

The Image of Uganda in Germany: Assessing the Perceptions of Germans about Uganda as a Tourist Destination

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Abstract : The rationale of this research was to review how Germans perceive Uganda as a tourism destination, after German visitors arrivals to Uganda remain few compared to other destinations like Kenya. It was assumed that Uganda suffers a negative image in Germany due to negative media influence. The study findings indicate that Uganda is not a popular travel destination in Germany, there is generally lack of travel information about Uganda. Despite the respondents' hearing about Uganda's and her beautiful attractions, good climate and friendly people, they also think Uganda is unsafe for travel. Findings further show that Uganda is a potential travel destination for Germans due to her beautiful landscape, rich culture, wild life, primates and the Nile, however political unrest, insecurity, the fear for diseases and poor hygiene hinder Germans from travelling to Uganda. The media, internet as well as friends and relatives were the major primary sources of information on Uganda while others knew about Uganda through their school lessons and sports. Uganda is not well advertised and promoted in Germany.

Keywords : destination Uganda and Germany, image, perception, negative media influence

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