 2006; cited by George, 2007, p.809) found out that the risk perceptions are dependent on factors like “age, gender, personality type, culture, motivation, tourist role, travel arrangements and the tourist’s nationality.” For instance Gibson and Yiannakis (2002, cited by George, 2007) came to the conclusion that the older the people are the less risk they want to take when planning their vacations.

2.6.2 Shaping Tourists Risk Perceptions

As one of the major aims of this thesis is, to find out what external communication channels have the most influence on a tourists risk perceptions and therefore on his or her travel decision, it is important to determine the factors that form the risk perception. According to Pizam and Mansfeld (2006, p.15) these external factors include:

- “the objective facts on the ground
- Mass media
- The travel trade (including travel agents and tour operators)
- Personal information sources (friends and relatives)
- the subjective acceptable risk threshold of the individual traveler”

One can see that besides the objective facts and the risk threshold of the individual traveler, there are three external communication channels, mass media, travel agents as well as friends and relatives, that play a major role in shaping tourists risk perceptions and the perception of the destinations image, as already mentioned a bit earlier.

2.6.2.1 The Mass Media

It is well known that the media has a major influence in shaping a destination's picture. (Cavlek, 2002) Especially when a destination is hit by a crisis it takes only a few hours until the public is informed about it. Cavlek (2002) argues that the public pays more attention to negative news and the media uses this very fact to full capacity. She furthermore argues that journalists will not suggest a destination that is declared as unsafe in their reports, although they might know that travelling to some parts of the country is not risky at all. The extensive media coverage does not only cause a drop in tourist arrivals, it also creates a harmful picture in the tourist's mind that lasts over a long time, as they are confronted with the incident again and again. (Pizam and Mansfeld, 2006). The researchers furthermore argue that the circumstances at these destinations are often displayed even worse than they really are and the public is influenced by journalists and their personal interpretation about the danger of visiting these destinations.

2.6.2.2 The Travel Trade

First of all it should be defined what the terms tour operator and travel agent mean. Tour operators are people that plan the holiday arrangements, including accommodation, flight and transport and these package holidays are then sold to the consumer by the travel agent, who acts as a trip advisor. (Federation of Tour Operators, 2006)

According to Cavlek (2002) the tour operator has a major influence, not only on the tourist itself but also on the destination's success and image. She furthermore states that the tour operator is responsible for the overall performance of the tourism service and therefore also for any kind of physical injury the consumer experiences during his stay. Consequently they do everything to avoid situations where the customer is exposed to any type of potential risk and evaluate them from a very crucial perspective.

Cavlek (1998) moreover states that in cases where tour operators are not convinced that the situation is under control, they will immediately take the destination out of their program until the situation has stabilized and safety and security are given.

Once a destination is taken out of the program the tourist is aware of the fact that travelling to this region is not secure anymore and the image and reputation of this country or region is destroyed. (Cavlek, 1998, cited by Cavlek, 2002)

2.6.2.3 Personal Information Sources – Word-of-Mouth

As Maser and Weiermair (1998, cited by Murphy et al, 2007) state, information may be one of the most influential features related to consumer behavior. According to Murphy et al (2007) there are have been identified two major conceptions in the study about patterns of information source usage which are “1) uncertainty and risk reduction; and 2) purchase involvement”. The concept that can be related to this study is “uncertainty and risk reduction”. As Beiger and Laesser (2004, citey by Murphy et al 2007) state, tourists attitudes concerning the use of information, can be traced back to need of minimizing every single aspect of uncertainty and risk that is involved in their decision. However the most important aspect for this thesis is to take a closer look at the different types of information sources that are used by the traveler. Out of the study conducted by Beiger and Laesser (2004, cited by Murphy et al 2007) was visible that “the most commonly used information source for all travelers before the travel decision was made was word of mouth from friends and relatives”. However word of mouth recommendation can also be transmitted by other travelers, like in travel reviews on several internet platforms and online travel communities.

The fact that risk perception of the individual traveler has a strong influence on his or her consumption behavior can not be denied. (Weinstein, 1988 and Sjöberg, 2000) For this reason it makes sense to take a look at the different consumer behavior models and their determining variables.

2.7 Consumer Behavior

2.7.1 Relation of Consumer Behavior to Tourism

Consumer behavior may be explained as “the study of individuals, groups or organizations and the process they use to select, secure, use and dispose of products, services, experiences or ideas to satisfy needs and the impacts that these processes have on the consumer and society.” (Perner, 1999-2010)

Not only the consumption of tourism and travel products, but its comprehension has become a very important point in recent years. Especially in today’s competitive environment it is in the tourism provider’s interest to create a tailor-made product that meets the customers needs, expectations and desire. (Pizam and Mansfeld, 1999)

Several researchers agree that motivation is a major aspect in defining tourist’s behavior. (Crompton, 1979 and Dann, 1977, cited by Hudson, 1999) Hudson (1999) states that they both argue, that a tourist’s motivation is driven by “pull” and “push” factors. According to him the so called “push factors” relate to stimulations that motivate people to do a holiday and the “pull factors” influence the destination choice. Crompton (1979, cited by Hudson, 1999, p.9) determined nine motives in total, seven are categorized as “push motives” and include “escape from a perceived mundane environment, exploration and evaluation of self, relaxation, prestige, regression, enhancement of kinship relationships and facilitation of social interaction.” and two of them are “pull motives” including “novelty seeking and education”.

2.7.2 Destination Choice

Sirakaya and Woodside (2005) argue that a tourist’s decision-making process is made by evaluating and choosing from a set of alternative destinations. However researchers have different opinions what actually are crucial factors that determine whether a destination is taken into the consumer’s choice set. According to Shih (1986, cited by Hudson) image and perceptions may be important factors concerning

destination choice. Former research by La Page and Cormier (1977, cited by Hudson, 1999) verified that the selection of a destination is highly influenced by the tourist's perception about them. Hudson (1999) also argues that tourists tend to decide whether to travel or not to travel to a destination relying on the image rather than on the actual information.

Figure 1 displayed underneath shows the "Model of the Pleasure Travel Destination Choice Process" created by Hudson (1999, based on Um and Crompton 1990). With this model Um and Crompton (1990, cited by Hudson, 1999) wanted to find out whether attitudes contribute to the destination selection process.

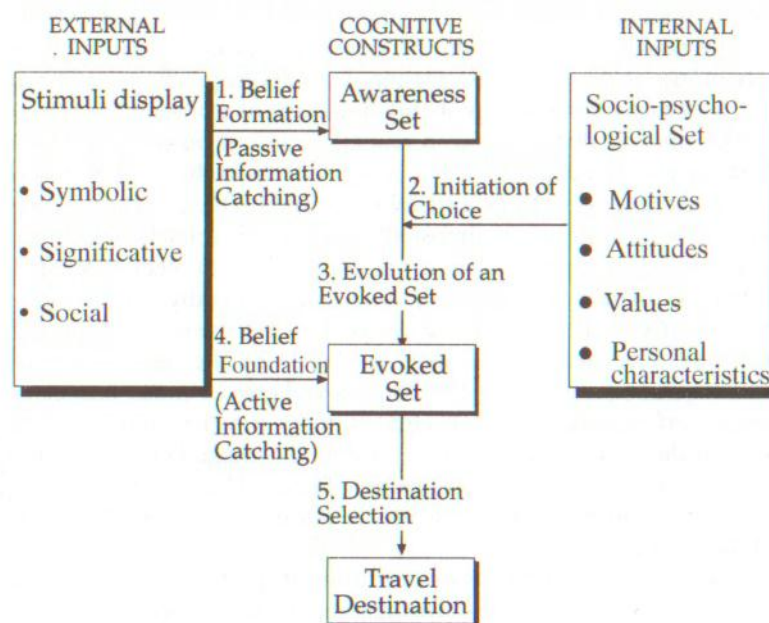


Figure 1: A Model of Pleasure Travel Destination Choice Process

Source: Hudson, 1999 (based on Um and Crompton, 1990)

They identified three major concepts within the model, the "external inputs", "the internal inputs" and the "cognitive constructs". Hudson (1999) explained that external inputs comprise the stimuli that are created through marketing about a destination as well as communications that people are confronted with. As visible from the Model the internal inputs which refer to socio-psychological factors such as tourist's motives, attitudes, values and personal characteristics, as well as the

external inputs have an influence on the cognitive construct which displays how and in which kind of stage they influence the decision. (Hudson, 1999) As a result of their testing Crompton and Um (1990, cited by Hudson, 1999) found out that the attitude of potential travelers is an important criterion for taking a destination into the evoked set and finally choosing a destination.

2.7.3 Models of Consumer Behavior in Tourism

A consumer behavior model can be defined as a structure or procedure that contains fundamentals like the consumer's beliefs, attitudes and values, situational factors and buying behavior and deals with the interrelations of all these variables. (Zaltam and Burger, 1975 cited by Hudson, 1999)

As already mentioned above, internal as well as external variables have a major effect on the decision making process. Internal factors may range from attitudes, beliefs, values, travel intentions and motives to personal characteristics and external variables include time, costs, pull factors, social factors and marketing. (Sirakaya and Woodside, 2005)

Sirakaya and Woodside (2005) state that another two important variables exist that determine distinctions in the consumer decision process. The first one is the type of involvement. The researchers define purchase involvement as the extent to which a person is interested in a buying process, which is activated by the motivation of buying a particular product or service. Furthermore Hawkins et al (1995, cited by Sirakaya and Woodside, 2005) state that this involvement is determined by certain features referring to the type of decision-making as well as the individuals and situational characteristics. The second variable mentioned by Sriakaya and Woodside (2005) is the level of decision making, which may range from high to low involvement purchases or decisions.

They also suggest that most of the tourism service purchases are connected with high fiscal and emotional costs and therefore seen as high involvement purchases while routine purchases require only low involvement.

This approach also applies to the “Decision-Making Continuum” from Hudson (1999, based on Mayo and Jarvis, 1981)

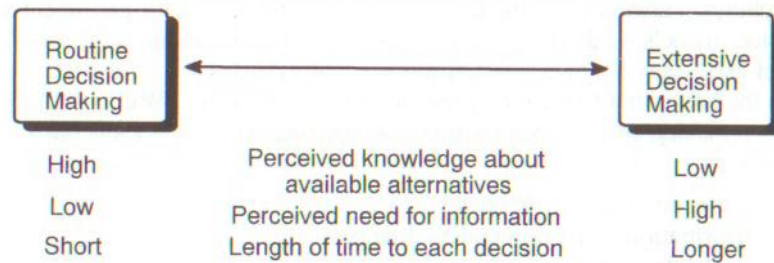


Figure 2: The Decision Continuum

Source: Hudson (1999, based and Mayo and Jarvis, 1981)

Mayo and Jarvis (1981, cited by Hudson, 1999) argue that the duration of the decision process and the interference of psychological factors play a major role in determining travel behavior. The Continuum ranges from “Routine Decision Making” which is made within a short time and a low input, to “Extensive Decision Making, which is very time consuming. (Hudson, 1999)

2.7.3.1 The Travel Decision Process: A Model

The Model shown in Figure 3 “The Travel Decision Process” was created by Hudson (1999, based on Schmoll’s Model 1977). Schmoll’s Model (cited by Hudson, 1999) refers to the early grand models of consumer behavior by Howard and Seth (1969, cited by Hudson, 1999) and Nicosia (1966, cited by Hudson, 1999). According to Hudson (1999, p.19) his model relies on these fundamentals:

- “The decision process and its eventual outcome are influenced by four sets of variables: customer goals, travel opportunities, communications effort, and intervening or independent variables
- It is possible to identify these sets of variables and their individual components.
- The eventual decision is in fact the result of a distinct process involving several successive stages or phases.”

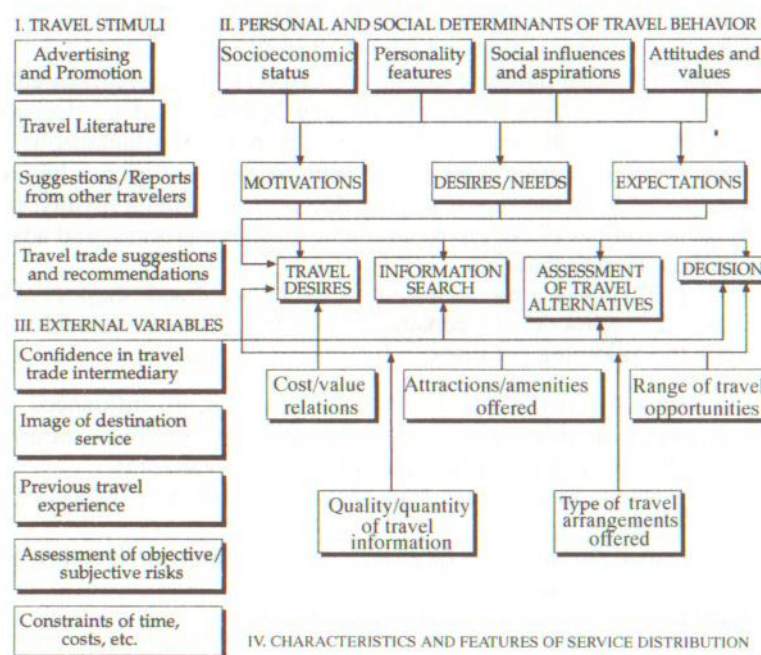


Figure 3: The Travel Decision Process: A Model

Source: Hudson (1999, based on Schmoll, 1977)

As visible in Figure 3 the model consists of four main components. The first component refers to the external travel stimuli such as marketing, advertising and suggestions from other travelers. The second component consists of personal and social determinants of behavior like an individuals needs, motives and travel desire which are influenced by socioeconomic factors, as well as social and personal characteristics. Another important factor are the external variables like destination image, potential risks, the confidence in the travel intermediaries as well as requirement of time and cost. The last component refers to the characteristics and features that are connected with the destination or the service and have an influence on the decision making process like attractions and amenities offered. (Hudson, 1999)

Although Hudson (1999) argues that Schmol's Model can not be used as an effective instrument to forecast the travel decision process he points out that is the only one that does not leave out the importance of constraints and their effect on the consumer decision making.

2.7.3.2 The Tourist Decision-Making Process

Hudson's Model (1999, based on Mathieson and Wall 1982) consist of the following five stages:

1. "Felt need or desire for travel
2. Information collection and evaluation
3. Travel decision
4. Travel preparations and travel experience"

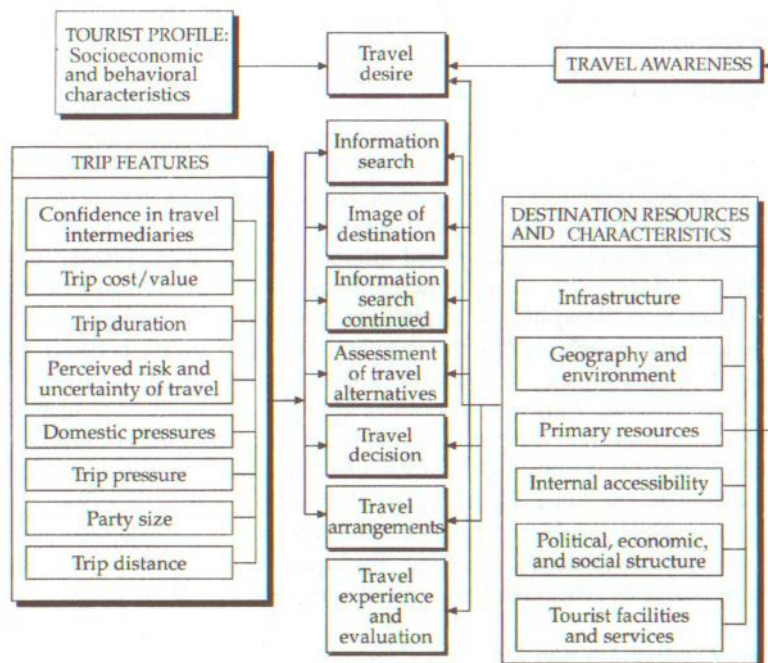


Figure 4: The Tourist Decision-Making Process

Source: Hudson (1999, based on Mathieson and Wall, 1982)

Hudson (1999) furthermore states that all the variables within the Model are interconnected with each other and have major influences on the different stages mentioned above. Mathieson and Wall (1982, cited by Hudson, 1999) have categorized their construction into four different sections: 1) "The Tourist Profile:" which refers to the socioeconomic and behavioral characteristics of the consumer such as beliefs, values and attitudes; 2) "Travel Awareness:" which means that the

consumer has the intention to travel but as long as he does not inform his self about possible destinations, he does not really know what to do, as recently as information is gathered the tourists forms his opinion and picture about a destination based on his personal and behavioral attributes; 3) “Trip Features:” refer to variables such as costs, time, duration of the trip, party size and perceived risks; and 4) “Resources and Characteristics of Destination:” which may include the destinations infrastructure, attractions, internal accessibility as well as the political and economic situation in this country.

Gilbert (1991, cited by Hudson 1999) pointed out that Mathieson and Walls Model leaves out points like personality and information processing, which are considered to be very important especially in connection with perception. However Hudson (1999) argues that “the framework was designed solely to indicate that the impacts of tourism are the consequence of tourist decisions, and it recognizes that the impacts of tourism are dynamic, changing with corresponding changes in destination features, trip characteristics, and the personal and behavioral attributes of tourists.”

2.7.3.3 A Stimulus-Response Model of Buyer Behavior

The Stimulus Response Model by Hudson (1999, based on Middleton, 1988) is composed of four components which are “1) stimulus input; 2) Communication channels; 3) Buyer characteristics and decision process; and 4) Purchase output.”

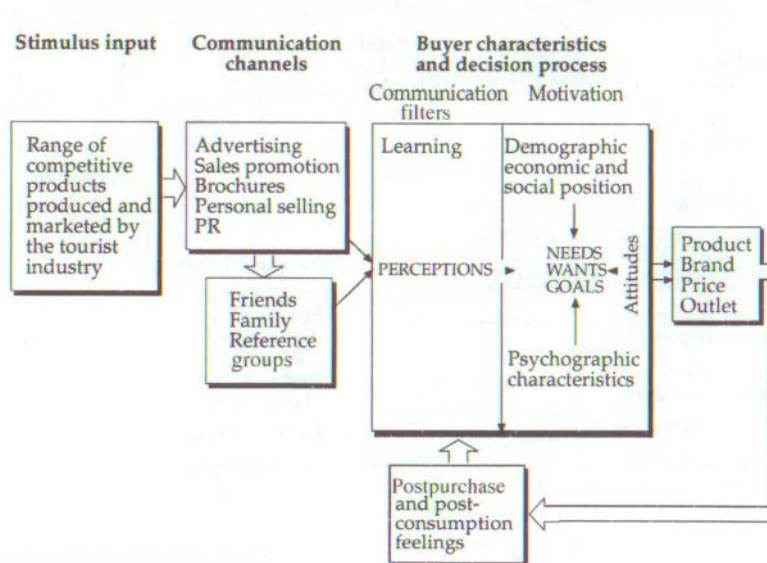


Figure 5: A Stimulus-Response Model of Buyer Behavior

Source: Hudson (1999, based on Middleton, 1988)

Hudson (1999) points out that the most important component displayed in this model is the “Buyers characteristics and decision process” which is driven by motivation and includes the buyer’s psychographic characteristics as well as attitudes, social position and perceptions. The other components are “stimulus inputs” and “communication channels”, which affect the consumers perception, and the last component is displayed as “purchase output” which then leads to post-purchase and post consumption feelings. (Hudson, 1999) Several researchers argue that friends and relatives as well as reference groups and colleagues can have a major influence on the consumer’s decision. (Middleton, 1988 and Wells and Gubar, 1966, both cited by Hudson, 1999). According to Middleton (1988, cited by Hudson,

1999, p.27) motivation is “the dynamic process in buyer behavior, bridging the gap between the felt need and the decision to act or purchase.”

Another Model that pays much attention to the influence of family members and reference groups was created by Hudson (1999, based on Mayo and Jarvis, 1981). Hudson (1999) points out that from the authors’ point of view psychological and social factors are major aspects in the decision making process.

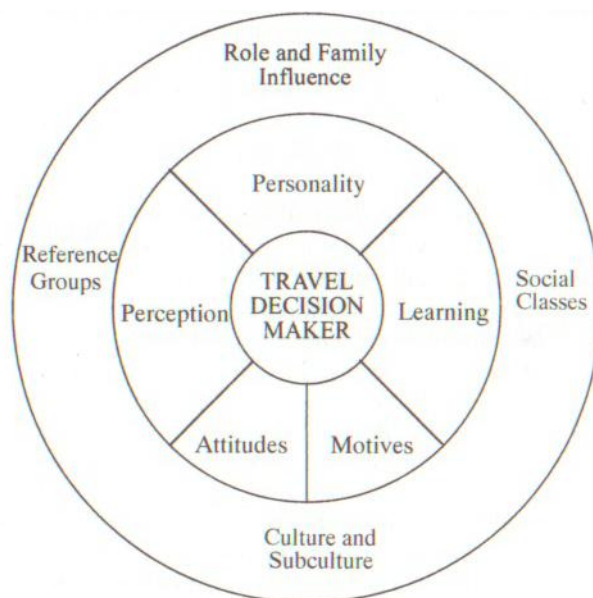


Figure 6: Major Influences on Individual Travel Behavior

Source: Hudson (1999, based on Mayo and Jarvis, 1981)

As visible in Figure 5 personality, learning, motives, attitudes and perception have a direct influence on the travel decision and are formed by the interference of reference groups, culture and subculture, social classes and the role of family influence. (Hudson, 1999)

However Hudson (1999) criticized that the model does not pay attention to external stimuli, like the models created by Schmoll and Middleton.

2.7.4 Comparison and Findings of the Models

As the aim of this thesis is not only to find out whether safety and security are major issues influencing a tourists decision making process, but also how they perceive potential risk factors at the Sub Saharan region and which external communication channels have the greatest influence on this perception, it is important to filter the different factors that contribute to a tourists perception.

All of the Models presented above point out that the personal and behavioral patterns contribute strongly to the consumer's decision making process, however for this study this is not really relevant as the focus lies on the consumers risk perceptions. Although Hudsons Model (1999, based on Mayo and Jarvis, 1981) has its main focus on the decision maker, and indicates that the perception is determined by social classes, as well as reference groups and family influence, the role of external communication channels is completely left out. While the Model based on Schmoll as well as the Model based on Mathieson and Wall pay attention to external stimuli they do not focus that much on perception as Middleton does. For this reason the most appropriate Model is the one created by Hudson (1999) based on Middletons (1988).

In this Model the consumer is stimulated by a range of products or services provided by the tourism industry. After the recognition of these services, the tourists perceptions are formed by the influence of several communication channels like advertising, sales promotion, brochures, personal selling by travel intermediaries as well as friends, family and reference groups. The existing perception of the destination, together with the demographic, economic and social needs, the attitudes and the psychographic characteristics is then applied to his needs, want and goals. Based upon this interaction of several factors the final decision is made. When tourists decide to travel to a new destination, they are not familiar with this decision could be categorized as "extensive decision making" according to Mayo and Jarvis (1981, cited by Hudson, 1999) decision making continuum. Especially when they decide to travel to a developing country where hazards exist and the security system not that advanced, this decision would be a high-involvement purchase, which demands a lot of time for information search and may cause a potential loss. As already mentioned before, from Middleton's point of view the motivation fills the

gap between the consumers need and the actual purchase. This means that the consumer is motivated by “pull factors” like for example the exploration of a new destination or country, which finally persuades the consumer to purchase a tourism service even if it is not his absolute preference or still involves any kind of risk.

2.8 Problem Definition

Although the tourism sector in many Sub-Saharan countries is already quite developed, these regions are still listed as undeveloped countries and face a lot of problems. As already mentioned above, limited financial resources, the domination of the elites and the lack of professionals represent major problems to the tourism development in these countries. Furthermore countries like Zambia, Namibia, Zimbabwe, South Africa, Malawi, Botswana as well as Uganda and Kenya are confronted with political instabilities within their countries, high crime rates, epidemic diseases, serious health problems and the existence of a wildlife environment. All these issues present potential risk factors that are taken into consideration when a tourist plans his or her holidays. As safety and security is a major aspect that has a great influence on the tourism industry, it is of high importance for these countries to stimulate its control.

Although these countries offer a lot of attractions and sites, ranging from mountains, wetlands, coastal areas to wildlife and culture, they also hold a great variety of risks, which may represent obstacles to the travel motivation of potential tourists. However the acceptable risk threshold lies in the eye of the beholder, who is in this case each individual tourist. Furthermore people are constantly influenced by the media, friends and relatives, intermediaries as well as other communication channels that play a major role in shaping the perception of a particular destination and thereby the risks that exist for the traveler. As already mentioned before, especially the media often overreacts and this leads to a wrong picture of a destination compared to the actual situation. Consequently the perceived risk of travelling to these countries is reinforced although this harmful demonstration is often not even warranted.

Within this study the researcher does not only want to find out whether safety and security are really such important matters especially when tourists are confronted with countries in the Sub Saharan region, it should also be pointed out what certain risks tourists perceive when they think of this region. In order to practice effective image and perception management, which is often neglected by these developing countries, it is important to focus on the external factors that contribute to this risk perception and the often misleading picture of these countries. To encourage these

destinations performances it is necessary to evaluate what risks tourists are willing to take and what kind of safety and security incidents these countries should pay more attention to.

2.9 Research Question & Hypothesis

With reference to the problem demonstrated in the problem definition and based on the literature review the following research questions and hypothesis were formed:

- Q1: Does safety and security play a major role in the tourists travel decision, especially regarding the Sub-Saharan region?
- H1: Safety and security are major concerns regarding the tourists travel decision especially when travelling to the Sub-Saharan region.
- H0: Safety and security are no major concerns within the travel decision and in combination with the Sub-Saharan region.
- Q2: Which risks do tourists perceive when they think of the Sub-Saharan region?
- H1: Crime related incidents represent the major risk factors perceived by tourists in connection with this region.
- H0: Crime related incidents are not the major risks perceived by tourists about the Sub-Saharan region.
- Q3: Which external factors have the most influence on the risk perception of this region?
- H3: Friends and relatives, the media and travel intermediaries have the most influence on tourists risk perceptions and therefore their travel decision.
- H0: Friends, relatives, the media and travel intermediaries are not the most influential sources in shaping the tourists risk perception about this region.
- Q4: What are the main motivators to travel to the Sub-Saharan region and which risks are tourists willing to take to fulfill their wants?
- H4: Safari, novelty seeking, history and culture as well as landscape are the main motivators for people travelling to countries in the Sub-Saharan region and in order to fulfill their wants people are willing to take no serious risks.

H0: Safari, novelty seeking, history, culture and landscape are not the main motivators for travelling to the country and tourists are willing to take serious risks in order to fulfill their wants.

3 Methodology

3.1 Research Method

In order to conduct the empirical part of this study the method of survey research is used. In order to answer the research questions and gather the relevant data the method of quantitative research in form of a questionnaire-based online survey was used. To gain relevant output of primary data, secondary data in form of books, journals, articles and online publications was used to create the literature review and therefore the basis for the questionnaire.

For the distribution of the questionnaire the method of non-probability sampling in form of convenience sampling was chosen as it allows the author to gain a great variety of responses, from a selected sample. (Social Research Methods, 2006)

An online link (<http://survey.modul.ac.at/thesis/index.htm>) that leads to the questionnaire was sent to 800 respondents via the social networking website “facebook”.

3.2 Questionnaire Design

As already mentioned above the survey was distributed in electronic format, as it is less time-consuming and a more convenient way of gaining data.

In order to construct the questionnaire design the Sawtooth Software was used which is an analytical software used to analyze market research. (Sawtooth, 2011) The questionnaire consists of 19 questions in total of which 6 questions include answers about the respondents’ demographic groups and the other 13 questions are related to the overall perception of the Sub-Saharan region, the risk perception of the region, information sources that contribute to this perception, the main motivators to travel to this region as well as questions about the likeliness of visitation and re-visitation. The questionnaire comprises open- and closed questions as well as multiple response questions and grid question, with an ordinal scale from 1 to 5 including response options like “strongly agree” to “strongly disagree”. In

order to analyze the collected data the Social Package for Statistical Science (SPSS) was used to present the relevant results.

4 Data Analysis & Results

4.1 Demographic Groups

Table 1: Profile of Respondents (N=185)

	Variables	Frequency	Percentage of total (%)
Gender	Female	109	58.9
	Male	76	41.1
Age	15-25	122	65.9
	26-35	20	10.8
	36-49	20	10.8
	50+	23	12.4
Profession	Student	104	56.2
	Professions	23	12.4
	Freelancer	17	9.2
	Skilled worker	11	5.9
	Executive of chief officer	9	4.9
	N/A	8	4.3
	Other labor	5	2.7
	Housewife	4	2.2
	Momentarily without payment	2	1.1
	Retiree	1	0.5
Pupil	1	0.5	
Education	University	123	66.5
	A-level etc., college	40	21.6
	O-level, high school	16	8.6
	N/A	4	2.2
	Apprenticeship	2	1.1
Residence	Austria	164	88.6
	Germany	5	2.7
	Italy	2	1.1
	other countries	14	7
Household Size	Household with 1	51	27.6
	Household with 2	58	31.4
	Household with 3	29	15.7
	Household with 4	29	15.7
	Household with 5	11	5.9
	Household with 6	5	2.7
	Household with 7	2	1.1

A total number of 370 questionnaires were collected, however only 185 were completed and therefore feasible for the data analysis. Table 1 displayed above comprises the respondents' demographic groups. As shown in the table, 109 or 58.9 % are female and 76 or 41.1 % are male, which means that more women than men completed the questionnaire. In order to make it more clear, the author has created four different categories of ages. As visible from the table 65.9 % of the respondents are between 15 and 25 years old, which represents the majority. Within the categories ranging from 26 to 35 and 36 to 49 the number of respondents is equally 10.8 % within each category. The respondents beginning at the age of 50 represent 12.4 %. The fact that the majority of 56.2 % of the respondents are students was an expected result as the greater part of the sample is between 15 and 25 years old. 12.4 % answered that they practice any kind of profession, 9.2 % fit into the category of freelancers, 5.9 % are skilled workers, 4.9 % fall under the category of executive or chief officer and 4.3 % responded that their profession was not applicable. The rest of the respondents fall under the categories of housewife, retiree, pupil and people who are momentarily without payment. In the case of the level of education the outcome showed again that most respondents (66.5 %) are educated on University level due to fact that the great majority are students, followed by 21.6 % who have completed the A-level. Another 8.6 % have completed the O-level and the rest of the respondents have attained apprenticeship or answered that their level of education is not applicable to the responses. The question about the permanent place of residence shows that the total number of respondents who live in Austria are 164, which are 88.6 % and represents the absolute majority in this case. Only 2.7 % of all respondents live in Germany and 2 people or 1.1 % in Italy. The rest of the respondents live in countries like Azerbaijan, Belgium, Great Britain, Lebanon, Netherlands, Oman, Portugal, Slovakia, South Africa, Spain, Sweden, Switzerland, Ukraine, and the United States of America. The case of household size refers to the total number of persons who are living within the household including the person that filled out the questionnaire. As observable from table 1, 31.4 % live in a household of with 2 people closely followed by 27.6 % who live alone. The number of respondents with a household size of 3 or 4 people is in both cases 15.7 %. The number of respondents who live in a household with 5 people declines to 5.9 % and

in the cases of 6 or 7 people per household the number of falls to 2.7 % in the former case and 1.1 % in the latter case.

4.2 Research Questions & Hypothesis Testing

4.2.1 Q1 – Safety and Security

Q1: Does safety and security play a major role in the tourists travel decision, especially regarding the Sub-Saharan region?

In order to find out whether safety & security plays a major role for tourists who plan to travel to countries in the Sub-Saharan region, the respondents were asked to list at least three items that come into their mind when they think of this specific region.

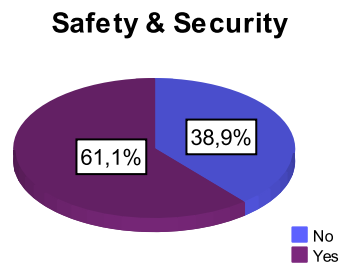


Figure 7: Safety and Security perception

The category yes in figure 7, represents the respondents who have listed at least one item that is related to safety and security, when they were confronted with the Sub-Saharan region. As visible from the Figure the majority of 61.1 % of all respondents associated this region with threats to safety and security while only 38.9 % did not.

The second aim the author focused on, in order to answer the question, is the importance of the different factors that have an influence on the tourists travel

decision. The respondents were asked to rank the level of importance on an ordinal scale ranging from 1, meaning that the factor has a major influence, to 5, meaning that it has no influence at all. Table 2 underneath, displays the different personal and touristic factors the respondents were asked to rank, including their mean ranks and the standard deviation.

Table 2: Important factors regarding the tourists travel decision

Factors	Mean	Standard Deviation
Available time to travel	1,96	1,004
Stability political situation	1,99	0,953
Recommendations friends and relatives	2,10	0,918
Perceived risk	2,31	0,944
Attractions/amenities offered	2,46	0,994
Good value for money	2,56	1,041
Destination Image	2,64	1,090
Destination infrastructure	2,77	0,935
Recommendations form other travelers (e.g. online travel communities)	2,77	1,045
Balanced Social structure	2,81	0,979
Trip distance to destination	3,23	1,236
Recommendations from Travel intermediaries (tour operators/travel agents)	3,26	1,026
Wealthiness of the destination	3,35	1,194

As visible from table 2, the most important factor regarding the tourists travel decision is the available time to travel with a mean rank of 1.96, closely followed by the stability of the political situation with a rank of 1.99. Recommendations from friends and relatives also turned out to be an important issue, as well as the perceived risk, with mean ranks of 2.10 and 2.31. As table 2 displays, the level of wealth of a destination turned out to be a factor that tourists do not really put much emphasis on with a mean rank of 3.35 which tells us that this factors is ranked between a slight influence and hardly any influence on the scale. It is also obvious, that the lowest value of the standard deviation is 0.918 and the highest value is 1.236, meaning that the values are distributed equally and the respondents did not vary very much in their answers.

In order to structure the different items that have an effect on the travel decision, the author decided to split the factors into two categories, the personal factors and

the touristic factors. As the personal factors such as trip distance to the destination, recommendations from travel intermediaries, friends and relatives and other travelers, as well as available time to travel are no decisive factors to answer the first research question and are not measurable in this case, the author pays attention to the touristic factors, displayed in table 3.

Table 3: Touristic factors regarding the tourists travel decision

Touristic Factors	Mean	Standard Deviation
Stability political situation	1,99	0,953
Perceived risk	2,31	0,944
Attractions/amenities offered	2,46	0,994
Good value for money	2,56	1,041
Destination image	2,64	1,09
Destination infrastructure	2,77	0,935
Balanced social structure	2,81	0,979
Wealthiness of the destination	3,35	1,194

As one can see, the stability of the political situation is the most important aspect regarding the touristic factors, with a mean rank of 1.99, meaning that it has a great influence on the travel decision. Although the factor risk perception would normally fall under the category of personal factors, the author included it into the table as it is an important issue within this study and regarding the role of safety and security. With a mean rank of 2.31 it still has a great influence in the travel decision process. In the case of attractions and amenities offered, good value for money and destination image with mean ranks between 2.46 and 2.64 the importance declines. Factors such as destination infrastructure and balanced social structure can almost be categorized as factors that have a slight influence with mean ranks of 2.77 and 2.81 and wealthiness of a destination, with the worst mean rank of 3.35 has only a slight influence on the travel decision with a slight tendency to hardly any influence, on the scale.

4.2.2 Hypotheses 1

H1: Safety and Security are major concerns regarding the tourists travel decision, especially when travelling to the Sub-Saharan region.

The data analysis shows that the stability of the political situation of a country as well as the factors risk perception can be categorized as issues that have a great influence on the travel decision process. As both factors are major concerns regarding safety and security within a country, it can be assumed that Safety and Security represent important issues for tourists. Furthermore a great majority of 61.1 % of the respondents thought about various crime-related risks as well as risks to health care regarding this particular region, before they were even confronted with the topic of safety and security in this context, therefore the first hypothesis is proven,

4.2.3 Q2 – Risk Perception of the Sub-Saharan Region

Q2: Which risks do tourists perceive when they think of the Sub-Saharan region?

In order to get an overview of potential risk factors tourists perceive when they think of the Sub-Saharan region, the author takes a look at the ranking of the different risks displayed in table 4. The respondents had the possibility to evaluate what risks they are facing within the Sub-Saharan region, on an ordinal scale from 1 to 5, ranging from strongly agree to strongly disagree.

Table 4: Risk Perception – Sub-Saharan region

Risk	Mean	Standard Deviation
Limited medical facilities	1,78	0,807
Epidemic diseases	1,88	0,847
Aids	2,08	1,096
Political instabilities (e.g. demonstrations)	2,10	0,876
Pick-pocketing	2,17	0,816
Robbery	2,17	0,802
Theft	2,19	0,763
Bag-snatching	2,23	0,811
Wild animals	2,39	1,180
Banditry	2,40	0,789
Muggings	2,43	0,791
Poisonous animals	2,44	1,021
Car-hijacking	2,50	0,873
Kidnapping	2,64	1,017
War	2,66	1,057
Rape	2,76	1,026
Murder	2,85	1,083
Terrorism	3,12	0,998
Floodings	3,54	0,903
Other natural catastrophes (e.g. hurricanes, volcanic eruptions)	3,56	0,920
Oil spills	3,57	0,919
Earthquakes	3,58	0,912
Nuclear pollution	3,85	0,930

As table 5 displays, the lowest value of the standard deviation is 0.789 and the highest 1.180, which means that the values are equally distributed and therefore the respondents did not really differ in their answers. The table shows that the risk of limited medical facilities with a mean rank of 1.78, is the risk that tourists mostly agree with closely followed by epidemic diseases with a mean rank of 1.88. Aids,

political instabilities like demonstrations, pick-pocketing, robbery, theft, as well as bag snatching are also risks tourists perceive in connection with this region, with mean ranks between 2.08 and 2.23. Wild animals, banditry, muggings, poisonous animals and car-hijacking are risks the respondents agree with in this region, however with mean ranks from 2.39 to 2.50 they have a tendency to the third rank on the scale meaning that the respondents' answer is neutral. As visible from the table, in the case of kidnapping, war rape and murder, the respondents' answers seemed to be more neutral with mean ranks between 2.64 and 2.85. As terrorism has a mean rank of 3.12 it can be assumed that the respondents answer was neutral and therefore they do not know if this risk is really a major concern within this region. Floodings, other natural catastrophes such as hurricanes, volcanic eruptions as well as oil spills and earthquakes have mean ranks ranging from 3.54 to 3.58, thus they are not really perceived as risk factors within this region. However the worst result turned out to be nuclear pollution with a mean rank of 3.85 which indicates that tourists disagree that this represents a hazard within this region.

As the data comprises several variables within this case the author has decided to undertake a factor analysis in order to reduce the dimensionality of data. Table 5 displays the values of factor loadings from factor 1 to 5 and the different variables that are related to the factors. The rotation matrix is used to improve the interpretability of each factor and the variables that are related with each other.

Table 5: Factor Analysis 1 – Risk perception

Rotated Component Matrix

Variables	Component				
	1	2	3	4	5
Theft	,831	-,057	,098	,051	,011
Pick-pocketing	,846	,038	-,046	,072	-,028
Bag-snatching	,813	,013	,018	,079	,069
Robbery	,722	-,147	,333	,118	,026
Car-hijacking	,582	-,081	,403	,201	,004
Muggings	,696	,064	,329	,070	,028
Banditry	,513	,073	,566	,033	-,039
Kidnapping	,202	,029	,763	,042	,221
Rape	,193	,173	,725	,255	,128
Murder	,144	,112	,786	,137	,188
Terrorism	,034	,287	,427	-,148	,660
War	-,045	,156	,283	,086	,792
Political instabilities (e.g. demonstrations)	,019	,174	,068	,244	,725
Limited medical facilities	,131	,046	-,141	,619	,385
Epidemic diseases (e.g. malaria, cholera, rabies)	,142	,053	-,053	,595	,407
Aids	,139	,099	,140	,677	,144
Wild animals	,023	,068	,240	,820	-,157
Poisonous animals	,075	,115	,177	,775	-,050
Nuclear pollution	,025	,777	,252	-,045	,125
Oil spills	-,056	,831	,075	-,004	,126
Floodings	-,063	,851	,010	,109	,134
Earthquakes	-,037	,847	-,021	,205	,087
Other natural catastrophes (e.g. hurricanes, volcanic eruptions)	,044	,767	,042	,115	,060

As the table shows, there are 5 different factors with different variables. In order to define the different variables within the factors the author took a look at the loadings of each coefficient. High loadings, like it is in the case of terrorism, war and political instabilities within factor 5, indicate that these items are interrelated with each other. Therefore the following factors were created:

- Factor 1 = Delinquency including theft, pick-pocketing, bag-snatching, robbery, car-hijacking, muggings and banditry
- Factor 2 = Catastrophes including nuclear pollution, oils spills, floodings, earthquakes and other natural catastrophes

- Factor 3 = Sever felonies including kidnapping, rape and murder
- Factor 4 = Threats to health care including limited medical facilities, epidemic diseases, aids, poisonous and wild animals
- Factor 5 = Human caused political crime with terrorism war and political instabilities

As more than 2 groups are tested within this case, the Kruskal-Wallis test was used in order to find out if the medians of the different factors are equal.

Table 6: Test Statistics – Factor 1 to 5

	trans1
Chi-Square	285,656
df	4
Asymp. Sig.	,000

a. Kruskal Wallis Test

b. Grouping Variable: Index1

As shown in table 6 the test shows a highly significant result with $p < 0.01$. Therefore there is a difference within the 5 groups tested. Table 7 comprises the case summaries with the 5 different factors displayed as index and the grouped median of the variables within every factor.

Table 7: Case Summaries – Factor 1 to 5

Case Summaries	
Index1	Grouped Median
Delinquency	2,2641
Catastrophes	3,7172
Felonies	2,7778
Threats to healthcare	2,0634
Human-caused political crime	2,5876
Total	2,6557

As visible from table 7 the grouped median for threats to health care has the smallest value with 2.0634, meaning that this factor represents the strongest perceived risks, followed by the group of delinquency with a value of 2.2641. Human cause political-crime with a value of 2.5876 and felonies with a value of 2.7778 are not apprehended that much by the respondents and in the case of natural catastrophes the respondents do not agree that this might be potential risk factors, as the value of 3.7172 shows.

In order to compare the results of tourists risk perceptions about the Sub-Saharan region with the perception of the actual situation within the countries, the respondents were asked if they have ever been to a country in the Sub-Saharan region. The outcome showed that 31.9 % or 59 respondents have already been to a country within this region while 126 respondents or 68.1 % did not travel to the Sub-Saharan region yet.

The respondents who have not been to a country within the region were asked about the likeliness of travelling to one of these countries. They had 5 response options ranging from “very likely” to “in no case”. The outcome showed that 23.8 % out of 68.1 % are very willing to travel to one of these countries and 24.9 % chose the option “likely”. 10.3% do not know if they want to travel to the Sub-Saharan region, 8.1% are not willing to travel to the region and only 1.1 % would travel in no case. When the respondents were asked to which country they would prefer to travel, the author found out that the great majority of 60.5 % would like to travel to South Africa and 44.3 % to Kenya. In the case of Namibia, Tanzania and Zimbabwe only between 18.4 % and 25.9 % chose these options. Only between 15.7 % and 7.6 % demonstrated the willingness of travelling to countries like Mozambique, Zambia, Malawi, Uganda and Angola.

The 59 respondents who already traveled to the region were asked if they perceived any of the risks displayed in table 8. They were able to rank their perception on an ordinal scale from 1 to 3, meaning that they perceived the risk the whole time, sometimes or never.

Table 8: Risk perception at the destination

Risk	Mean	Standard Deviation
Wild animals	2,15	0,690
limited medical facilities	2,22	0,696
Poisonous animals	2,36	0,663
Epidemic diseases (e.g. malaria, cholera, rabies)	2,42	0,649
Political instabilities (e.g. demonstrations)	2,51	0,598
Pick-pocketing	2,58	0,563
Aids	2,59	0,698
Theft	2,63	0,522
Robbery	2,68	0,517
Bag-snatching	2,71	0,527
Banditry	2,80	0,484
Muggings	2,81	0,434
Car-hijacking	2,83	0,461
Murder	2,88	0,375
War	2,88	0,375
Rape	2,90	0,402
Kidnapping	2,92	0,281
Terrorism	2,95	0,222
Oil spills	2,95	0,222
Earthquakes	2,97	0,183
Other natural catastrophes (e.g. hurricanes, volcanic eruptions)	2,97	0,183
Floodings	2,97	0,183
Nuclear pollution	2,98	0,130

Within table 8 the author again calculated the mean ranks as well as the standard deviation of each item. The risk of wild animals, limited medical facilities as well as the risk of poisonous animals with mean ranks of 2.15, 2.22, and 2.36, was sometimes perceived by the respondents. In the case of epidemic diseases, political instabilities, pick-pocketing, aids and theft the mean ranks indicate a great tendency to the third rank on the scale with mean ranks between 2.42 and 2.63. Robbery with a mean rank of 2.68 and bag-snatching with a mean rank of 2.71 were not really apprehended by the people who have been to a country within this region. The mean ranks of banditry, muggings, car-hijacking, murder and war lie in between 2.80 and 2.88 and show a great tendency to the third rank on the scale, which means that the respondents did hardly ever perceive any of these risks during their stay. For risks such as rape, kidnapping, terrorism and various forms of catastrophes the

mean ranks are between 2.90 and 2.98 in the case of nuclear pollution, therefore it can be assumed that the tourists never perceived any of these risks.

These respondents were also asked to which countries within the Sub-Saharan region they travelled and the outcome showed that the great majority of 22.2% out of 31.9 % have been to South Africa, 12.4 % to Kenya and 7 % of all respondents to Tanzania. However only between 1.6 % and 3.8 % of all respondents have been to the countries Namibia, Zimbabwe, Mozambique, Zambia, Malawi, Uganda and Angola. Furthermore the results showed that 20 % would love to travel to the region again, 8.1 % are willing to travel to the region again and only 3.8 % do not know if they would like to travel again.

To make the comparison of the risk perceptions clearer and easier to evaluate another factor analysis is undertaken within the case of risk perception at the destination.

Table 9: Factor Analysis 2 – Risk perception at the destination

	Rotated Component Matrix					
	Component					
	1	2	3	4	5	6
Theft	,061	-,023	,836	,135	,156	,056
Pick-pocketing	,177	,191	,747	,182	,188	,080
Bag-snatching	,083	,332	,766	,191	-,004	,088
Robbery	,392	,249	,417	,311	,556	,111
Car-hijacking	,876	-,029	,115	,094	,066	,003
Muggings	,661	-,130	,429	,115	,384	,038
Banditry	,696	-,099	,168	,117	,524	,052
Kidnapping	,768	,060	,144	-,066	,105	,113
Rape	,908	,025	,031	,254	-,038	,061
Murder	,777	-,004	-,099	,417	,281	,047
Terrorism	,232	,535	,381	,027	-,094	-,151
War	,348	,206	,163	,162	,798	,093
Political instabilities (e.g. demonstrations)	,194	,225	,337	,586	,177	-,232
Limited medical facilities	,183	,020	,087	,776	-,136	,248
Epidemic diseases (e.g. malaria, cholera, rabies)	,121	,001	,247	,823	,257	,043
Aids	,240	,220	,234	,600	,464	,291
Wild animals	-,014	-,196	,041	,071	,054	,827

Poisonous animals	,261	,281	,130	,148	,107	,760
Nuclear pollution	-,088	,925	,210	,055	,109	-,021
Oil spills	-,105	,685	-,058	-,008	,085	-,020
Floodings	-,038	,703	,286	-,126	,356	,078
Earthquakes	,365	,744	,226	,087	-,220	,104
Other natural catastrophes (e.g. hurricanes, volcanic eruptions)	-,117	,755	-,066	,390	,089	,009

As visible from table 9, there are 6 different factors within this case. Again, the high values indicate which variables are interrelated with each other and therefore form the different factors. The factors are named as followed:

- Factor 1 = Delinquency & severe felonies including banditry, car-hijacking, muggings, kidnapping, rape and murder
- Factor 2 = Catastrophes including floodings, earthquakes, other natural catastrophes, oil spills and nuclear pollution
- Factor 3 = Petty crime including theft, pick-pocketing, bag-snatching and robbery
- Factor 4 = Threats to health care including limited medical facilities, epidemic diseases and aids
- Factor 5 = War
- Factor 6 = Dangerous animals including wild and poisonous animals

Again the Kruskal Wallis test was used to determine whether a difference within the groups exists.

Table 10: Test Statistics – Factor 1 to 6

	trans1
Chi-Square	115,410
df	5
Asymp. Sig.	,000

a. Kruskal Wallis Test

b. Grouping Variable: Index1

As displayed in table 10, the value shows that $p=0.000$, meaning that the result is highly significant and therefore a difference within the groups exists.

Table 11: Case Summaries: Factor 1 to 6

Index1	Grouped Median
Delinquency & severe felonies	2.9444
Catastrophes	2.9793
Petty crime	2,7847
Threats to health care	2,5156
War	2,9298
Dangerous animals	2,2647
Total	2,8840

It is obvious from table 11, that the most important group within this case are dangerous animals with a value of 2.2647 meaning that tourists sometimes perceived this risk during their stay. The fact that threats to health care displays a value of 2.5156 indicates that these risk factors were sometimes perceived by the respondents however not often as the rank has a tendency towards the value of 3.000. In the case of petty crime with a value of 2.7847 and war, delinquency and

severe felonies as well as catastrophes the grouped medians lie within 2.9298 and 2.9793 and were therefore never or hardly at any time experienced.

4.2.4 Hypotheses 2 – Risk Perception

H1: Crime related incidents represent the major risk factors perceived by tourists in connection with this region.

The outcome showed that factor 4 represents the group of variables that is mostly perceived by the respondents in connection with the Sub-Saharan region, with a grouped median of the variables within this category of 2.0634. As threats to health care represent the highest perceived risk factor the hypothesis is rejected.

4.2.5 Q 3 – External communication channels

Q3: Which external factors have a major influence on the risk perception of this region?

In order to find out which external communication channels have the most influence on shaping tourists perceptions about this region, the author has analyzed the frequencies of the different information source.

Table 12: Information Sources - Overview

Information Sources		Frequency	Percentage of total (%)	Standard Deviation
Mass media (e.g. TV, newspaper, radio)	Checked	143	77.3	0.420
	Unchecked	42	22.7	
Friends & relatives	Checked	109	58.9	0.493
	Unchecked	76	41.1	
Formal Education	Checked	83	44.9	0.499
	Unchecked	102	55.1	
Traveler reviews (e.g. online travel communities)	Checked	53	28.6	0.453
	Unchecked	132	71.4	
Books & Literature (novels)	Checked	53	28.6	0.453
	Unchecked	132	71.4	
Self experience	Checked	47	35.4	0.437
	Unchecked	138	74.6	
Travel Agents & Tour Operators	Checked	44	23.8	0.427
	Unchecked	141	76.2	
Guidebooks	Checked	37	20	0.401
	Unchecked	148	80	
Advertising/Promotion	Checked	30	16.2	0.370
	Unchecked	155	83.8	
Brochures	Checked	26	14.1	0.348
	Unchecked	159	85.9	

Table 12 points out that the standard deviation is equally distributed, as the lowest value is 0.370 and the highest value 0.499. As shown in the table 77% of all respondents have indicated that their perception of the country was created by the mass media, including TV, newspaper and radio. Furthermore 58.9 % agreed that recommendations from friends and relatives form their picture about the destination, therefore this source is influential too. Formal education is an information source, 44.9 % of all respondents rely on. Traveler reviews, information from books and literature, as well self experience, recommendations from travel agents and tour operators and guidebooks did not seem to be sources that have an influence on tourists' risk perceptions as between 71.4 % and 80 % of the respondents did not choose that response option. However both advertising and promotion and brochure turned out to be the sources, only a few people base their perception on, as only 16.2 % chose this option in the former case and 14.1 % in the latter case.

To test which kind of information sources add to the risk perception of the Sub-Saharan region, the author used the Mann Whitney test, to analyze the relationship between the variables. Table 13 displays the influence of the grouping variable mass media, on the 5 different factors.

Table 13: Influence of mass media on factor 1 to 5

Test Statistics					
	Delinquency	Catastrophes	Sever felonies	Threats to health care	Human-caused political crime
Mann-Whitney U	1993,500	2924,500	2647,000	2625,500	2859,500
Wilcoxon W	12289,500	13220,500	12943,000	12921,500	13155,500
Z	-3,325	-,259	-1,178	-1,242	-,474
Asymp. Sig. (2-tailed)	,001	,796	,239	,214	,636

Within table 13 the p-value shows a significant result within the first factor with $p=0.001$, thus it can be assumed that mass media has an influence on the information about delinquency within this country.

In order to test how strong the influence of mass media on each factor within the group of delinquency is, the external communication sources were regressed with every single risk item belonging to the group. The model summaries of the overall 7 different models used, indicated that the R Squares within this cases showed values between 0.041 and 0.132 which means that the models are not really reliable.

However it seems, that mass media has a strong influence on shaping tourists perceptions about theft within the Sub-Saharan region, as the beta value of -0.316 indicates and the p-value is highly significant with 0.000. Within the models of pick-pocketing and robbery the results seem to be significant too with p values of 0.002 and 0.004. The beta values of -0.242 and -0.231 in this case, might demonstrate that mass media has an influence on tourists cognition of these risks. As the beta values of bag-snatching and muggings are relatively lower compared to the values within the other models, the influence of mass media on these risk factors does not seem to be that strong. However $p=0.009$ in the case of bag-snatching and $p=0.012$ in the case of muggings meaning that the results seem to be significant. The only variables that do not show significant results within their models are car-hijacking and banditry.

4.2.6 Hypothesis 3

H3: Friends and relatives, the media and travel intermediaries have the most influence on tourists risk perceptions and therefore their travel decision.

As the results show, mass media as well as friends and relatives turned out to be the most influential external communication channels in shaping tourists risk perception. However travel intermediaries do not seem to play an essential part in contributing to a destinations picture and therefore the hypothesis is not proven.

4.2.7 Q4 – Motivation and risk threshold

Q4: What are the main motivators to travel to the Sub-Saharan region and which risks are tourists willing to take in order to fulfill their wants?

For this hypothesis the author first takes a look at the main motivators to travel to the Sub-Saharan region.

Table 14: Main motivators for travelling to the Sub-Saharan region (N=124)

Information Sources		Frequency	Percentage of total (%)	Standard Deviation
Landscape	Checked	96	49.7	0,420
	Unchecked	28	17.3	
Safari	Checked	92	49.7	0.439
	Unchecked	32	17.3	
Exploration	Checked	72	38.7	0.495
	Unchecked	52	28.1	
History & Culture	Checked	67	36.2	0.500
	Unchecked	57	30.8	
Sights/attractions	Checked	46	24.9	0.485
	Unchecked	78	42.2	
Escape from mundane environment	Checked	39	21.1	0.466
	Unchecked	85	45.9	
Education	Checked	35	18.9	0.452
	Unchecked	89	48.1	
Novelty Seeking	Checked	34	18.4	0.448
	Unchecked	90	48.6	
Relaxation	Checked	31	16.8	0.435
	Unchecked	93	50.3	
Evaluation of self	Checked	25	13.5	0.403
	Unchecked	99	53.5	

It has to mentioned, that a total number of 124 respondents answered this question, du to the fact that they have not been to country within the Sub-Saharan region, as

already mentioned a bit earlier. As one can see, the values of the standard deviation are equally distributed within the smallest value of 0.403 and the highest value of 0.500 therefore the respondents' answers did not vary. It is clearly observable from table 16 that 51.9 % out of 67 % of all respondents indicated that the landscape is one of the main motivators for travelling to the country, closely followed by safari, which was chosen as response option by 49.7 %. For 38.9 % out of 124 respondents, exploration is an important motivator as well as history and culture with a value of 36.2 %. Only 24.9 % of respondents would visit the country because of its sights and attractions and 21.1 % for to escape from their mundane environment. A high value of 48.1 % in the case of education and 48.6 % within novelty seeking did not indicate these options as motivators for travelling to the region. However the worst results were achieved in the case of relaxation and evaluation of self as in both cases more than 50 % out of 67% did not chose this option.

In order to find out which risks tourists are willing to take to fulfill their motivation and which might hinder them from travelling, the hypothesis is tested by a regression of the different risk items with the likeliness of travelling to a country in the Sub-Saharan region.

Within table 15 the model summary of the regression between the risk items and the likeliness of travelling to the Sub-Saharan region is displayed.

Table 15: Model Summary – Risk items and likeliness of travelling

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,624 ^a	0,389	0,251	0,916

Within this summary the R square is an important value as it indicates the percentage of the variance explained through the model. As R Square shows a result of 0.389 it can be assumed that the model is quite good.

Table 16 displays the regression of the risk items on the likeliness of visiting the country.

Table 16: Regression – likeliness of travelling to the Sub-Saharan region

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Constant	-,180	,733		-,246	,806
Car-hijacking	,524	,154	,418	3,404	,001
Terrorism	,269	,132	,252	2,034	,045
Oil spills	,309	,168	,262	1,841	,069
Epidemic diseases (e.g. malaria, cholera, rabies)	,325	,142	,243	2,292	,024
Theft	,256	,175	,184	1,462	,147
Nuclear Pollution	,197	,162	,173	1,219	,226
Other natural catastrophes (e.g. hurricanes, volcanic eruptions)	,125	,134	,108	,937	,351
Pick-Pocketing	,128	,185	,098	,694	,489
Bag-snatching	,118	,172	,089	,686	,494
Rape	,064	,132	,061	,481	,632
Murder	,052	,122	,053	,429	,669
Aids	,053	,116	,051	,460	,646
Wild animals	,021	,110	,021	,189	,851
Poisonous Animals	,021	,141	,018	,146	,884
War	-,034	,120	-,030	-,279	,781
Kidnapping	-,047	,119	-,045	-,391	,696
Limited medical facilities	-,084	,147	-,060	-,573	,568
Banditry	-,134	,152	-,098	-,880	,381
Floodings	-,127	,157	-,103	-,807	,421
Political instabilities (e.g. demonstrations)	-,161	,128	-,132	-1,263	,209
Robbery	-,303	,172	-,229	-1,769	,080
Muggings	-,353	,183	-,257	-1,934	,056
Earthquakes	-,560	,156	-,481	-3,587	,001

Compared to the regression undertaken a bit earlier within this study, the data within this case was recoded into different variables to make the analysis easier, thus the positive beta values represent the negative influence of the risk items. As table 16 shows, in the case of car-hijacking $p=0.001$ which means that it is significant and has an influence on the likeliness of travelling to the country. The beta value of 0.418 indicates that this influence is very strong and indicates that car-hijacking is a potential risk factor that deters tourists from travelling to this country. In the case of terrorism the value is still significant as $p=0.045$. With a beta value of 0.252 it shows that the influence of this risk factor is quite high and might be an obstacle to the travel motivation. Another risk item that hinders tourists from travelling to the Sub-Saharan region is the outbreak of epidemic diseases as the beta value of 0.243

indicates that the influence is quite high and the p-value of 0.024 shows a significant result. The other risk items within this regression did not show significant result, except from earthquakes with a p-value of 0.001. However the beta value of -0.481 is not of importance in this case.

4.2.8 Hypothesis 4

H4: Safari, novelty seeking, history and culture as well as landscape are the main motivators for people travelling to countries in the Sub-Saharan region and in order to fulfill their wants people are willing to take no serious risks.

Looking at the results, it can be assumed that the hypothesis is rejected. Although Safari and landscape as well as history and culture turned out to be main motivators for travelling to the country, novelty seeking does not seem to be a substantial motivating factor. Furthermore the outcome of the regression only showed significant results within the factors of car-hijacking, terrorism and epidemic diseases, therefore it can not be concluded that tourists are only willing to take non serious risks in order to fulfill their wants.

5 Discussion

As proven within the first hypothesis, factors such as political instabilities as well as risk perception are taken into account while planning a holiday. Therefore it can be assumed that safety and security are important matters, as both of them are interrelated with the term safety and security. However personal factors such as recommendations from friends and relatives and available time to travel should not be underestimated. Surprisingly the balanced social structure and the wealth of a destination turned out to be less important and have only a slight influence on the travel decision, although these aspects might also contribute to the safety and security situation within a country.

Regarding the risk perception of the Sub-Saharan region, limited medical facilities turned out to be the highest perceived risk in connection with this region, although the hypothesis implied that delinquency would be the risk factors tourists perceive the most. According to the results it can be assumed that in general the respondents' estimation of risks within this region was good, except the case of natural disasters, where respondents seemed to be in disagreement with while earthquakes and floodings represent eventual risk factors. Although the tourists perceive a lot of risks in connection with the region, the results show that the willingness of travelling to these destinations is very high as more than the half of the respondents could imagine traveling to this region. As furthermore tested within the second hypothesis, the actual risk perception at the destination showed that tourists only sometimes faced risks such as dangerous animals and threats to health care, however hazards in form of petty crime, war, delinquency were hardly ever or never experienced by them, meaning that they felt safe most of the time during their vacation therefore it could be assumed that the preconceptions about the region may not be warranted. However it has to be mentioned that most of the respondents have been to South Africa and Kenya, which are countries where the tourism sector is already quite developed. The fact that the absolute majority of the respondents is willing to travel to the Sub-Saharan region again verifies that they did not perceive any risk to their personal safety during their stay.

The results within the third hypothesis illustrated that not only mass media and recommendations from friends and relatives turned out to be influential sources in shaping tourists risk perceptions, also formal education seems to be an information source people base their perception on. Especially in the case of delinquency it seems that tourists base their information on facts attained through the media. Not as expected, travel agents and tour operators are not an important information source according the image formation of a destination, as highlighted within the results. However this may arise from the fact that the great majority of the sample is between 15 and 35 years old and book their holidays online, instead of seeking advice from travel intermediaries. In this case the author wants to point out that people booking their holidays with travel agents, do so in order to receive recommendations and advice, thus it is still an influential source at least for some tourists.

The results within the last hypothesis were quite surprising. As already mentioned above landscape, safari and history and culture represent the main motivators for people visiting this region. Else-wise than expected only terrorism, epidemic diseases and car-hijacking turned out to be risks that have a negative influence on the willingness of travelling to the Sub-Saharan region. Although terrorism and epidemic diseases are incidents that can not easily be predicted and not really prevented, car-hijacking is a risk factor that might be reduced. That no significant results were attained within the field of catastrophes could be tracked back to the fact that people are not aware that theses hazards exist even exist within the country. In the case of hazards like rape, murder and aids, tourists might assume that the probability of such a risk to occur is nominal.

6 Conclusion

Safety and security are major aspects in every situation of life and are therefore not only recently under discussion within the sector of tourism. Especially for the consumers of tourism services safety and security represent important criteria, as the first hypothesis within this study has proven. As Pizam and Mansfeld mentioned it does not matter, what kind of security incidents tourists are confronted with, it always negatively affects all tourism stakeholders. By taking a closer look at destinations within the Sub-Saharan region, one will see that these countries are confronted with several hazards that might deter tourists from travelling to these destinations.

Taking the different factors into consideration that have an influence on the tourists travel decision, one can see that both touristic and personal characteristics play a major role in the decision making process. The stability of the political situation of a destination turned out to have a great influence on the tourists travel decision, which underlines Sönmez and Graefes (1989) statement that political instabilities might be an obstacle to tourism demand. As risk perception also plays a crucial role in the decision making process, it can be concluded that safety and security represent important issues for tourists. Especially in connection with the Sub-Saharan region they are major aspects as more than half of the respondents have associated this region with various forms of hazards in advance. The fact that consumer behavior is strongly shaped by a destinations' image as predicted by Bolan and Williams (2008) can not be verified as it only seems to have a slight influence within the decision making process. Comparing the risk perceptions of the Sub-Saharan region with the actual risk perception at the destination, one can see that the situation might be displayed worse than it even is, as within this study tourists hardly ever perceived any serious risk while travelling to the Sub-Saharan region. Therefore it can be concluded that Pizam and Mansfelds (2006) argument, that the circumstances at a destination are displayed unlike the facts on the ground, is supported. The researchers furthermore pointed out that risk perceptions are strongly shaped by external communication channels such as mass media, friends and relatives as well as travel intermediaries. Although mass media and

recommendations from friends and relatives turned out to have a major influence on the cognition of potential risk factors within this region, travel intermediaries do not seem to be among the meaningful information sources within this context.

As already pointed out in the discussion part terrorism epidemic diseases, car-hijacking are perceived as a potential risk factor that might deter tourists from travelling to countries within the Sub-Saharan region. This verifies Moreiras (2007) findings that epidemic diseases, crime-related incidents and terrorism are within the top three positions of tourists risk perceptions. The results showed that car-hijacking represent the only risk factor within this context that might be controlled. Unfortunately the author was not able to elaborate the connection to the external communication sources that have an influence on this risk perception and therefore it could not be verified to which source tourists refer to in this case. Destination Management Organizations within the Sub-Saharan region should focus on elaborating effective plans to reduce or even prevent this potential risk, through the enhancement of governmental policies and control within the areas where car-hijacking presents a hazard. As it seems that tourists' information about various forms of delinquency in this country is based on the exposure of mass media, it could be estimated that this information source also influences the perception of car-hijacking. It can be concluded that these destinations should pay great attention to the media. As Cavlek (2002) pointed out that the public pays more attention to negative news, it is important to try to avoid the creation of a harmful picture. By keeping the media constantly up-to-date about the actual situation within the country and trying to point out and enhance the destinations' strong points could be the first step towards the reduction of this risk perception. Especially regions like Mozambique, Zambia, Malawi, Uganda and Angola that seem to rank among the worst visited destinations should focus on improving their reputation. Although the outcome showed that the willingness of travelling to this country is high, safety and security are still major concerns for tourists and will always be important aspects regarding their travel decision.

7 Limitations

Within this study some limitations occurred that have to be taken into consideration. In first instance limitations regarding the data occurred. Although quite a lot of cases were collected the vast majority of people were between 15 and 25 years old and therefore the greater part of the sample applies to the young population. Another limitation regarding the age of the respondents occurred as the fact that older people are more risk adverse could not be proven due to the fact of the small sample size. Furthermore some of the models represented within the data analysis did not seem to be very reliable and therefore the analysis was restricted. As media turned out to be the most influential communication channel, it would have been interesting to see what kind of media sources have the greatest influence by sub-dividing them into categories such as newspaper and television.

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Appendices

Appendix 1: Questionnaire



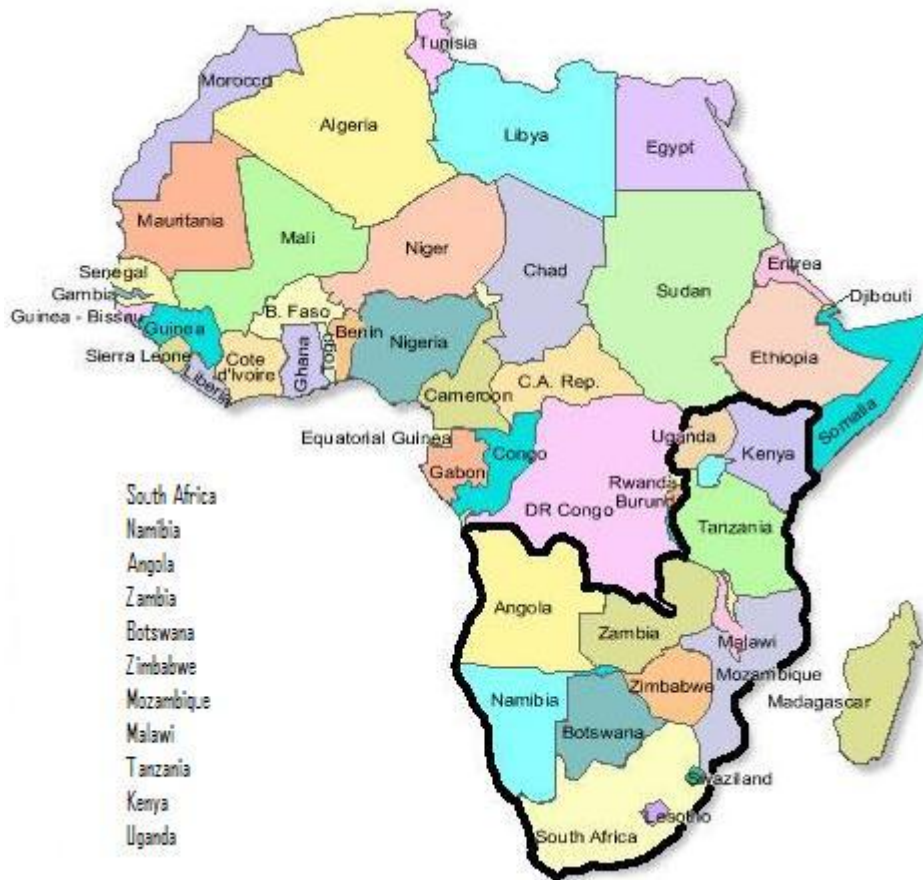
Welcome to my Survey about Tourism in Developing Countries

I am currently undertaking a research project for my bachelor thesis at the MODUL University and I invite you to participate in the study. The questionnaire should take no more than 10 minutes of your time! Nothing in the survey identifies respondents and your answers are confidential.

Your participation is greatly appreciated and helpful.

Thank you in advance for your participation! If you have any further questions do not hesitate to contact me!
(0811554@modul.ac.at)

The map displayed below shows the countries that are involved in the research. As you can see the survey focuses on eleven countries within the Sub-Saharan region in the South of Africa.



**What comes into your mind when you think of this region as a travel destination?
 (please list at least 3 keywords)**

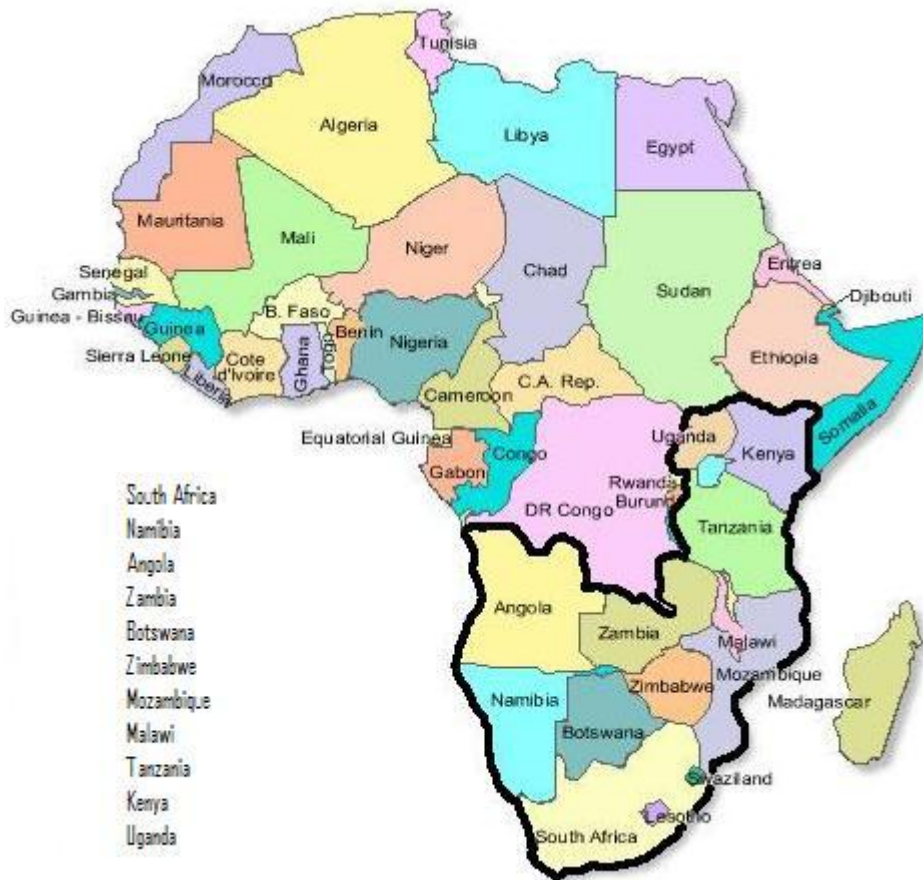
In general, what kind of information sources contribute to this perception of the region? (multiple choice option)

- | | |
|--|--|
| <input type="checkbox"/> mass media (e.g. TV, newspaper, radio) | <input type="checkbox"/> advertising/promotion |
| <input type="checkbox"/> travel agent & tour operator | <input type="checkbox"/> brochures |
| <input type="checkbox"/> friends & relatives | <input type="checkbox"/> guidebooks |
| <input type="checkbox"/> traveler reviews (e.g. online travel communities) | <input type="checkbox"/> books & literature (novels) |
| <input type="checkbox"/> self experience | <input type="checkbox"/> formal education |

What influence do the following factors have on your travel decision?

	major influence	great influence	slight influence	hardly any influence	no influence
trip distance to destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
recommendations from travel intermediaries (tour operators/travel agents)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
wealthiness of the destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
good value for money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
available time to travel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
recommendations from friends & relatives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
balanced social structure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
attractions/amenities offered	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
perceived risk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
destination image	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
stability political situation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
suggestions/reviews from other travelers (e.g. online travel communities)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
destinations infrastructure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The map displayed below shows eleven developing countries, thus by definition are facing issues regarding safety and security that often represent obstacles to the development of the tourism sector.



Risk perception of the Sub-Saharan region

What risks do you perceive when you think of the Sub-Saharan region?

When travelling to the Sub-Saharan region, I am facing the risk of ...	strongly agree	agree	neutral	disagree	strongly disagree
theft	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
pick-pocketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
bag-snatching	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
robbery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
car-hijacking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
muggings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

banditry	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
kidnapping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
rape	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
murder	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
terrorism	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
war	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
political instabilities (e.g. demonstrations)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
limited medical facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
epidemic diseases (e.g. malaria, cholera, rabies)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
aids	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
wild animals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
poisonous animals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
nuclear pollution	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
oil spills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
floodings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
earthquakes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
other natural catastrophes (e.g. hurricanes, volcanic eruptions)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

What kind of information sources contribute to the perception of this region ? (multiple choice option)

- | | |
|--|---|
| <input type="checkbox"/> traveler reviews (e.g. online travel communities) | <input type="checkbox"/> mass media (e.g. TV, newspaper, radio) |
| <input type="checkbox"/> self experience | <input type="checkbox"/> formal education |
| <input type="checkbox"/> advertising/promotion | <input type="checkbox"/> books & literature (novels) |
| <input type="checkbox"/> friends & relatives | <input type="checkbox"/> guidebooks |

- travel agent & tour operator brochures

Sub-Saharan region

Have you ever been to a country in the Sub-Saharan region?

- yes
 no

Could you imagine traveling to the region/a country in the Sub-Saharan region again?

- very likely
 likely
 don't know
 not likely
 in no case

To which of the following countries did you travel? (multiple choice option)

- Namibia Zimbabwe Uganda
 South Africa Zambia Kenya
 Mozambique Malawi Angola
 Botswana Tanzania

What were the main motivators for you to travel to this/these country/countries? (multiple choice option)

- safari relaxation
 novelty seeking escape from mundane environment
 education history & culture
 sights/attractions evaluation of self
 landscape exploration

Did you perceive any of these risks during your stay?

	the whole time	sometimes	never
--	----------------	-----------	-------

theft	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
pick-pocketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
bag-snatching	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
robbery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
car-hijacking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
muggings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
banditry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
kidnapping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
rape	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
murder	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
terrorism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
war	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
political instabilities (e.g. demonstrations)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
limited medical facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
epidemic diseases (e.g. malaria, cholera, rabies)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
aids	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
wild animals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
poisonous animals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
nuclear pollution	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
oil spills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
floodings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
earthquakes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
other natural catastrophes (e.g. hurricanes, volcanic eruptions)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Could you imagine traveling to a country in the Sub-Saharan region?

- very likely
- likely
- don't know
- not likely
- in no case

**To which country/countries would you travel?
(multiple choice option)**

- | | | |
|---------------------------------------|-----------------------------------|---------------------------------|
| <input type="checkbox"/> Namibia | <input type="checkbox"/> Zimbabwe | <input type="checkbox"/> Uganda |
| <input type="checkbox"/> South Africa | <input type="checkbox"/> Zambia | <input type="checkbox"/> Kenya |
| <input type="checkbox"/> Mozambique | <input type="checkbox"/> Malawi | <input type="checkbox"/> Angola |
| <input type="checkbox"/> Botswana | <input type="checkbox"/> Tanzania | |

**What would be/are the main motivators for travelling to countries in the Sub-Saharan region?
(multiple choice option)**

- | | |
|--|---|
| <input type="checkbox"/> escape from mundane environment | <input type="checkbox"/> education |
| <input type="checkbox"/> exploration | <input type="checkbox"/> safari |
| <input type="checkbox"/> evaluation of self | <input type="checkbox"/> sights/attractions |
| <input type="checkbox"/> relaxation | <input type="checkbox"/> history & culture |
| <input type="checkbox"/> novelty seeking | <input type="checkbox"/> landscape |

What is your gender?

- female
- male

What is your age?

years

Where is your permanent residence?

What is your level of education?

Which professional category do you belong to?

How many persons, including yourself, live in your household?

Appendix 2: Demographic groups

Residence - Where is your permanent residence?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Austria	164	88,6	88,6	88,6
	Azerbaijan	1	0,5	0,5	89,2
	Belgium	1	0,5	0,5	89,7
	Germany	5	2,7	2,7	92,4
	Great Britain	1	0,5	0,5	93
	Italy	2	1,1	1,1	94,1
	Lebanon	1	0,5	0,5	94,6
	Netherlands	1	0,5	0,5	95,1
	Oman	1	0,5	0,5	95,7
	Portugal	1	0,5	0,5	96,2
	Slovakia	1	0,5	0,5	96,8
	South Africa	1	0,5	0,5	97,3
	Spain	1	0,5	0,5	97,8
	Sweden	1	0,5	0,5	98,4
	Switzerland	1	0,5	0,5	98,9
	Ukraine	1	0,5	0,5	99,5
	USA	1	0,5	0,5	100
	Total	185	100	100	

Appendix 3: Risk perception of the Sub-Saharan region

Ranks

	Index1	N	Mean Rank
trans1	1	185	349,59
	2	185	725,67
	3	185	489,01
	4	185	298,81
	5	185	451,91
	Total	925	

Ranks

	Index1	N	Mean Rank
trans1	1	59	210,26
	2	59	238,79
	3	59	162,53
	4	59	122,03
	5	59	229,08
	6	59	102,31
	Total	354	

Q8 - Sub-Saharan region Have you ever been to a country in the Sub-Saharan region?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	59	31,9	31,9	31,9
no	126	68,1	68,1	100,0
Total	185	100,0	100,0	

visit - Could you imagine to travel to a country in the Sub-Saharan region?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very likely	44	23,8	34,9	34,9
	likely	46	24,9	36,5	71,4
	don't know	19	10,3	15,1	86,5
	not likely	15	8,1	11,9	98,4
	in no case	2	1,1	1,6	100,0
	Total		126	68,1	100,0
Missing	System	59	31,9		
Total		185	100,0		

To which country/countries would you travel?

Countries		Frequency	Percentage of total (%)	Standard Deviation
South Africa	Checked	112	60.5	0.297
	Unchecked	12	6.5	
Kenya	Checked	82	44.3	0.475
	Unchecked	42	22.7	
Namibia	Checked	48	25.9	0.489
	Unchecked	76	41.1	
Tanzania	Checked	37	20.0	0.459
	Unchecked	87	47.0	

Zimbabwe	Checked	34	18.4	0.448
	Unchecked	90	48.6	
Mozambique	Checked	29	15.7	0.425
	Unchecked	95	41.4	
Zambia	Checked	16	8.6	0.337
	Unchecked	108	58.4	
Malawi	Checked	16	8.6	0.337
	Unchecked	108	58.4	
Uganda	Checked	16	8.6	0.336
	Unchecked	108	58.4	
Angola	Checked	14	7.6	0.318
	Unchecked	110	59.5	

To which countries did you travel?

Countries		Frequency	Percentage of total (%)	Standard Deviation
South Africa	Checked	41	22.2	0.464
	Unchecked	18	9.7	
Kenya	Checked	23	12.4	0.492
	Unchecked	36	19.5	

Namibia	Checked	7	3.8	0.326
	Unchecked	52	28.1	
Tanzania	Checked	13	7.0	0.418
	Unchecked	46	24.9	
Zimbabwe	Checked	7	3.8	0.326
	Unchecked	52	28.1	
Mozambique	Checked	6	3.2	0.305
	Unchecked	53	28.6	
Zambia	Checked	4	2.2	0.254
	Unchecked	55	29.7	
Malawi	Checked	4	2.2	0.254
	Unchecked	55	29.7	
Uganda	Checked	3	1.6	0.222
	Unchecked	56	30.3	
Angola	Checked	3	1.6	0.222
	Unchecked	56	30.3	

revisit - Could you imagine to travel to the region/a country in the Sub-Saharan region again?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very likely	37	20	62,7	62,7
	likely	15	8,1	25,4	88,1

	don't know	7	3,8	11,9	100
	Total	59	31,9	100	
Missing	System	126	68,1		
Total		185	100		

Appendix 4: External communication channels

What kind of information sources contribute to the perception of this region?

Ranks

	mass media (e.g. TV, newspaper, radio)	N	Mean Rank	Sum of Ranks
delinquency	Unchecked	42	117,04	4915,50
	Checked	143	85,94	12289,50
	Total	185		
Catastrophes	Unchecked	42	94,87	3984,50
	Checked	143	92,45	13220,50
	Total	185		
Severe felonies	Unchecked	42	101,48	4262,00
	Checked	143	90,51	12943,00
	Total	185		
Threats to health care	Unchecked	42	101,99	4283,50
	Checked	143	90,36	12921,50
	Total	185		
Human-caused political crime	Unchecked	42	96,42	4049,50
	Checked	143	92,00	13155,50
	Total	185		

Coefficients

Model	r ²	Risk item	Information Source	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
				B	Std. Error	Beta		
Model 1	0.132	Theft	Mass media	-0,573	0,138	-0,316	-4,159	0
Model 2	0.069	Pick-pocketing	Mass media	-0,471	0,153	-0,242	-3,083	0,002
Model 3	0.082	Robbery	Mass media	-0,441	0,149	-0,231	-2,958	0,004
Model 4	0.055	Bag-snatching	Mass media	-0,402	0,153	-0,208	-2,626	0,009
Model 5	0.090	Muggings	Mass media	-0,374	0,147	-0,198	-2,55	0,012
Model 6	0.055	Car-hijacking	Mass media	-0,235	0,165	-0,113	-1,428	0,155
Model 7	0.041	Banditry	Mass media	-0,21	0,15	-0,112	-1,404	0,162

Appendix 5: Motivation and risk threshold

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	54,493	23	2,369	2,825	,000 ^a
	Residual	85,547	102	0,839		
	Total	140,04	125			