



No Risk, No Fun?

The Role of Risk in Destination Choice
– case of South Africa



MASTER THESIS

Michaela Marx

Tourism Studies

Aalborg University

2012

Aalborg University

Tourism, 10th semester

Type of Paper: Master Thesis

Topic: No Risk, No Fun?

Subtitle: The Role of Risk in Destination Choice
– case of South Africa

Conducted by: Michaela Marx

Supervisor: Mikael Oddershede

Pages of 2400 characters: 63

Handed in: 26.07.2012